

Master's Degree MBA in Industrial Management

Accreditation/Membership

The background of the slide is a photograph of an industrial setting. It shows a large machine, possibly a lathe or a similar metalworking tool, with a bright, glowing orange and yellow light emanating from it, suggesting a welding or grinding process. The machine is dark and metallic, with various components and bolts visible. The overall scene is dynamic and industrial.

tech global
university



Master's Degree MBA in Industrial Management

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

Website: www.techtute.com/us/engineering/master-degree/master-degree-mba-in-industrial-management

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01

Introduction to the Program

Industrial Management is a fundamental pillar in process optimization, business innovation, and the sustainable growth of organizations.

In a world where efficiency and technology are redefining business models, companies need leaders who can integrate advanced strategies to maximize productivity and profitability. According to the World Bank, the manufacturing industry accounts for around 16% of global GDP, highlighting its essential role in the economy. In this context, TECH Global University presents one of its most comprehensive university programs, designed to provide graduates with a strategic and global perspective, with a practical approach that will enable them to stand out in a highly competitive environment.





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A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in the Business Graduates Association”

In recent years, Industrial Management has evolved significantly, driven by digital transformation, automation, and the increasing interconnectivity of global markets. In recent years, Industrial Management has evolved significantly, driven by digital transformation, automation, and the increasing interconnectivity of global markets. The digitalization of the supply chain, the use of artificial intelligence in decision-making, and the implementation of sustainable production models are just some of the trends reshaping the industry.

In this highly dynamic environment, companies need leaders who can apply advanced management tools to improve efficiency and profitability. Therefore, the Master's Degree MBA in Industrial Management from TECH Global University provides engineers and related professionals with the tools to develop key skills in strategic management, advanced logistics, and operations management, based on the most innovative industry knowledge. This academic experience delves into the latest industrial optimization methodologies, from production planning to quality management and data analysis in industrial environments.

Additionally, students will benefit from a 100% online format, which allows them to balance their academic development with their professional responsibilities. Through the innovative Relearning methodology, based on the reiteration of key concepts, professionals will consolidate knowledge effectively. As an exclusive benefit of TECH Global University, this university degree includes a series of exclusive Masterclasses delivered by international guest directors, offering a global and up-to-date perspective on Industrial Management.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **MBA in Industrial Management** contains the most complete and up-to-date university program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Industrial Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Access high-level knowledge in Industrial Management through comprehensive Masterclasses delivered by renowned International Guest Directors”

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Thanks to the Relearning learning method, you will build the path to developing a solid, strategic, and innovative managerial career in a key sector for industrial transformation”

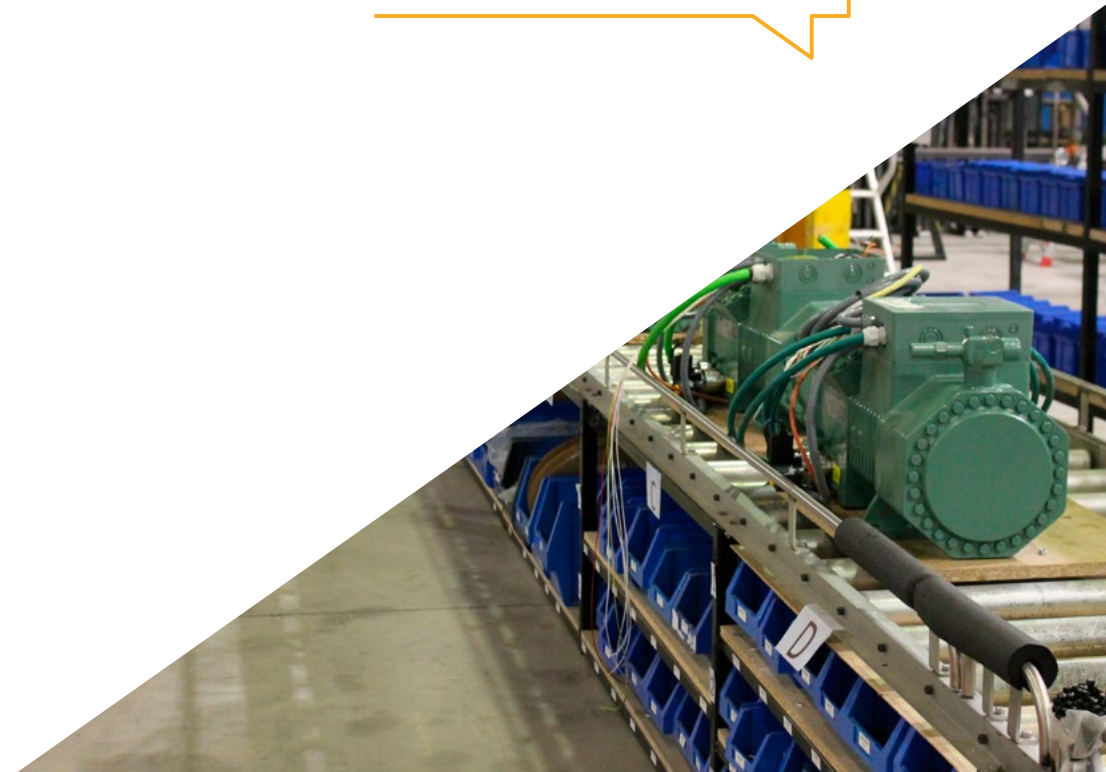
The program includes faculty members from the Industrial Management field, who bring their real-world experience into the program, alongside recognized specialists from leading organizations and prestigious universities.

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This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will apply agile methodologies in managing industrial projects, optimizing processes, and ensuring the efficient delivery of products and services in a highly competitive environment.

You will manage organizational change with a strategic vision, acquiring key knowledge in leadership and business transformation within the industrial sector.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes
The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty

The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

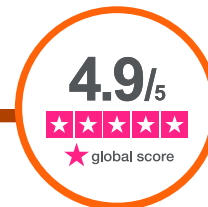
Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



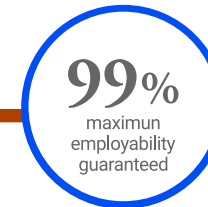
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

This university program offers a curriculum designed to enhance leadership and management skills in highly competitive industrial environments. It covers everything from strategic planning and production optimization to financial management and organizational leadership. Professionals will develop skills in Lean Manufacturing, quality control, advanced logistics, and business intelligence applied to Industry 4.0. Additionally, they will delve into talent management, commercial management, and strategic marketing. Through a practical approach, they will acquire key competencies to drive operational efficiency and digital transformation within their organizations.



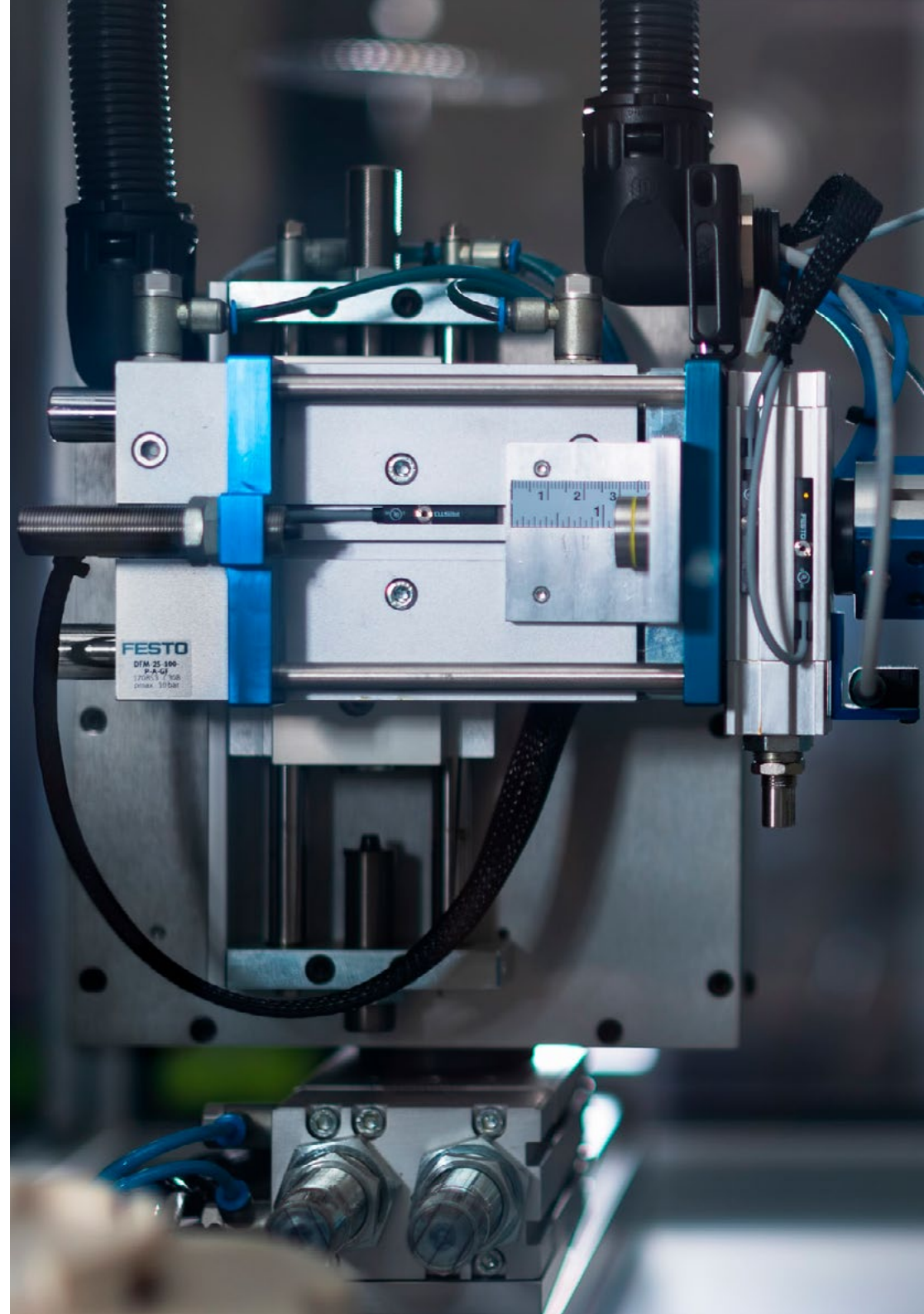


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You will manage innovation in the industrial sector by integrating Business Intelligence tools to optimize decision-making and maximize business performance”

Module 1. Strategic Keys to Improve Competitiveness

- 1.1. Excellence in Today's Business
 - 1.1.1. Adaptation to VUCA Environments
 - 1.1.2. Stakeholder Satisfaction
 - 1.1.3. *World Class Manufacturing*
 - 1.1.4. Measurement of Excellence: *Net Promoter Score*
- 1.2. Design of Business Strategy
 - 1.2.1. General Strategy Definition Process
 - 1.2.2. Definition of the Current Situation. Positioning Models
 - 1.2.3. Possible Strategic Moves
 - 1.2.4. Strategic Models of Action
 - 1.2.5. Functional and Organizational Strategies
 - 1.2.6. Environmental and Organizational Analysis. SWOT Analysis for Decision Making
- 1.3. Strategy Deployment. Balanced Scorecard
 - 1.3.1. Mission, Vision, Values and Principles of Action
 - 1.3.2. Need for a Balanced Scorecard
 - 1.3.3. Perspectives to Be Used in CMI
 - 1.3.4. Strategic Map
 - 1.3.5. Phases to Implement a Good CMI
 - 1.3.6. General Map of CMI
- 1.4. Process Management
 - 1.4.1. Process Description
 - 1.4.2. Types of Processes. Main Processes
 - 1.4.3. Process Prioritization
 - 1.4.4. Process Representation
 - 1.4.5. Measuring Processes for Improvement
 - 1.4.6. Business Process Mapping
 - 1.4.7. Process Reengineering





