Professional Master's Degree
MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)

tech global university

Professional Master's Degree
MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credit: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/information-technology/professional-master-degree/master-mba-advanced-technology-project-management-cto-hief-technology-officer**

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01
Introduction

The technology sector is constantly evolving at a dizzying pace, so companies are obliged to incorporate highly skilled leaders into their workforces. These project and team managers must possess diverse qualities, among which the management and analysis of complex data, optimization of processes and resources, or the coordination of personnel in pursuit of the wellbeing of individual and team performance. This program aims to instruct students in this complex reality, providing them with all the most modern tools and methodologies to easily face the challenge of leading large-scale technological projects.

" *Jeff Bezos went to space. Can you imagine where you could get to with the right skills? Enroll now in this Professional MBA and start building your future as a technology leader"*

In a sector that requires highly qualified and specialized technicians, leaders must be even more competent and possess a wide range of skills with which to manage not only day-to-day work, but also potential problems or radical changes that projects may undergo due to the changing nature of technology.

Because of this, the Professional MBA in Advanced Technology Project Management (CTO, Chief Technology Officer) focuses on methods such as Agile Project Management and how it can be applied in the field of Software Development and Business Management, using the available resources and the special importance of Data Analysis when making decisions that can greatly benefit the project. It is precisely analytics that has the greatest relevance, because throughout the training its present and future will be addressed, with its multiple applications in all areas of work.

Students will acquire a set of essential knowledge when managing multidisciplinary teams, making their curriculum more attractive to the leading companies in the field. By understanding everything involved in managing a technological project and its complexities, students will not only increase their knowledge but also their job prospects.

A Professional MBA that also has the particularity of being 100% online, which facilitates student study time as it eliminates the obligation to attend a physical center and the fixed schedules that this entails. All the teaching material is accessible from any device with an Internet connection, which allows for the necessary flexibility to adapt study materials to the student's own rhythms and obligations.

This **MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- Intensive study of all areas of management, from resource management to human capital management
- Extensive content on the latest analytical methodology on the market, teaching students how to apply it in developing projects
- Large amount of audiovisual and practical material, which makes study work lighter for students
- Updated information on how teams in the technology sector are managed today
- Special attention to the legal framework governing technology projects involving personal data
- Content that is accessible from any fixed or portable device with an Internet connection

Technological companies entrust their best projects only to the most capable leaders. Access the most ambitious projects by specializing in Advanced Technology Project Management (CTO, Chief Technology Officer)"

"Nothing will catch you by surprise with the knowledge you will acquire in this MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)"

Apple, Microsoft, Google... Big companies are waiting for professionals like you. Impress them with a complete resume that shows you're up to the task.

Anticipate the problems of the future through analytics and learn how to reshape a technology project to adapt it to changing market needs.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to prepare for real situations.

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

02

Objectives

With an ever-growing technological market and with more demanding requirements from the public, companies in the sector have been forced to look for specialized leaders in a multitude of management areas. Faced with this reality, TECH has developed this program, which aims precisely to instruct students in the variety of knowledge necessary to assume an effective and superior management than other managers who are not specialized.

tech

Steve Jobs was a man ahead of his time, with great leadership ability even in the worst of times. Who says you can't be the next Steve Jobs? Enroll now and learn everything you need to know to be a great leader"

General Objectives

- Specialize in the main Frameworks for the Direction and Management of IT Projects
- Handle the most appropriate techniques for the Management of People and Teams, with the objective of favoring their well-being and labor productivity
- Work with the different Analytical Techniques for Strategic Decision Making
- Use the main market tools for KPI Monitoring to control project execution and progress with respect to set strategy
- Develop the most common Enterprise Information Management Systems
- Analyze processes and requirements for the Development of Software Projects
- Determine the importance of Quality Management in Software Project Management and learn to apply the necessary criteria for its establishment and control
- Address the issues involved in Data Management in terms of data protection and security and learn how to apply and comply with current regulations

TECH provides you with all the knowledge you need to be the best Technology Leader possible. Take the step and start to build your future"

Specific Objectives

Module 1. Agile Technology Project Direction and Management

- Develop expertise in Project Management and Agile Methodology for Project Management
- Analyze the context of Agile Methodologies for Project Management
- Establish the *Scrum Framework* for Agile Project Management
- Analyze the *Kanban Framework* for Agile Project Management

Module 2. Requirements Management and Process Analysis in Software Development Projects

- Analyze the different "roles" and functions of a New Information Systems Analyst
- Examine the different Data Collection Methods
- Develop DFD examples and E-R examples for Databases
- Develop Practical Business Models

Module 3. Business Management: Technologies for Resource and Customer Management

- Determine a Business Strategy
- Develop a Unified Reporting System for each company process
- Establish direct communication between company departments and customers or clients
- Determine Easy Control and Management Systems, accessible in real time

Module 4. IT Project Management and Control through Business Intelligence

- Develop or apply data in diverse contexts
- Solve problems in complex contexts and with incomplete information
- Determine business analytics application cases for recurrent problems, known or new, in companies
- Propose, communicate and elaborate business models or business transformation models justifying their benefits and opportunity for organizations

Module 5. IT Project Strategic Monitoring and Control

- Determine data life cycle phases: Data, information, knowledge and value
- Examine the different analytical levels: Descriptive, prescriptive and predictive analytics
- Analyze the differences between different data warehousing paradigms: Data Lake, Data Warehouse and Data Mart
- Evaluate the advantages of a set of technology solutions used in business intelligence

Module 6. Digital Analytics for Decision-Making in Technology Projects

- Determine the meaning of Digital Analytics by knowing its principles
- Correctly configure the Google Analytics Tool
- Evaluate results and optimize marketing strategies
- Improve decision making in digital business with the data obtained

Module 7. Improving IT Projects and Businesses through Analytical Techniques

- Analyze Digital Marketing campaigns so they align with the global business strategy
- Apply the proposed drive techniques to improve results
- Generate specialized knowledge of Digital Marketing with special emphasis on Digital Campaigns
- Determine the different types of campaign exclusions, control and apply them to mitigate risks in executing Digital Marketing campaigns

Module 8. Quality in Software Project Management and Implementation

- Monitor Software Development processes and final products
- Ensure the Development Project implements the established Quality procedures and standards
- Notify stakeholders of the Quality actions taken
- Identify deficiencies in products, processes or standards and correct them

Module 9. Regulatory Compliance for Information Security in Technology Projects

- Examine data protection regulation
- Establish the bases that legitimize the processing of personal data
- Develop techniques to ensure compliance with data protection regulations
- Establish security regulatory frameworks and main security-related