- 1.5. Structural Typologies. Agile Organizations. Rapid Response Structure (RRS)
 - 1.5.1. Structural Typologies.
 - 1.5.2. The Company Seen as an Adaptable System
 - 1.5.3. The Horizontal Business
 - 1.5.4. Characteristics and Key Factors of Agile Organizations (RRS)
 - 1.5.5. The Organizations of the Future: The TEAL Organization
- 1.6. Business Model Design
 - 1.6.1. Canvas Model for Business Model Design
 - 1.6.2. Lean Startup Methodology in the Creation of New Businesses and Products
 - 1.6.3. The Blue Ocean Strategy
- 1.7. Corporate Social Responsibility and Sustainability
 - 1.7.1. Corporate Social Responsibility (CSR): ISO 26000
 - 1.7.2. Sustainable Development Goals SDGs
 - 1.7.3. Agenda 2030
- 1.8. *Customer Management*
 - 1.8.1. The Need to Manage Customer Relationships
 - 1.8.2. *Customer Management* Elements
 - 1.8.3. Technology and Customer Management. CRM
- 1.9. Management in International Environments
 - 1.9.1. The Importance of Internationalization
 - 1.9.2. Export Potential Diagnosis
 - 1.9.3. Elaborating an Internationalization Plan
 - 1.9.4. Implementing Internationalization Plans
 - 1.9.5. Export Assistance Tools
- 1.10. Change Management
 - 1.10.1. The Dynamics of Change in Companies
 - 1.10.2. Obstacles to Change
 - 1.10.3. Factors of Adaptation to Change
 - 1.10.4. Kotter's Change Management Methodology

Module 2. Project Management

- 2.1. The Project
 - 2.1.1. Fundamental Project Components
 - 2.1.2. Project Director
 - 2.1.3. Project Environment
- 2.2. Project Scope Management
 - 2.2.1. Scope Analysis
 - 2.2.2. Project Scope Planning
 - 2.2.3. Project Scope Control
- 2.3. Schedule Management
 - 2.3.1. Importance of Planning
 - 2.3.2. Project Planning Management *Project Schedule*
 - 2.3.3. Trends in Time Management
- 2.4. Cost Management
 - 2.4.1. Project Cost Analysis
 - 2.4.2. Financial Project Selection
 - 2.4.3. Project Cost Planning
 - 2.4.4. Project Cost Control
- 2.5. Quality, Resources and Procurement
 - 2.5.1. Total Quality and Project Direction
 - 2.5.2. Project Resources
 - 2.5.3. Acquisition Recruitment System
- 2.6. Project Stakeholders and Communications
 - 2.6.1. Importance of Stakeholders
 - 2.6.2. Project Stakeholders Management
 - 2.6.3. Project Communication
- 2.7. Project Risk Management
 - 2.7.1. Fundamental Principles in Risk Management
 - 2.7.2. Process Management for Project Risk Management
 - 2.7.3. Trends in Risk Management

- 2.8. Integrated Project Management
 - 2.8.1. Strategic Planning and Project Management
 - 2.8.2. Project Management Plan
 - 2.8.3. Implementation and Control Processes
 - 2.8.4. Project Closing
 - 2.9. Agile Methodologies I: Scrum
 - 2.9.1. Agile and Scrum Principles
 - 2.9.2. Scrum Team
 - 2.9.3. Scrum Events
 - 2.9.4. Scrum Artifacts
 - 2.10. Agile Methodologies II: *Kanban*
 - 2.10.1. Kanban Principles
 - 2.10.2. Kanban and Scrumban
 - 2.10.3. Certifications
- ## Module 3. Leadership and People Management
- 3.1. The Role of the Leader
 - 3.1.1. Leadership in Effective People Management
 - 3.1.2. Types of Decision-Making Style in People Management
 - 3.1.3. The Coach Leader
 - 3.1.4. Self-Directed Teams and Empowerment
 - 3.2. Team Motivation
 - 3.2.1. Needs and Expectations
 - 3.2.2. Effective Recognition
 - 3.2.3. How Can Team Cohesion Be Strengthened?
 - 3.3. Communication and Conflict Resolution
 - 3.3.1. Intelligent Communication
 - 3.3.2. Constructive Conflict Management
 - 3.3.3. Conflict Resolution Strategies
 - 3.4. Emotional Intelligence in People Management
 - 3.4.1. Emotion, Feelings and Mood
 - 3.4.2. Emotional Intelligence
 - 3.4.3. Ability Model (Mayer and Salovey): Identify, Use, Understand and Manage
 - 3.4.4. Emotional Intelligence and Personnel Recruitment

- 3.5. Indicators in People Management
 - 3.5.1. Productivity
 - 3.5.2. Staff Turnover
 - 3.5.3. Talent Retention Rate
 - 3.5.4. Staff Satisfaction Rate
 - 3.5.5. Average Time of Unfilled Vacancies
 - 3.5.6. Average Training Time
 - 3.5.7. Average Time to Achieve Goals
 - 3.5.8. Absenteeism Levels
 - 3.5.9. Occupational Accidents
- 3.6. Performance Evaluation
 - 3.6.1. Performance Assessment Components and Cycle
 - 3.6.2. 360° Assessment
 - 3.6.3. Performance Management: A Process and a System
 - 3.6.4. Management by Objectives
 - 3.6.5. Operation of the Performance Assessment Process
- 3.7. Training Plan
 - 3.7.1. Fundamental Principles
 - 3.7.2. Identification of Training Needs
 - 3.7.3. Training Plan
 - 3.7.4. Training and Development Indicators
- 3.8. Identification of Potential
 - 3.8.1. Potential
 - 3.8.2. Soft Skills as a Key High-Potential Initiator
 - 3.8.3. Methodologies for Identifying Potential: Learning Agility (Lominger) and Growth Factors
- 3.9. Talent Map
 - 3.9.1. George Odiorne 4-Box Matrix
 - 3.9.2. 9-Box Matrix
 - 3.9.3. Strategic Actions to Achieve Effective Talent Outcomes
- 3.10. Talent Development Strategy and ROI
 - 3.10.1. 70-20-10 Learning Model for Soft Skills
 - 3.10.2. Career Paths and Succession
 - 3.10.3. Talent ROI

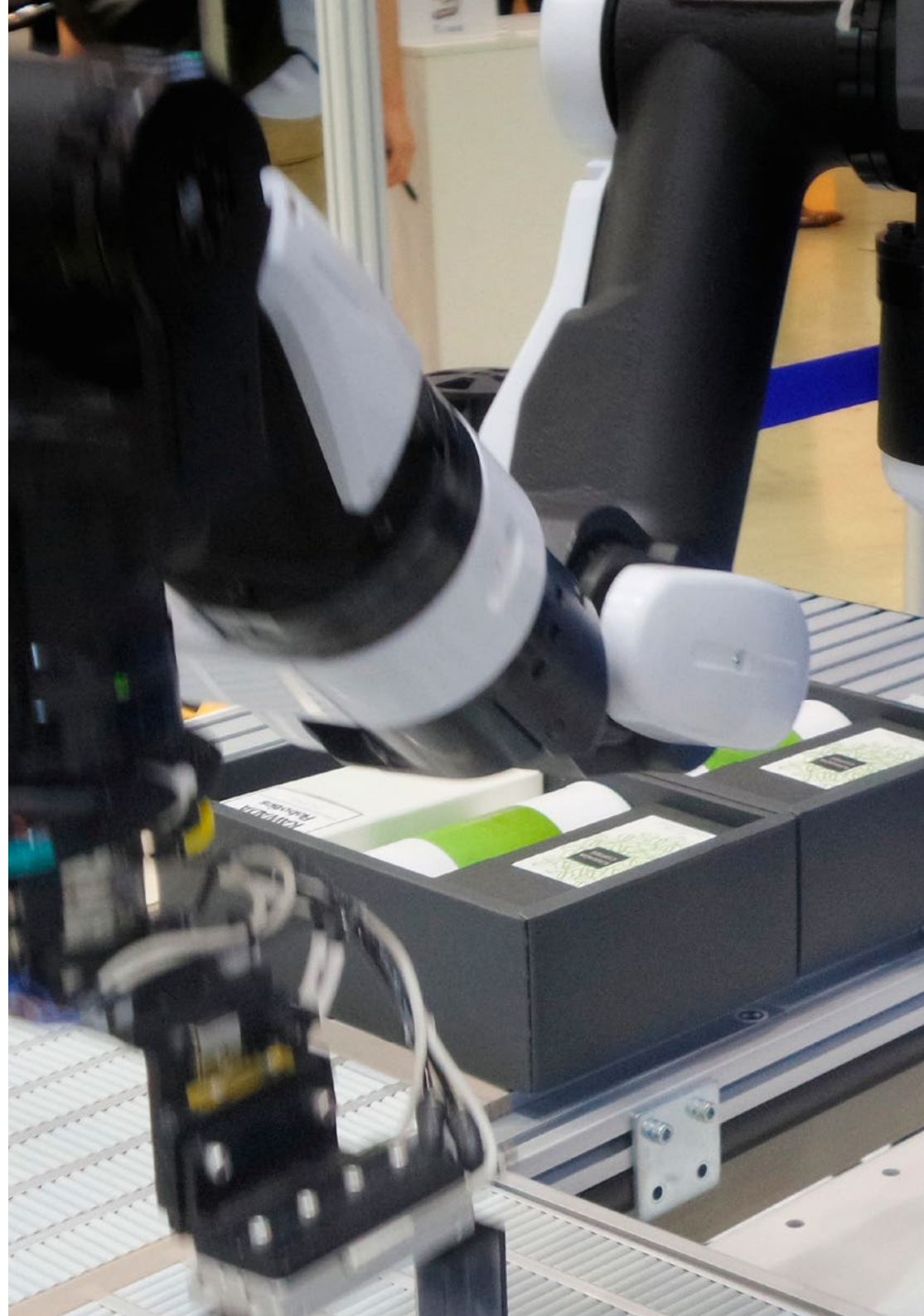
Module 4. Corporate Finance. An Economic-Financial Approach

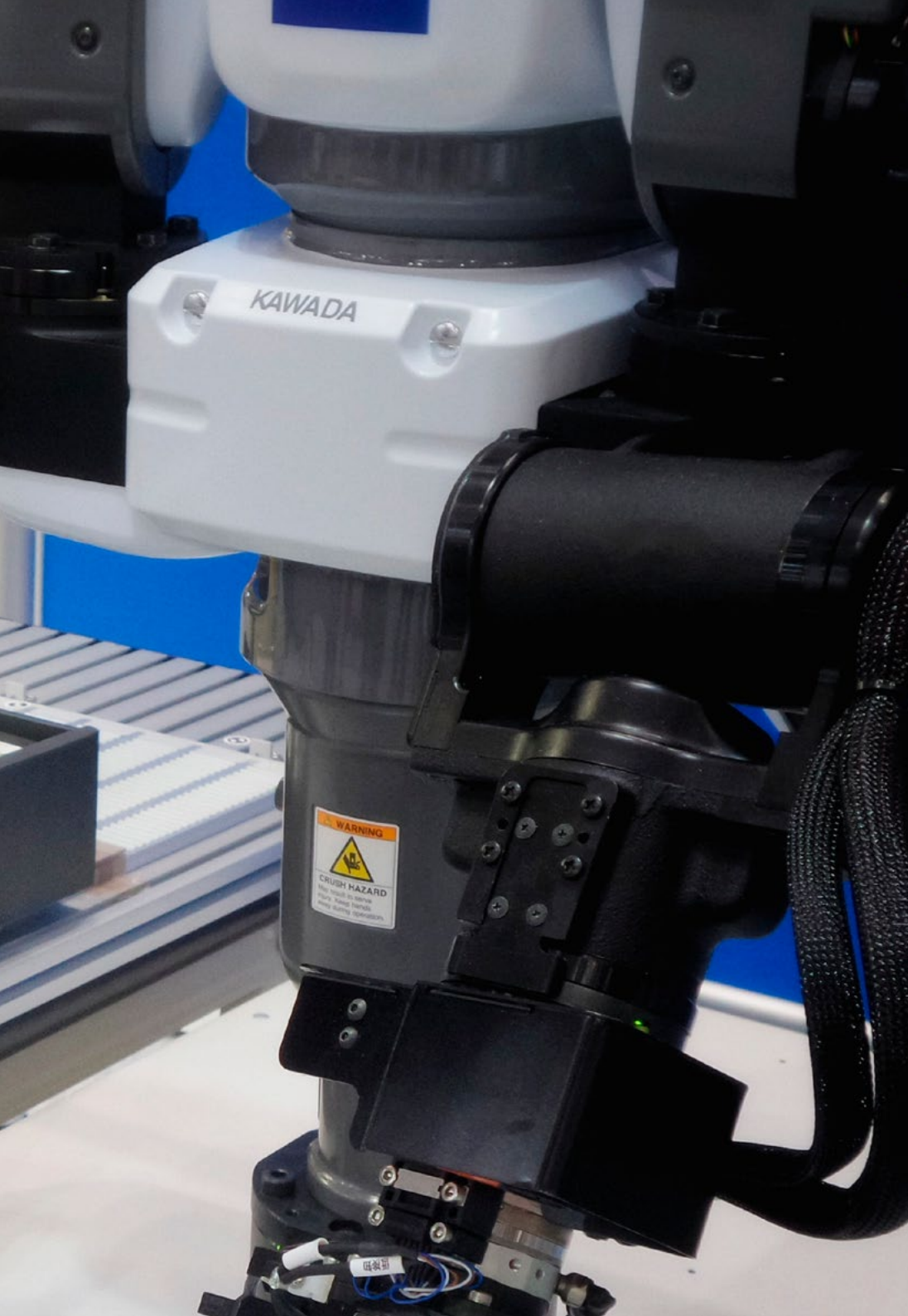
- 4.1. The Company in Our Environment
 - 4.1.1. Production Costs
 - 4.1.2. The Company in Competitive Markets
 - 4.1.3. Monopolistic Competition
- 4.2. Financial Statements Analysis I: The Balance Sheet
 - 4.2.1. Assets. Short and Long-Term Resources
 - 4.2.2. Liabilities. Short and Long-Term Obligations
 - 4.2.3. Equity. Profitability for Shareholders
- 4.3. Financial Statements Analysis II: The Income Statement
 - 4.3.1. The Structure of an Income Statement. Revenues, Costs, Expenses and Result
 - 4.3.2. Main Ratios to Analyze the Income Statement
 - 4.3.3. Profitability Analysis
- 4.4. Treasury Management
 - 4.4.1. Receivables and Payables: Cash Forecasting
 - 4.4.2. Impact and Management of Treasury Deficits/Surpluses. Corrective Measures
 - 4.4.3. Cash Flow Analysis
 - 4.4.4. Management and Impact of Debt Portfolio
- 4.5. Short and Long-Term Financing Sources
 - 4.5.1. Short-Term Financing Instruments
 - 4.5.2. Long-Term Financing Instruments
 - 4.5.3. Types of interest and Their Structure
- 4.6. Interaction between the Company and the Bank
 - 4.6.1. The Financial System and the Banking Business
 - 4.6.2. Banking Products for the Company
 - 4.6.3. The Company Analyzed by the Bank
- 4.7. Analytical or Cost Accounting
 - 4.7.1. Types of Costs. Decisions Based on Costs
 - 4.7.2. Full Costing
 - 4.7.3. Direct Costing
 - 4.7.4. Cost Model Based on Centers and Activities

- 4.8. Investment Analysis and Valuation
 - 4.8.1. The Company and Investment Decisions. Scenarios and Situations
 - 4.8.2. Investment Valuation
 - 4.8.3. Company Valuation
- 4.9. Corporate Accounting
 - 4.9.1. Capital Increase and Reduction
 - 4.9.2. Dissolution, Liquidation and Transformation of Companies
 - 4.9.3. Combinations of Companies: Mergers and Acquisitions
- 4.10. Foreign Trade Finance
 - 4.10.1. Foreign Markets: The Decision to Export
 - 4.10.2. The Foreign Exchange Market
 - 4.10.3. International Payment and Collection Methods
 - 4.10.4. Transportation, Incoterms and Insurance

Module 5. Product Design and Development

- 5.1. QFD (Quality Function Deployment) in Product Design and Development
 - 5.1.1. From the Voice of the Customer to Technical Requirements
 - 5.1.2. The House of Quality / Phases in Development
 - 5.1.3. Advantages and Limitations
- 5.2. Design Thinking
 - 5.2.1. Design, Need, Technology and Strategy
 - 5.2.2. Stages of the Process
 - 5.2.3. Tools and Techniques Used
- 5.3. Concurrent Engineering
 - 5.3.1. Fundamentals of Concurrent Engineering
 - 5.3.2. Methodology of Concurrent Engineering
 - 5.3.3. Tools Used
- 5.4. Programming. Planning and Definition
 - 5.4.1. Requirements. Quality Management
 - 5.4.2. Development Phases. Time Management
 - 5.4.3. Materials, Feasibility, Processes. Cost Management
 - 5.4.4. Project Equipment. Human Resource Management
 - 5.4.5. Information Communications Management
 - 5.4.6. Risk Analysis. Risk Management





- 5.5. Product Their Design (CAD) and Development
 - 5.5.1. Information Management / PLM / Product Life Cycle
 - 5.5.2. Modes and Effects of Product Failure
 - 5.5.3. CAD Construction. Review
 - 5.5.4. Product and Manufacturing Plans
 - 5.5.5. Design Verification
- 5.6. Prototypes. Their Development
 - 5.6.1. Rapid Prototyping
 - 5.6.2. Control Plan
 - 5.6.3. Design of Experiments
 - 5.6.4. The Analysis of Measurement Systems
- 5.7. Productive Process. Design and Development
 - 5.7.1. Modes and Effects of Process Failure
 - 5.7.2. Design and Construction of Manufacturing Tools
 - 5.7.3. Design and Construction of Control Tools (Gauges)
 - 5.7.4. Adjustment Phase
 - 5.7.5. Production Start-Up
 - 5.7.6. Initial Evaluation of the Process
- 5.8. Product and Process. Validation
 - 5.8.1. Evaluation of Measurement Systems
 - 5.8.2. Validation Tests
 - 5.8.3. Statistical Process Control (SPC)
 - 5.8.4. Product Certification
- 5.9. Change Management. Improvement and Corrective Actions
 - 5.9.1. Exchange Rates
 - 5.9.2. Variability Analysis, Improvement
 - 5.9.3. Lessons Learned and Practices Tested
 - 5.9.4. Process of Change
- 5.10. Innovation and Technology Transfer
 - 5.10.1. Intellectual Property
 - 5.10.2. Innovation
 - 5.10.3. Technological Transfer

Module 6. Production Planning and Control

- 6.1. Phases of Production Planning
 - 6.1.1. Advanced Planning
 - 6.1.2. Sales Projections, Methods
 - 6.1.3. Definition of *Takt-Time*
 - 6.1.4. Material Plan-MRP-Minimum Stock
 - 6.1.5. Personal Plan
 - 6.1.6. Equipment Needs
- 6.2. Performance Development Plan (PDP)
 - 6.2.1. Factors to Consider
 - 6.2.2. *Push* Planning
 - 6.2.3. *Pull* Planning
 - 6.2.4. Mixed Systems
- 6.3. *Kanban*
 - 6.3.1. Types of Kanban
 - 6.3.2. Uses for Kanban
 - 6.3.3. Autonomous Planning: 2-bin *Kanban*
- 6.4. Production Control
 - 6.4.1. PDP Deviations and Reporting
 - 6.4.2. Monitoring of Performance in Production: OEE
 - 6.4.3. Monitoring of Total Capacity: TEEP
- 6.5. Production Organization
 - 6.5.1. Production Equipment
 - 6.5.2. Engineering Processes
 - 6.5.3. Maintenance
 - 6.5.4. Control of Materials
- 6.6. Total Productive Maintenance (TPM)
 - 6.6.1. Corrective Maintenance
 - 6.6.2. Autonomous Maintenance
 - 6.6.3. Preventative Maintenance
 - 6.6.4. Predictive Maintenance
 - 6.6.5. Maintenance Efficiency Indicators MTBF-MTTR

- 6.7. Plant Layout
 - 6.7.1. Conditioning Factors
 - 6.7.2. Online Production
 - 6.7.3. Production in Work Cells
 - 6.7.4. Applications
 - 6.7.5. SLP Methodology
- 6.8. Just-In-Time (JIT)
 - 6.8.1. Description and Origins of JIT
 - 6.8.2. Objectives
 - 6.8.3. Applications of JIT. Product Sequencing
- 6.9. Theory of Constraints (TOC)
 - 6.9.1. Fundamental Principles
 - 6.9.2. The 5 Steps of TOC and its Application
 - 6.9.3. Advantages and Disadvantages
- 6.10. *Quick Response Manufacturing* (QRM)
 - 6.10.1. Description
 - 6.10.2. Key Points for the Structuring
 - 6.10.3. Implementation of the QRM

Module 7. *Lean Manufacturing*

- 7.1. Lean Thinking
 - 7.1.1. Structure of the Lean System
 - 7.1.2. Lean Principles
 - 7.1.3. Lean vs. Traditional Manufacturing Processes
- 7.2. Waste in the Company
 - 7.2.1. Value vs. Waste in *Lean* Environments
 - 7.2.2. Types of Waste (MUDAS)
 - 7.2.3. The Lean Thinking Process
- 7.3. 5 S Methodology
 - 7.3.1. The 5S Principles and How They Can Help Us Improve Productivity
 - 7.3.2. The 5 S's: Seiri, Seiton, Seiso, Seiketsu and Shitsuke.
 - 7.3.3. Implementation of the 5S in the Company

- 7.4. Lean Diagnostic Tools. VSM. Value Stream Mapping
 - 7.4.1. Value-Adding Activities (VA), Necessary Non-Value-Adding Activities (NNVA), and Non-Value-Adding Activities (NVA)
 - 7.4.2. The 7 Tools of Value Stream Mapping
 - 7.4.3. Process Activity Mapping
 - 7.4.4. Supply Chain Response Mapping
 - 7.4.5. The Production Variety Funnel
 - 7.4.6. Quality Filter Mapping
 - 7.4.7. Demand Amplification Mapping
 - 7.4.8. Decision Point Analysis
 - 7.4.9. Physical Structure Mapping
- 7.5. Lean Operational Tools
 - 7.5.1. SMED
 - 7.5.2. JIDOKA
 - 7.5.3. POKAYOKE
 - 7.5.4. Batch Reduction
 - 7.5.5. POUS
- 7.6. LEAN Tools for Production Monitoring, Planning and Control
 - 7.6.1. Visual Management
 - 7.6.2. Standardization
 - 7.6.3. Production Leveling (Heijunka)
 - 7.6.4. Manufacturing in Cells
- 7.7. The Kaizen Method for Continuous Improvement
 - 7.7.1. Kaizen Principles
 - 7.7.2. Kaizen Methodologies: Kaizen Blitz, Gemba Kaizen, Kaizen Teian
 - 7.7.3. Problem Solving Tools A3 Report
 - 7.7.4. Main Obstacles for Implementing Kaizen
- 7.8. Roadmap for Lean Implementation
 - 7.8.1. General Aspects of Implementation
 - 7.8.2. Phases of Implantation
 - 7.8.3. Information Technologies in Lean Implementation
 - 7.8.4. Success Factors in Lean
- 7.9. Lean Performance Measurement KPIs
 - 7.9.1. OEE- Overall Equipment Efficiency
 - 7.9.2. TEEP- Total Equipment Effectiveness Performance
 - 7.9.3. FTT- First Time Quality
 - 7.9.4. DTD- Dock to Dock Time
 - 7.9.5. OTD- On-Time Delivery
 - 7.9.6. BTS- Programmed Manufacturing
 - 7.9.7. ITO- Inventory Turnover Rate
 - 7.9.8. VAR-Value Added Ratio
 - 7.9.9. PPMs- Parts per Million Defects
 - 7.9.10. DR- Delivery Rate
 - 7.9.11. AFR- Accident Frequency Rate
- 7.10. Lean's Human Dimension. Staff Participation Systems
 - 7.10.1. The Team in the Lean Project. Application of Teamwork
 - 7.10.2. Operator Versatility
 - 7.10.3. Improvement Groups
 - 7.10.4. Suggestion Programs

Module 8. Quality Management

- 8.1. Total Quality
 - 8.1.1. Total Quality Management
 - 8.1.2. External and Internal Customers
 - 8.1.3. Quality Costs
 - 8.1.4. Ongoing Improvement and the Deming Philosophy
- 8.2. ISO 9001:15 Quality Management System
 - 8.2.1. The 7 Principle of ISO 9001:15 Quality Management
 - 8.2.2. Process Approach
 - 8.2.3. ISO 9001: 9001 Requirements
 - 8.2.4. Implementation Stages and Recommendations
 - 8.2.5. Deployment Objectives in a Hoshin-Kanri-Type Model
 - 8.2.6. Audit Certification

- 8.3. Integrated Management System
 - 8.3.1. Environmental Management Systems: ISO 14000
 - 8.3.2. Occupational Risk Management System: ISO 45001
 - 8.3.3. Integrating Management Systems
- 8.4. Excellence in Management: EFQM Model
 - 8.4.1. EFQM Model: Principles and Fundamentals
 - 8.4.2. New EFQM Model Criteria
 - 8.4.3. EFQM Diagnostic Tool: REDER Matrices
- 8.5. Quality Tools
 - 8.5.1. Basic Tools
 - 8.5.2. Statistical Process Control (SPC)
 - 8.5.3. Control Plan and Guidelines for Product Quality Management
- 8.6. Advanced Tools and Troubleshooting Tools
 - 8.6.1. FMEA
 - 8.6.2. 8D Report
 - 8.6.3. The 5 Why's
 - 8.6.4. 5W + 2H
 - 8.6.5. *Benchmarking*
- 8.7. Continuous Improvement Methodology I: PDCA
 - 8.7.1. PDCA Cycle and Stages
 - 8.7.2. Applying PDCA Cycle to *Lean Manufacturing Development*
 - 8.7.3. Keys to Success in PDCA Projects
- 8.8. Continuous Improvement Methodology II: Six Sigma
 - 8.8.1. Six Sigma Description
 - 8.8.2. Six Sigma Principles
 - 8.8.3. Six Sigma Project Selection
 - 8.8.4. Six Sigma Project Stages: DMAIC Methodology
 - 8.8.5. Six Sigma Roles
 - 8.8.6. Six-Sigma and *Lean Manufacturing*

- 8.9. Quality Suppliers: Audits Tests and Laboratory
 - 8.9.1. Reception Quality. Agreed Quality
 - 8.9.2. Management System of Internal Audits
 - 8.9.3. Product and Process Audits
 - 8.9.4. Phases for Performing Audits
 - 8.9.5. Auditor Profile
 - 8.9.6. Tests, Laboratory and Metrology
- 8.10. Organization Aspects in Quality Management
 - 8.10.1. The Role of Administration in Quality Management
 - 8.10.2. Quality Area Organization and the Relationship with Other Areas
 - 8.10.3. Quality Circles

Module 9. Logistics Function, Key to Competing

- 9.1. Logistical Function and the Supply Chain
 - 9.1.1. Logistics Function and Supply Chain
 - 9.1.2. Logistics Challenges
 - 9.1.3. Key Logistics Activities. How to Get Value from the Logistics
 - 9.1.4. Types of Supply Chains
 - 9.1.5. Supply Chain Management
 - 9.1.6. Logistics Function Costs
- 9.2. Optimization Strategies in Logistics
 - 9.2.1. Cross-Docking Strategy
 - 9.2.2. Agile Methodology in Logistics Management
 - 9.2.3. Outsourcing Logistics Processes
 - 9.2.4. Picking or Efficient Order Picking
- 9.3. *Lean Logistics*
 - 9.3.1. Waste Analysis in the Logistics Chain
 - 9.3.2. Analysis of Waste in the Logistics Chain
 - 9.3.3. Implementing a Lean System in Supply Chain Management

- 9.4. Warehouse Management and Automation
 - 9.4.1. The Function of Warehouses
 - 9.4.2. Warehouse Management
 - 9.4.3. Stock Management
 - 9.4.4. Warehouse Types
 - 9.4.5. Loading Units
 - 9.4.6. Warehouse Organization
 - 9.4.7. Storage and Handling Elements
 - 9.5. Procurement Management
 - 9.5.1. The Role of Distribution as an Essential Part of Logistics. Internal Logistics vs. External Logistics
 - 9.5.2. Traditional Supplier Relationships
 - 9.5.3. The New Paradigm in Supplier Relationships
 - 9.5.4. How to Classify and Select Suppliers
 - 9.5.5. How to Execute Effective Procurement Management
 - 9.6. Logistics Information and Control Systems
 - 9.6.1. Requirements of a Logistical Information and Control System
 - 9.6.2. 2 Types of Logistic Information and Control Systems
 - 9.6.3. Big Data Applications in Logistics Management
 - 9.6.4. The Importance of Data in Logistics Management
 - 9.6.5. The Balanced Scorecard Applied to Logistics. Main Management and Control Indicators
 - 9.7. Reverse Logistics
 - 9.7.1. Keys to Reverse Logistics
 - 9.7.2. Reverse Logistics Flows vs. Direct
 - 9.7.3. Operations within the Framework of Reverse Logistics
 - 9.7.4. How to Implement a Reverse Distribution Channel
 - 9.7.5. Final Alternatives for Products in the Reverse Channel
 - 9.7.6. Costs of Reverse Logistics
 - 9.8. New Logistics Strategies
 - 9.8.1. Artificial Intelligence and Robotization
 - 9.8.2. Green Logistics and Sustainability
 - 9.8.3. Internet of Things Applied to Logistics
 - 9.8.4. The Digitized Warehouse
 - 9.8.5. E-Business and New Distribution Models
 - 9.8.6. The Importance of Last Mile Logistics
 - 9.9. Benchmarking of Supply Chains
 - 9.9.1. Common Features of Successful Value Chains
 - 9.9.2. Analysis of the Inditex Group's Value Chain
 - 9.9.3. Analysis of Amazon's Value Chain
 - 9.10. The Logistics of the Pandemic
 - 9.10.1. General Scenario
 - 9.10.2. Critical Supply Chain Issues in a Pandemic Scenario
 - 9.10.3. Implications of Cold Chain Requirements in the Establishment of the Vaccine Supply Chain
 - 9.10.4. Types of Supply Chains for the Distribution of Vaccines
- Module 10. Industry 4.0 and Business Intelligence. The Digitalized Company**
- 10.1. Automation and Industrial Robotics
 - 10.1.1. Process Automation Phases
 - 10.1.2. Industrial Hardware for Automation and Robotics
 - 10.1.3. The Work Cycle and Its Software Programming
 - 10.2. Process Automation: RPA
 - 10.2.1. Administrative Processes that Can Be Automated
 - 10.2.2. Software Structure
 - 10.2.3. Application Examples
 - 10.3. MES, SCADA, CMMS, WMS, MRPII Systems
 - 10.3.1. Production Control with MES Systems
 - 10.3.2. Engineering and Maintenance: SCADA AND CMMS
 - 10.3.3. Procurement and Logistics: WMS and MRPII

- 10.4. *Business Intelligence* Software
 - 10.4.1. BI Fundamentals
 - 10.4.2. Software Structure
 - 10.4.3. Possibilities of Its Implementation
- 10.5. ERP Software
 - 10.5.1. ERP Description
 - 10.5.2. Scope of Use
 - 10.5.3. Main ERP on the Market
- 10.6. IoT and *Business Intelligence*
 - 10.6.1. IoT: the Connected World
 - 10.6.2. Data Sources
 - 10.6.3. Control Using IoT + BI
 - 10.6.4. *Blockchain*
- 10.7. Main BI Software on the Market
 - 10.7.1. PowerBI
 - 10.7.2. Qlik
 - 10.7.3. Tableau
- 10.8. Microsoft Power BI
 - 10.8.1. Characteristics
 - 10.8.2. Application Examples
 - 10.8.3. The Future of PowerBI
- 10.9. Machine Learning, Artificial Intelligence, Optimization and Prediction in Companies
 - 10.9.1. *Machine Learning* and Artificial Intelligence
 - 10.9.2. Process Optimization
 - 10.9.3. The Importance of Data-Driven *Forecasting*
- 10.10. Big Data Applied to Business Environments
 - 10.10.1. Applications in the Production Environment
 - 10.10.2. Applications in Strategic Management
 - 10.10.3. Marketing and Sales Applications

Module 11. Leadership, Ethics, and Corporate Social Responsibility

- 11.1. Globalization and Governance
 - 11.1.1. Governance and Corporate Governance
 - 11.1.2. The Fundamentals of Corporate Governance in Companies
 - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. *Cross-Cultural Management*
 - 11.2.1. Cross-Cultural Management Concept
 - 11.2.2. Contributions to Knowledge of National Cultures
 - 11.2.3. Diversity Management
- 11.3. Management and Leadership Development
 - 11.3.1. Concept of Management Development
 - 11.3.2. Concept of Leadership
 - 11.3.3. Leadership Theories
 - 11.3.4. Leadership Styles
 - 11.3.5. Intelligence in Leadership
 - 11.3.6. The Challenges of Today's Leader
- 11.4. Business Ethics
 - 11.4.1. Ethics and Morality
 - 11.4.2. Business Ethics
 - 11.4.3. Leadership and Ethics in Companies
- 11.5. Sustainability
 - 11.5.1. Sustainability and Sustainable Development
 - 11.5.2. 2030 Agenda
 - 11.5.3. Sustainable Companies
- 11.6. Corporate Social Responsibility
 - 11.6.1. International Dimensions of Corporate Social Responsibility
 - 11.6.2. Implementing Corporate Social Responsibility
 - 11.6.3. The Impact and Measurement of Corporate Social Responsibility

- 11.7. Responsible Management Systems and Tools
 - 11.7.1. CSR: Corporate Social Responsibility (CSR)
 - 11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.7.4. CSR Tools and Standards
- 11.8. Multinationals and Human Rights
 - 11.8.1. Globalization, Multinational Corporations and Human Rights
 - 11.8.2. Multinational Corporations and International Law
 - 11.8.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.9. Legal Environment and Corporate Governance
 - 11.9.1. International Rules on Importation and Exportation
 - 11.9.2. Intellectual and Industrial Property
 - 11.9.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Human Resources Management
 - 12.1.2. Strategic People Management
- 12.2. Competency-Based Human Resources Management
 - 12.2.1. Analysis of the Potential
 - 12.2.2. Remuneration Policy
 - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
 - 12.3.1. Performance Management
 - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
 - 12.4.1. Strategic Talent Management Models
 - 12.4.2. Identification, Training, and Development of Talent
 - 12.4.3. Talent Retention and Engagement
 - 12.4.4. Proactivity and Innovation

- 12.5. Development of High-Performance Teams
 - 12.5.1. High-Performance Teams: Self-Managed Teams
 - 12.5.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 12.6. Change Management
 - 12.6.1. Change Management
 - 12.6.2. Type of Change Management Processes
 - 12.6.3. Stages or Phases in the Change Management Process
- 12.7. Executive Communication
 - 12.7.1. Internal and External Communication in the Corporate Environment
 - 12.7.2. Communication Departments
 - 12.7.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 12.8. Productivity, Attraction, Retention and Activation of Talent
 - 12.8.1. Productivity
 - 12.8.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

- 13.1. Managerial Accounting
 - 13.1.1. Basic Concepts
 - 13.1.2. The Company's Assets
 - 13.1.3. The Company's Liabilities
 - 13.1.4. The Company's Net Worth
 - 13.1.5. The Income Statement
- 13.2. Information Systems and Business Intelligence
 - 13.2.1. Fundamentals and Classification
 - 13.2.2. Cost Allocation Phases and Methods
 - 13.2.3. Choice of Cost Center and Impact
- 13.3. Budget and Management Control
 - 13.3.1. The Budget Model
 - 13.3.2. The Capital Budget
 - 13.3.3. The Operating Budget
 - 13.3.4. Treasury Budget
 - 13.3.5. Budget Monitoring

- 13.4. Financial Management
 - 13.4.1. The Company's Financial Decisions
 - 13.4.2. Financial Department
 - 13.4.3. Cash Surpluses
 - 13.4.4. Risks Associated with Financial Management
 - 13.4.5. Financial Administration Risk Management
- 13.5. Financial Planning
 - 13.5.1. Definition of Financial Planning
 - 13.5.2. Actions to Be Taken in Financial Planning
 - 13.5.3. Creation and Establishment of the Business Strategy
 - 13.5.4. The Cash Flow Table
 - 13.5.5. The Working Capital Table
- 13.6. Corporate Financial Strategy
 - 13.6.1. Corporate Strategy and Sources of Financing
 - 13.6.2. Financial Products for Corporate Financing
- 13.7. Strategic Financing
 - 13.7.1. Self-Financing
 - 13.7.2. Increase in Equity
 - 13.7.3. Hybrid Resources
 - 13.7.4. Financing Through Intermediaries
- 13.8. Analyzing and Solving Cases/Problems
 - 13.8.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial Management and Strategic Marketing

- 14.1. Sales Management
 - 14.1.1. Conceptual Framework of Commercial Management
 - 14.1.2. Business Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. *Marketing*
 - 14.2.1. The Concept of Marketing
 - 14.2.2. Basic Elements of Marketing
 - 14.2.3. Marketing Activities of the Company
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Strategic Marketing
 - 14.3.2. Concept of Strategic Marketing Planning
 - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and E-Commerce
 - 14.4.1. Digital Marketing and E-Commerce Objectives
 - 14.4.2. Digital Marketing and Media Used
 - 14.4.3. E-Commerce. General Context
 - 14.4.4. Categories of E-Commerce
 - 14.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Your Brand's Reputation
 - 14.5.2. *Branded Content and Storytelling*
- 14.6. Digital Marketing for Customer Acquisition and Retention
 - 14.6.1. Loyalty and Engagement Strategies through the Internet
 - 14.6.2. *Visitor Relationship Management*
 - 14.6.3. Hypersegmentation
- 14.7. Managing Digital Campaigns
 - 14.7.1. What Is a Digital Advertising Campaign?
 - 14.7.2. Steps to Launch an Online Marketing Campaign
 - 14.7.3. Mistakes in Digital Advertising Campaigns
- 14.8. Sales Strategy
 - 14.8.1. Sales Strategy
 - 14.8.2. Sales Methods
- 14.9. Corporate Communication
 - 14.9.1. Concept
 - 14.9.2. The Importance of Communication in the Organization
 - 14.9.3. Type of Communication in the Organization
 - 14.9.4. Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Communication Problems
 - 14.9.7. Communication Scenarios

- 14.10. Digital Communication and Reputation
 - 14.10.1. Online Reputation
 - 14.10.2. How to Measure Digital Reputation?
 - 14.10.3. Online Reputation Tools
 - 14.10.4. Online Reputation Report
 - 14.10.5. Online Branding

Module 15. Executive Management

- 15.1. *General Management*
 - 15.1.1. The Concept of General Management
 - 15.1.2. The Role of the CEO
 - 15.1.3. The CEO and Their Responsibilities
 - 15.1.4. Transforming the Work of Management
- 15.2. Manager Functions: Organizational Culture and Approaches
 - 15.2.1. Manager Functions: Organizational Culture and Approaches
- 15.3. Operations Management
 - 15.3.1. The Importance of Management
 - 15.3.2. Value Chain
 - 15.3.3. Quality Management
- 15.4. Public Speaking and Spokesperson Education
 - 15.4.1. Interpersonal Communication
 - 15.4.2. Communication Skills and Influence
 - 15.4.3. Communication Barriers
- 15.5. Personal and Organizational Communication Tools
 - 15.5.1. Interpersonal Communication
 - 15.5.2. Interpersonal Communication Tools
 - 15.5.3. Communication in the Organization
 - 15.5.4. Tools in the Organization
- 15.6. Communication in Crisis Situations
 - 15.6.1. Crisis
 - 15.6.2. Phases of the Crisis
 - 15.6.3. Messages: Contents and Moments
- 15.7. Preparation of a Crisis Plan
 - 15.7.1. Analysis of Possible Problems
 - 15.7.2. Planning
 - 15.7.3. Adequacy of Personnel
- 15.8. Emotional Intelligence
 - 15.8.1. Emotional Intelligence and Communication
 - 15.8.2. Assertiveness, Empathy and Active Listening
 - 15.8.3. Self-Esteem and Emotional Communication
- 15.9. Personal Branding
 - 15.9.1. Strategies for Personal Brand Development
 - 15.9.2. Personal Branding Laws
 - 15.9.3. Tools for Creating Personal Brands
- 15.10. Leadership and Team Management
 - 15.10.1. Leadership and Leadership Styles
 - 15.10.2. Leader Capabilities and Challenges
 - 15.10.3. Managing Change Processes
 - 15.10.4. Managing Multicultural Teams



You will develop innovative logistics strategies, improving production planning by applying cutting-edge technological tools in the industry”

04

Teaching Objectives

The university degree from TECH is designed by experts in Management, with the objective of preparing graduates to lead industrial management with a strategic and innovative approach. Throughout the academic journey, students will develop advanced competencies in operations management, process optimization, and data-driven decision-making. Additionally, students will strengthen their leadership skills, talent management, and digital transformation capabilities, which are crucial in highly competitive environments. With a practical and applied focus, graduates will be equipped to implement continuous improvement methodologies, design effective financial strategies, and enhance production efficiency, ensuring competitiveness and sustainability.





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You will gain essential knowledge by developing sustainable business models aligned with the principles of energy efficiency and environmental responsibility”



General Objectives

- ♦ Apply the main strategic keys to compete better in the present and future
- ♦ Define the business strategy and its deployment throughout the organization, process management, and structural typology
- ♦ Ensure proper HR management to offer a company all the potential required to provide the highest value possible
- ♦ Interpret the economic and financial data of the company, while being able to use and develop the necessary tools for a better management of all aspects related to business finances
- ♦ Better manage all the necessary steps and phases in the design and development of new products
- ♦ Perform production planning and control with the objective of optimizing resources and adapting to demand as well as possible
- ♦ Manage quality throughout the organization and apply the most important tools for continuous improvement of products and processes
- ♦ Apply the Lean Manufacturing philosophy to reduce waste, optimize resources, and provide the company with the flexibility and responsiveness needed to meet market demands





Specific Objectives

Module 1. Strategic Keys to Improve Competitiveness

- ◆ Analyze the main strategies to improve competitiveness in industrial environments
- ◆ Identify key factors that influence business success globally
- ◆ Apply strategic analysis tools for decision-making
- ◆ Evaluate success cases in improving industrial competitiveness

Module 2. Project Management

- ◆ Implement agile and traditional methodologies in industrial project management
- ◆ Optimize resource allocation and risk management in projects
- ◆ Design efficient execution plans for high-impact projects
- ◆ Develop strategies for measuring and controlling project performance

Module 3. Leadership and People Management

- ◆ Develop strategies for measuring and controlling project performance
- ◆ Apply effective communication techniques in team management
- ◆ Design motivation strategies and human talent development
- ◆ Evaluate the impact of leadership on organizational productivity

Module 4. Corporate Finance. An Economic-Financial Approach

- ◆ Analyze financial statements and their impact on decision-making
- ◆ Analyze financial statements and their impact on decision-making
- ◆ Evaluate the profitability and risk of business investments
- ◆ Design strategies for optimizing costs and financial resources

Module 5. Product Design and Development

- ◆ Apply innovative methodologies in the development of industrial products
- ◆ Identify market trends for the creation of new products
- ◆ Implement differentiation strategies and product improvements
- ◆ Evaluate the technical and economic feasibility of new developments

Module 6. Production Planning and Control

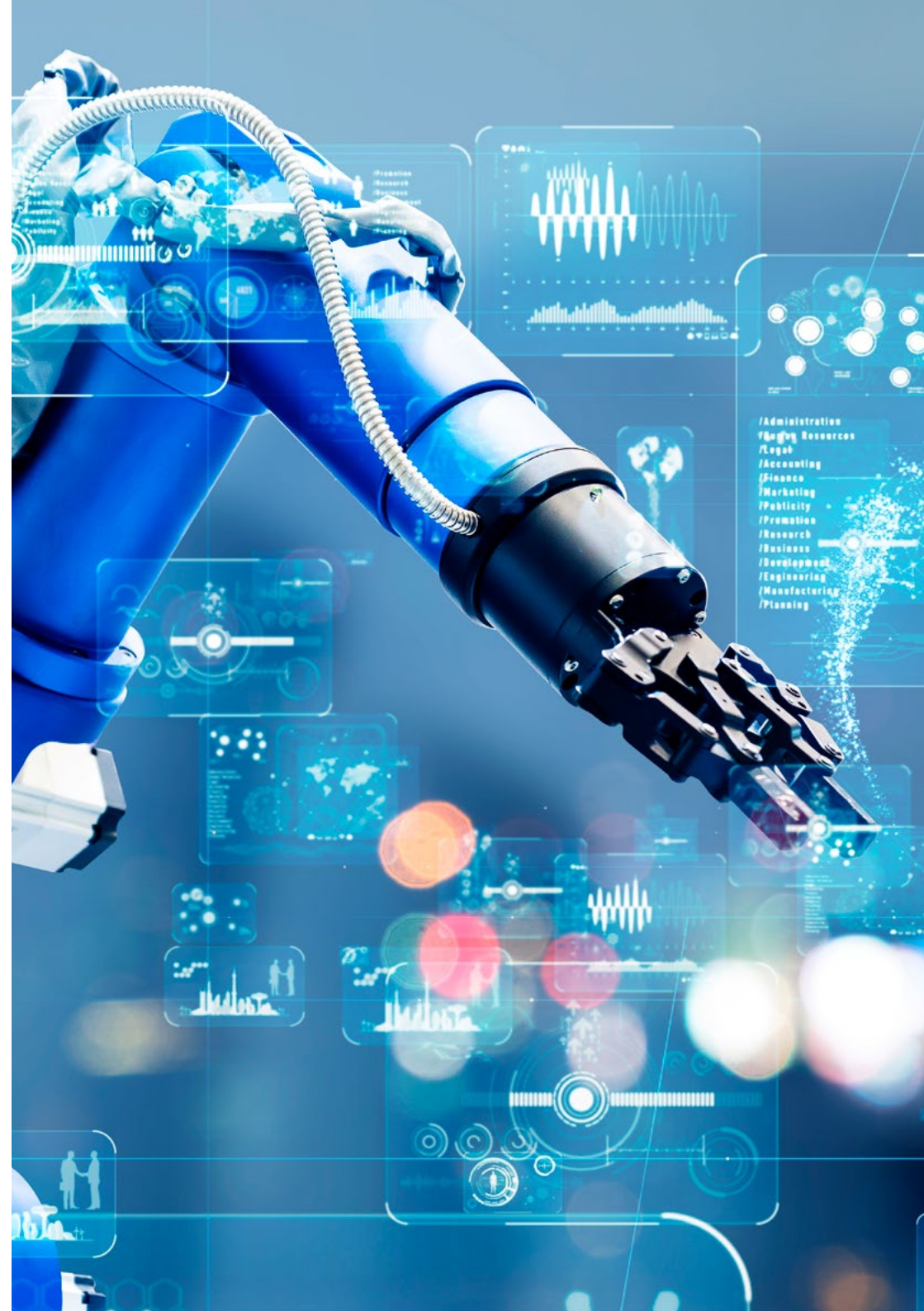
- ◆ Design efficient production plans based on market demand
- ◆ Implement control systems to optimize production processes
- ◆ Apply planning tools in managing production capacity
- ◆ Evaluate key performance indicators in industrial production

Module 7. Lean Manufacturing

- ◆ Apply the principles of Lean Manufacturing to reduce waste
- ◆ Implement methodologies for continuous improvement in industrial processes
- ◆ Optimize the value chain using Lean tools
- ◆ Evaluate the impact of Lean Manufacturing on business profitability

Module 8. Quality Management

- ◆ Apply international standards and norms in quality management
- ◆ Design efficient quality management systems in industry
- ◆ Implement control and continuous improvement tools for processes
- ◆ Evaluate the relationship between quality, productivity, and competitiveness



Module 9. Logistics Function, Key to Competing

- ♦ Evaluate the relationship between quality, productivity, and competitiveness
- ♦ Implement optimization models in the supply chain
- ♦ Apply emerging technologies in logistics management
- ♦ Evaluate strategies for efficient distribution and storage

Module 10. Industry 4.0 and Business Intelligence. The Digitalized Company

- ♦ Analyze the impact of digitalization on industrial management.
- ♦ Apply business intelligence tools in decision-making
- ♦ Implement emerging technologies in the digital transformation of the business
- ♦ Evaluate the role of Big Data and advanced analytics in the industry

Module 11. Leadership, Ethics, and Corporate Social Responsibility

- ♦ Leadership, Ethics, and Corporate Social Responsibility
- ♦ Apply corporate social responsibility strategies in industrial environments
- ♦ Apply corporate social responsibility strategies in industrial environments
- ♦ Design sustainability programs aligned with company objectives.

Module 12. People and Talent Management

- ♦ Implement strategies for attracting and retaining talent in the industry
- ♦ Apply models for talent development and management
- ♦ Design career plans and effective training programs
- ♦ Evaluate the impact of talent management on business productivity

Module 13. Economic and Financial Management

- ♦ Evaluate the impact of talent management on business productivity
- ♦ Analyze financing models for industrial projects
- ♦ Analyze financing models for industrial projects
- ♦ Evaluate the impact of financial management on business profitability

Module 14. Commercial Management and Strategic Marketing

- ♦ Design commercial strategies based on market analysis
- ♦ Design commercial strategies based on market analysis
- ♦ Implement positioning and customer loyalty strategies
- ♦ Evaluate the impact of commercial decisions on business profitability

Module 15. Executive Management

- ♦ Develop executive skills for managing industrial companies
- ♦ Implement strategies for organizational change management
- ♦ Apply decision-making methodologies in complex environments
- ♦ Evaluate the impact of management on business competitiveness and sustainability



You will transform logistics processes with emerging technologies and solutions based on Big Data, maximizing efficiency with innovative solutions”

05

Career Opportunities

Graduates of this university program will be prepared to take on leadership roles in industrial companies, serving as operations directors, production managers, business management consultants, or corporate strategy managers. Their ability to optimize processes, improve competitiveness, and apply innovative methodologies will make them key professionals within the sector. Moreover, they will be capable of leading digital transformation projects and business intelligence initiatives, managing the integration of emerging technologies.

Thanks to a comprehensive and up-to-date approach, this program expands career opportunities in globalized industrial environments, where efficiency and strategic decision-making make all the difference.





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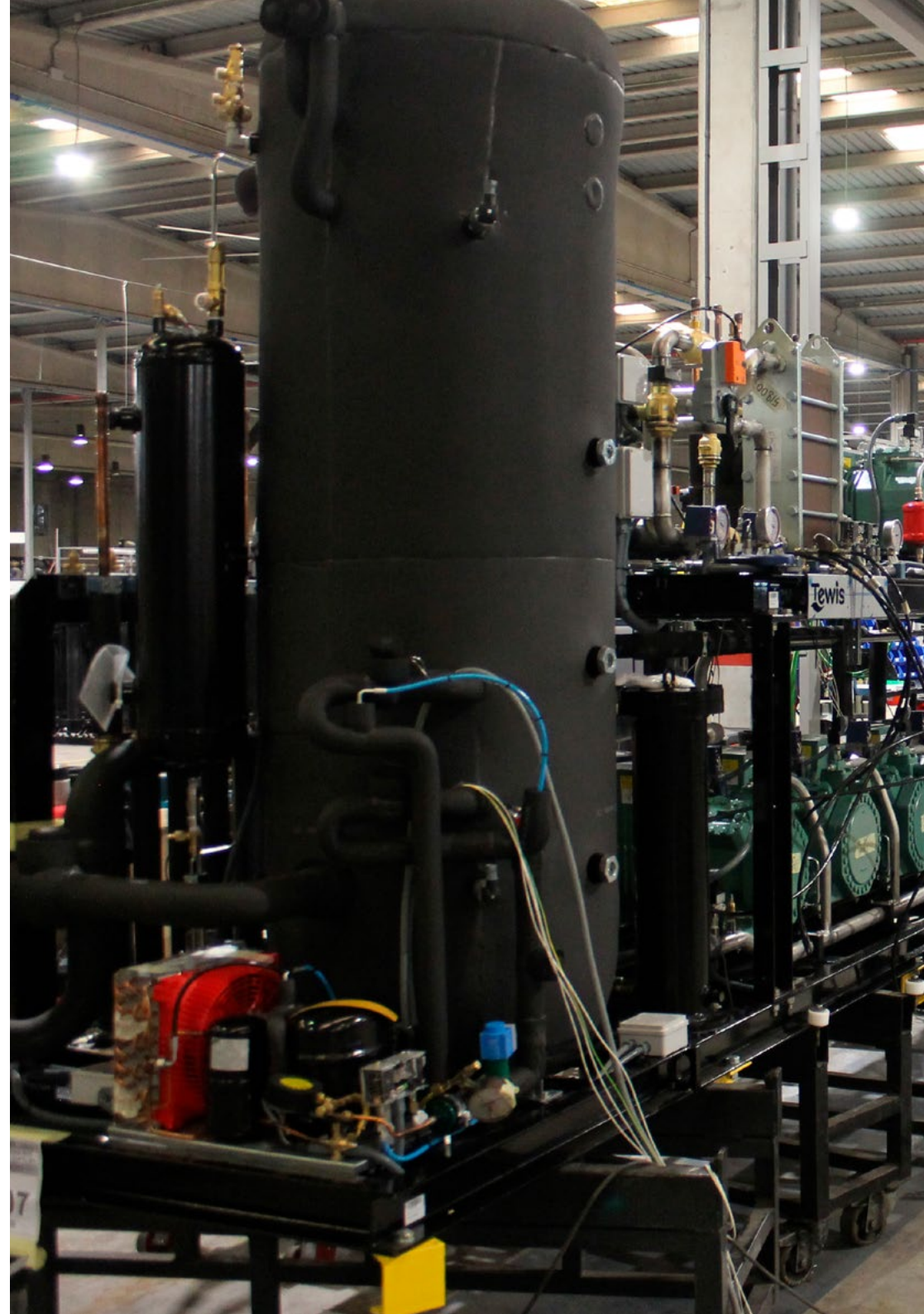
Elevate your professional career with an extensive 100% online academic program designed to boost competitiveness and innovation in the industrial sector”

Graduate Profile

This Master's Degree MBA prepares graduates to become experts in the management and leadership of industrial companies, with advanced skills in leadership, strategic planning, and decision-making. Graduates will possess an analytical mindset and a solid ability to optimize resources, improve productivity, and ensure business sustainability. Moreover, they will master management tools for finance, quality, and logistics, integrating innovative solutions into highly competitive environments.

Enhance your professional profile with skills in people management, leadership, and business decision-making.

- ♦ **Innovation and Digital Transformation:** Advanced knowledge in Industry 4.0 to implement technological solutions in industrial management.
- ♦ **Supply Chain Optimization:** Competence to manage logistical resources and improve the flow of materials and products.
- ♦ **Financial and Economic Management:** Ability to interpret financial indicators and make decisions that drive business profitability.
- ♦ **Team Management and Talent Management:** Ability to foster professional development and enhance human capital performance.





After completing the university program, you will be able to apply your knowledge and skills in the following positions:

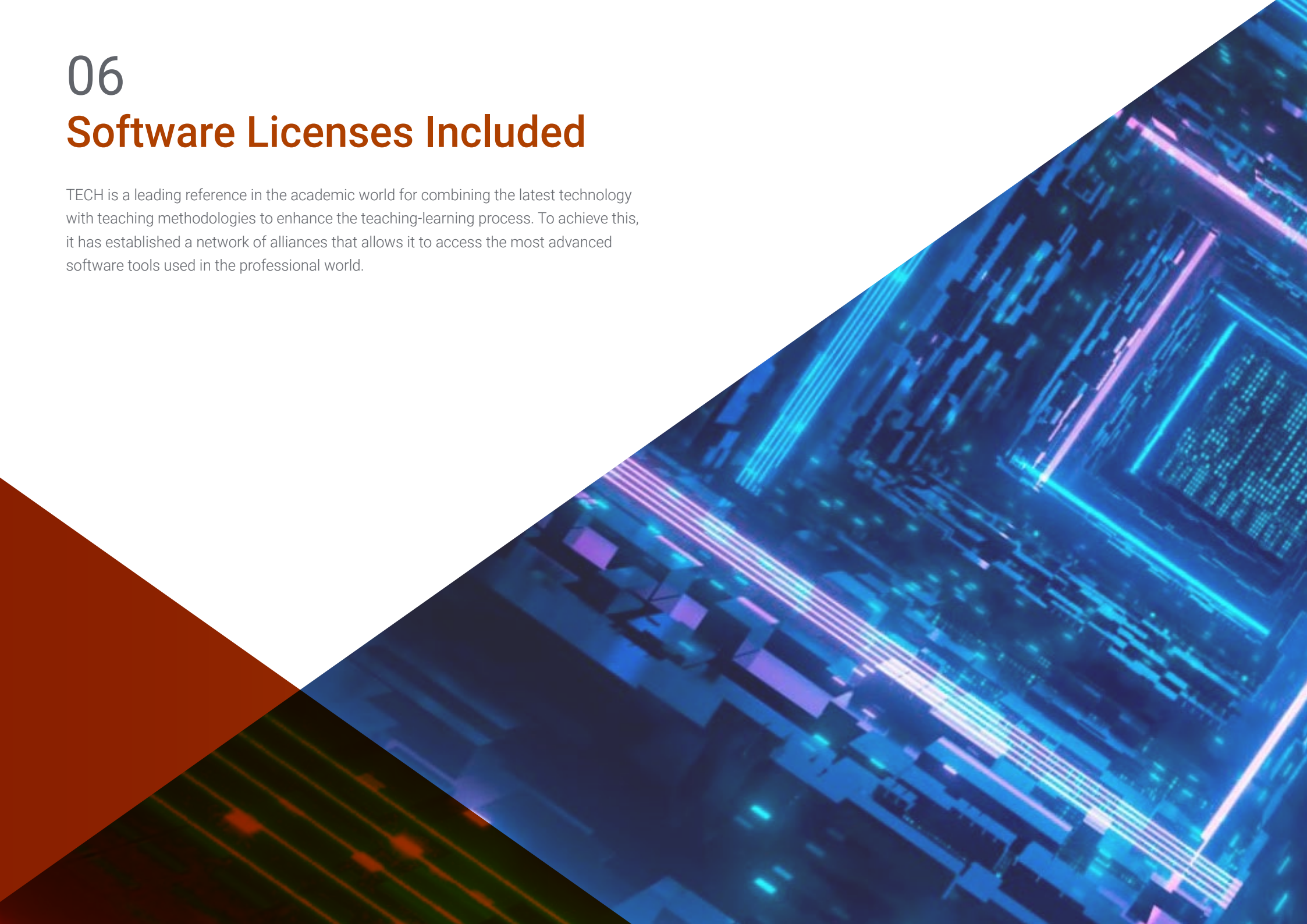
- 1. Industrial Operations Director:** Responsible for overseeing and optimizing production processes to improve the efficiency and competitiveness of the company.
- 2. Production Manager:** Leader in planning and controlling production, ensuring compliance with quality standards and operational efficiency.
- 3. Industrial Management Consultant:** Specialist in implementing strategies to improve profitability and sustainability within industrial organizations.
- 4. Logistics and Supply Chain Director:** Responsible for coordinating and optimizing the flow of materials, products, and resources in industrial environments.
- 5. Lean Manufacturing Manager:** Expert in waste reduction and continuous process improvement within the industry.
- 6. Quality and Continuous Improvement Manager:** Supervisor of quality standards and regulations to ensure excellence in production.
- 7. Industry 4.0 and Digital Transformation Director:** Leader in integrating advanced technologies for the modernization and automation of industrial processes.
- 8. Finance Manager in the Industrial Sector:** Specialist in managing financial resources, costs, and budgets within manufacturing companies.
- 9. Industrial Project Leader:** Responsible for planning, executing, and supervising strategic projects aimed at optimizing business operations.
- 10. Business Strategy and Development Director:** Responsible for designing and implementing growth and positioning plans in the industrial sector.

“ Looking to optimize industrial management with data? Master business analysis and intelligence tools to achieve your professional goals today”

06

Software Licenses Included

TECH is a leading reference in the academic world for combining the latest technology with teaching methodologies to enhance the teaching-learning process. To achieve this, it has established a network of alliances that allows it to access the most advanced software tools used in the professional world.



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Upon enrolling, you will receive, completely free of charge, academic credentials for the following professional software applications”

TECH has established a network of professional alliances with the leading providers of software applied to various professional fields. These alliances allow TECH to access hundreds of software applications and licenses, making them available to its students.

The software licenses for academic use will allow students to utilize the most advanced applications in their professional field, enabling them to become familiar with and master these tools without incurring any costs. TECH will be responsible for managing the licensing process so that students may use them without limitations throughout the entire duration of the Master's Degree MBA in Industrial Management, completely free of charge.

TECH will provide free access to the following software applications:

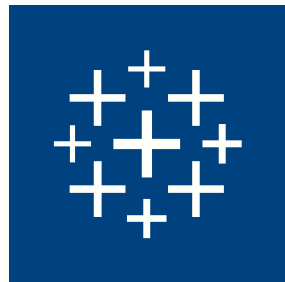


Tableau Desktop

During this academic program, graduates will have access to **Tableau Desktop**, an interactive data visualization tool widely used in professional environments. This solution is provided **at no additional cost** and allows for the representation of complex information through dynamic, clear, and functional charts.

This platform is designed to transform large volumes of data into comprehensible visualizations, facilitating analysis and decision-making. Thanks to its visual and intuitive environment, it enables the creation of customized dashboards that adapt to various needs and professional sectors.

Tableau Prep Builder

Tableau Prep Builder is a tool designed to simplify data preparation in business and academic environments. During this academic program, students will have **free access** to the full version, allowing them to explore and transform data without the need for programming or **additional costs**.

This license offers a visual and interactive experience that streamlines the cleaning, merging, and organizing of large volumes of data. Its flow-based environment facilitates understanding of the process, while its integration with Tableau Desktop allows for a smooth transition to creating dashboards and advanced visualizations.



Factory Design Utilities

Factory Design Utilities, a professional tool valued at **3,300 dollars**, offers a unique opportunity to those enrolled in TECH's university program. This Autodesk solution allows for the optimization of planning, design, and validation of industrial facilities, integrating seamlessly with AutoCAD and Inventor. During the program, participants can access this tool **at no additional cost**.

This platform enables users to simulate, visualize, and refine the design of factories and industrial plants before construction or modification. Participants will have full access to its features for free, gaining practical, applied experience in real-world projects.

Google Career Launchpad

Google Career Launchpad is a solution for developing digital skills in technology and data analysis. With an estimated value of **5,000 dollars**, it is included **for free** in TECH's university program, providing access to interactive labs and certifications recognized in the industry.

This platform combines technical training with practical cases, using technologies such as BigQuery and Google AI. It offers simulated environments to work with real data, along with a network of experts for personalized guidance.

07

Study Methodology

TECH is the first university in the world to combine case study methodology with Relearning, a 100% online learning system based on guided repetition.

This innovative pedagogical strategy has been conceived to offer professionals the opportunity to update knowledge and develop skills in an intensive and rigorous way. A learning model that places the student at the center of the academic process and gives them the leading role, adapting to their needs and leaving aside the more conventional methodologies.



“

TECH prepares you to face new challenges in uncertain environments and achieve success in your career”

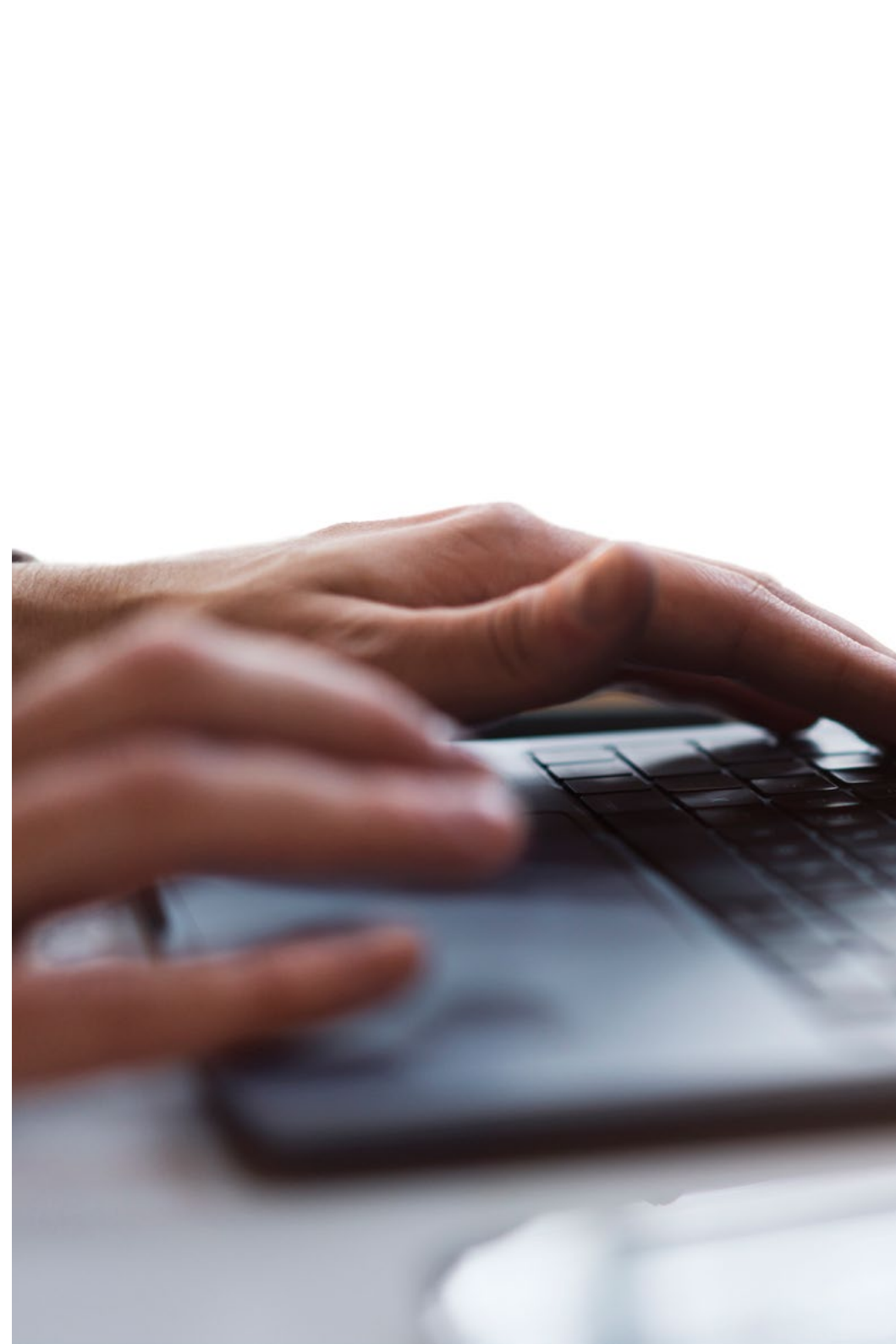
The student: the priority of all TECH programs

In TECH's study methodology, the student is the absolute protagonist. The pedagogical tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is the student who chooses the time they spend studying, how they decide to establish their routines and all this from the comfort of the electronic device of their choice. The student will not have to attend live classes, which many times they cannot attend. The learning activities will be done when it is convenient for them. You will always be able to decide when and from where to study.

“

*At TECH you will NOT have in person classes
(which you might not be able to attend)”*



The most comprehensive academic programs worldwide

TECH is distinguished by offering the most complete academic pathways within the higher education landscape. This level of comprehensiveness is achieved through the development of curricula that not only encompass essential knowledge but also integrate the latest innovations in each area of study.

By being constantly updated, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive preparation that provides them with a notable competitive advantage to advance in their careers.

And what's more, they will be able to do so from any device, PC, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your PC, tablet or smartphone wherever you want, whenever you want and for as long as you want”

Case Studies or Case Method

The case method has been the learning system most used by the best business schools in the world. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to solve them. In 1924 it was established as a standard teaching method at Harvard.

With this teaching model, it is the student who builds their professional competence through strategies such as Learning by Doing or Design Thinking, which are used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, argue and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Method

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, they are able to review and reiterate the key concepts of each subject and learn to apply them in a real environment.

Along the same lines, and according to multiple scientific researches, repetition is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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



A 100% online Virtual Campus with the best teaching resources

To apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on reiteration, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neurosciences points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus for long-term retention. This is a model called Neurocognitive Context-Dependent E-Learning that is consciously applied in this university program.

Furthermore, in order to maximize tutor-student contact, a wide range of communication possibilities are provided, both in real time and deferred (internal messaging, discussion forums, telephone answering service, e-mail contact with the technical secretary, chat and videoconferencing).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, in accordance with their accelerated professional updating.



The online mode of study of this program will allow you to organize your time and your learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology best rated by its students

The results of this innovative academic model can be seen in the overall satisfaction levels of TECH graduates.

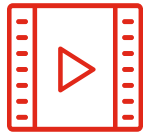
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution has become the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is up to date with the technological and pedagogical vanguard.

You will be able to learn with the advantages of access to simulated learning environments and the learning by observation approach, that is, the "Learning from an Expert" approach.



Therefore, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific skills and abilities in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the context of the globalization in which we live.



Interactive Summaries

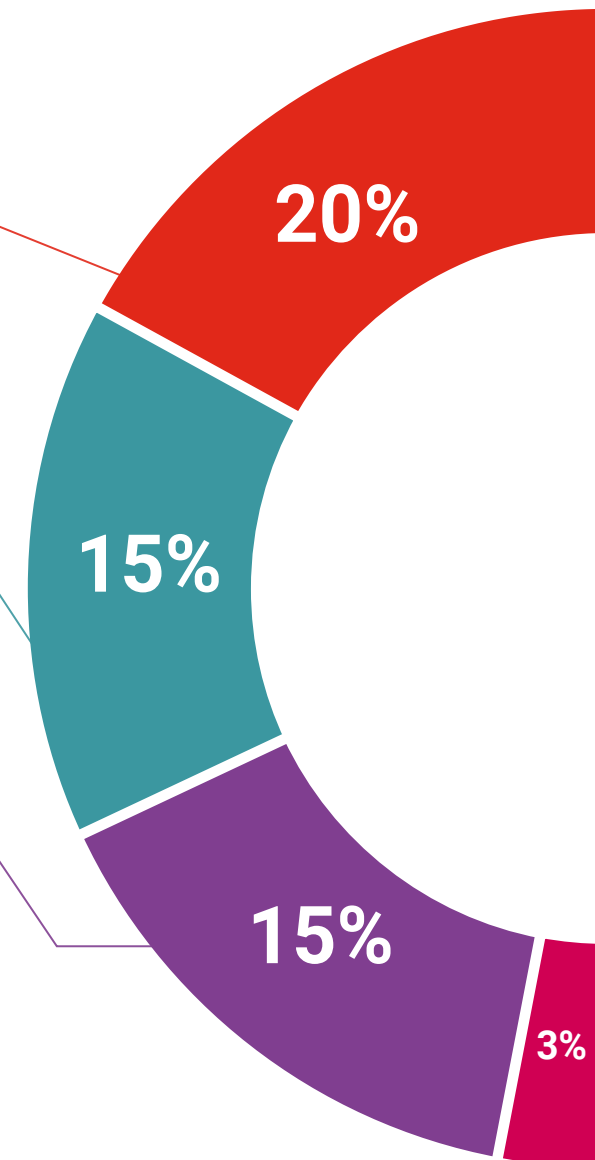
We present the contents in an attractive and dynamic way in multimedia pills that include audio, videos, images, diagrams and concept maps in order to reinforce knowledge.

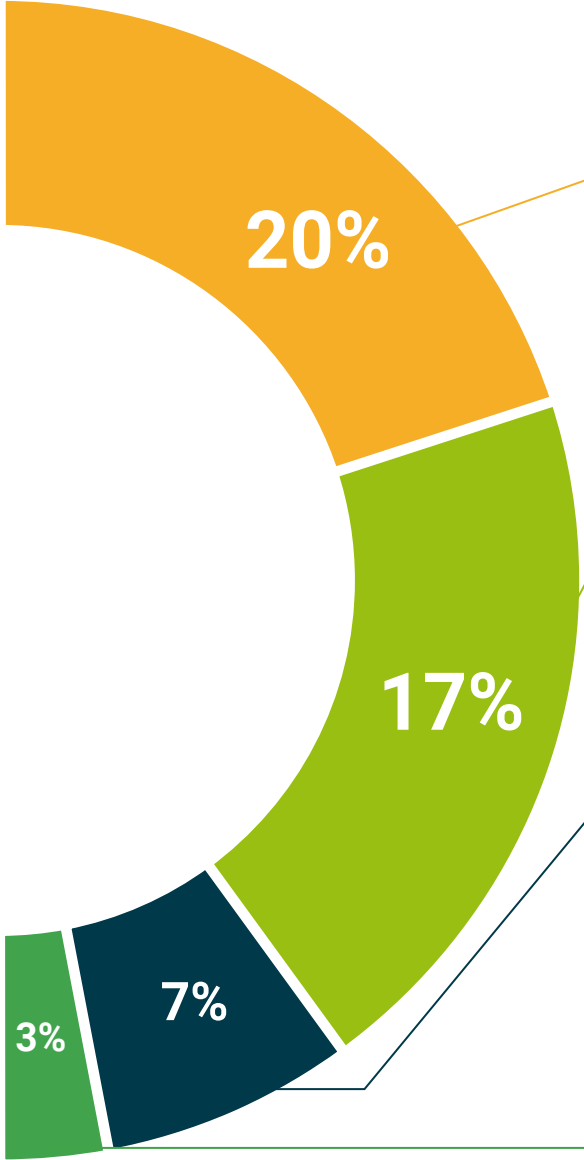
This unique educational system for the presentation of multimedia content was awarded by Microsoft as "Successful Case in Europe."



Additional Reading

Recent articles, consensus documents, international guidelines... In our virtual library you will have access to everything you need to complete your course.





Case Studies

You will complete a selection of the best case studies in the field. Cases presented, analyzed and tutored by the best specialists in the world.



Testing & Retesting

We periodically evaluate and re-evaluate your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Masterclasses

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and recall, and generates confidence in our future difficult decisions.



Quick Action Guides

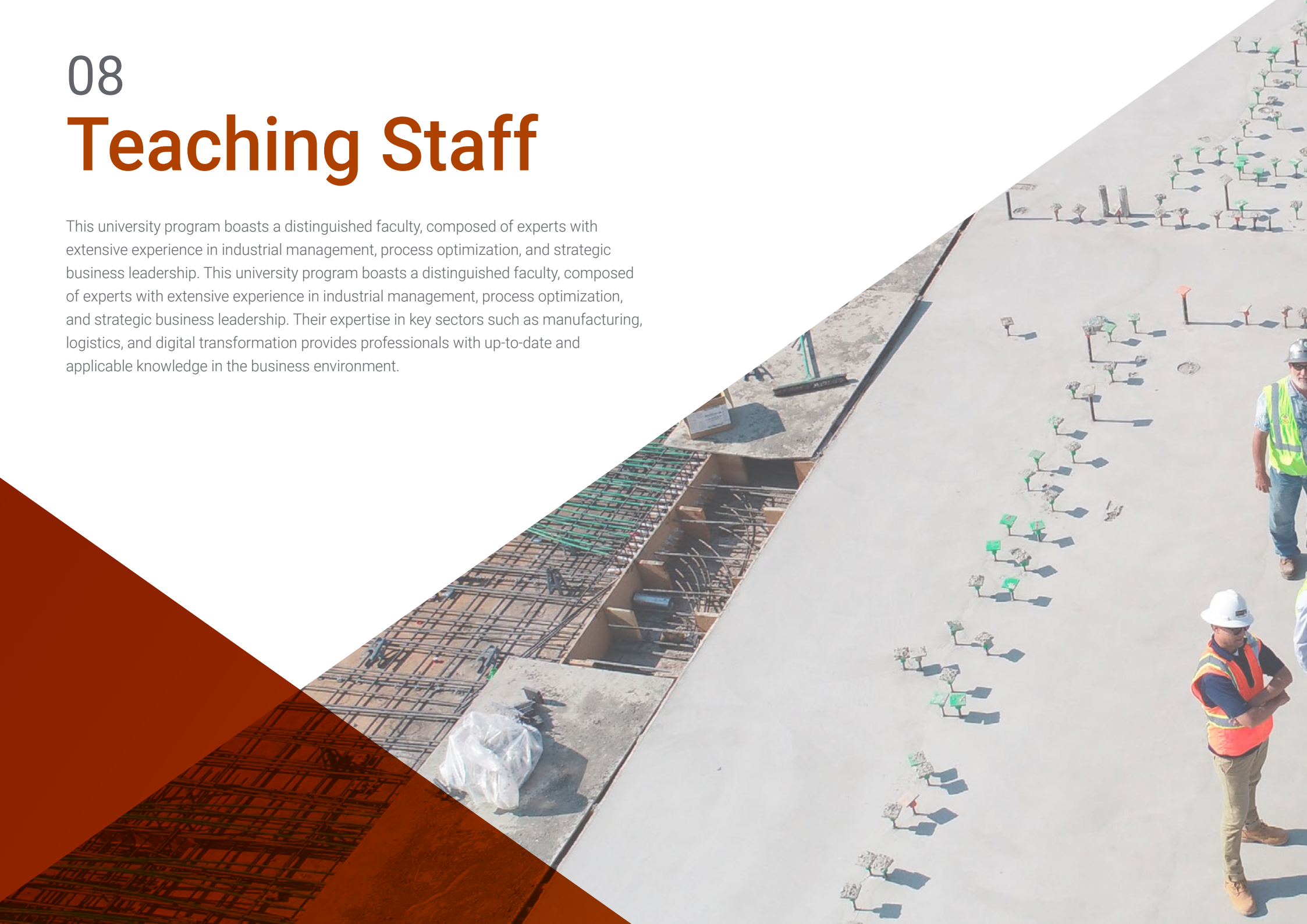
TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



08

Teaching Staff

This university program boasts a distinguished faculty, composed of experts with extensive experience in industrial management, process optimization, and strategic business leadership. This university program boasts a distinguished faculty, composed of experts with extensive experience in industrial management, process optimization, and strategic business leadership. Their expertise in key sectors such as manufacturing, logistics, and digital transformation provides professionals with up-to-date and applicable knowledge in the business environment.





“

Moreover, the program's practical approach facilitates learning through the analysis of real-world cases and the development of innovative solutions”

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 500* companies such as NBCUniversal and Comcast. Her background 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 Human Resources Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-performing teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of Human Resources professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she has held management positions in recruitment for companies in various areas.

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 of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree 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 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 at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of 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
- Degree in Environmental Studies from The Evergreen State College

“

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

International Guest Director

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

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

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

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



Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the 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 purchasing 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**, the **Lead Generation Export Program Award** and the **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**, in 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 management and supply chain 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, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

“

Choose TECH! You will have access to the best didactic 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 environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All of 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 adaptability 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 the retail environment and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development 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 (KPIs).



Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange 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
- Degree in Business and Economics from the University of Eastern Piedmont

“

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, 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 Café 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 Luminare's new API for Shopper and Channel insights.

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



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at 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 and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

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

International Guest Director

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

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

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

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



Mr. Stevenson, Scott

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

“

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa



Thanks to this 100% online university program, 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. Asensi, Francisco Andrés

- ♦ Business consultant and specialist in Industrial Management and Digital Transformation
- ♦ Production and Logistics Coordinator at IDAI NATURE
- ♦ Strategic Coaching Coach
- ♦ Organization Manager for Talleres Lemar
- ♦ Organization and Business Management for Lab Radio SA
- ♦ Doctorate in Industrial Engineering in Business Organization from the University of Castilla la Mancha
- ♦ Industrial Engineer in Industrial Organization from the Polytechnic University of Valencia

Faculty

Ms. Aleixandre Andreu, María José

- ♦ Commercial Banking Director of Caja del Mediterráneo and Banco Sabadell
- ♦ Diploma in Business Studies from the UV
- ♦ Technique and Skills for Trainers. Autonomous University of Barcelona
- ♦ Course for Office Managers. Taught by Fundesem
- ♦ EFA Certification from the EPFA
- ♦ LCCI Certification at Carlos III University
- ♦ Second Course for Office Managers, internal training. Caja de Ahorros del Mediterráneo, practical and theoretical training

Mr. Del Olmo Cárcer, Daniel

- ♦ Technology Manager at Enira Engineering S.L.
- ♦ Plant Engineering Manager at NHK-SOGEFI
- ♦ Head of Technical Development and Maintenance at Sealed Air Corporation
- ♦ Plant Engineering Manager at SRG Global
- ♦ Plant Engineering Manager at Toyota Production System
- ♦ Process Engineer at Zodiac Aerospace
- ♦ Project Engineer at Serfruit S.A. and Greefa
- ♦ Master's Degree MBA in Operations at Universidad Europea de Valencia

Ms. Mollá Latorre, Korinna

- ♦ Head of International Projects at AITEX
- ♦ Director of Operations and Logistics for Colortex, S.A.
- ♦ Project Technician for the Toy Technological Institute
- ♦ Industrial Engineer, specialized in Industrial Organization from the Polytechnic University of Valencia
- ♦ Member of the American Production and Inventory Control Society (APICS)
Specialized in Comprehensive Resource Management.

Mr. Ibáñez Capella, Juan

- ♦ Project Manager at ITENE Technology Center
- ♦ Project Leader at IDOM Consulting
- ♦ Facilities and Projects Manager at Power Electronics
- ♦ Installations Manager at Ferroviaria Company
- ♦ Project Technician in High and Low Voltage, Solar PV Photovoltaic Projects
- ♦ Consultant for works in the galvanized steel plant SOLMED in Sagunto, AVE Station in Zaragoza, among others.

Mr. Ponce Lucas, Miguel Enrique

- ♦ Technical Specialist and Lead Engineer at SRG Global
- ♦ Product Development Engineer at SRG Global
- ♦ Hardware Engineer at DAO Logic
- ♦ Degree in Industrial Engineering and Mechanical from the Polytechnic University of Valencia

Mr. Giner Sanchis, David

- ♦ Portfolio and Program Manager at MAPFRE's PMO
- ♦ Planner and Technical Materials Manager at IDOM Consulting
- ♦ Master's Degree in Project Management from the Polytechnic University of Valencia
- ♦ Master's Degree Project Management from the European University of Valencia

Mr. Lucero Palau, Tomás

- ♦ Zanotti Smart Solutions Factory Manager
- ♦ Project Manager at ADUM Consulting
- ♦ Operations Manager at Istobal, S.A.
- ♦ Production Manager at SRG Global
- ♦ Master's Degree in Business Administration from EAE Business School
- ♦ Industrial Engineer from the Polytechnic University of Valencia.

Mr. Navarra Jarque, Francisco

- ♦ Head of the Personnel Department at ISTOBAL S.A.
- ♦ Master's Degree in Human Resources Management from Ramón Llull University
- ♦ Degree in Psychology from the Autonomous University of Barcelona

Mr. Morado Vázquez, Eduardo

- ♦ Industrial Area Leader in Bituminous Softeners and Plasticizers
- ♦ Head of Quality Assurance at Ford Motor Company
- ♦ Master's Degree in Occupational Risk Prevention from the University of Alcalá de Henares
- ♦ Master's Degree in Business Administration from ESTEMA

09

Certificate

The MBA in Industrial Management guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Master's Degree issued by TECH Global University.



The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. The caps are positioned diagonally, with one in the foreground and another slightly behind it. The background is split into two main color sections: a white section on the left and bottom, and a dark brown section on the right and top. The text is located in the white section.

“

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

This private qualification will allow you to obtain a diploma for the **Master's Degree MBA in Industrial Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

TECH is a member of the **Business Graduates Association (BGA)**, the international network that brings together the most prestigious business schools in the world. This distinction reaffirms its commitment to excellence in responsible management and executive training.

Accreditation/Membership

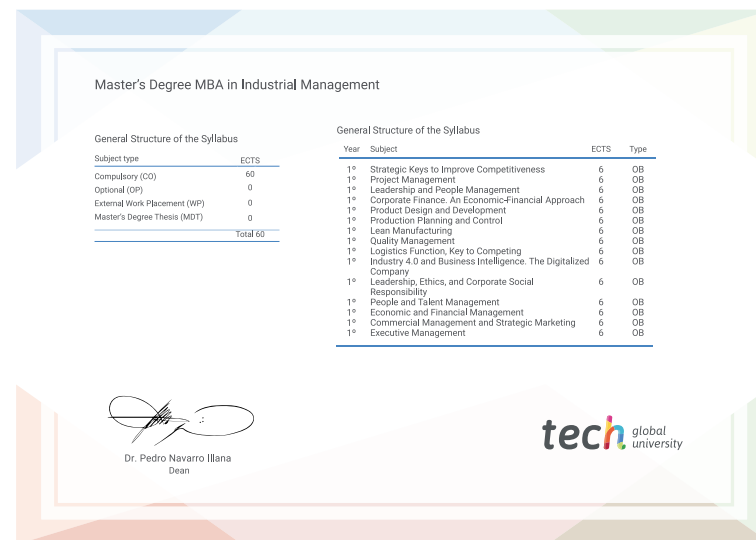


Title: **Master's Degree MBA in Industrial Management**

Modality: **online**

Duration: **12 months.**

Accreditation: **60 ECTS**



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

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



Master's Degree MBA in Industrial Management

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

Master's Degree MBA in Industrial Management

Accreditation/Membership

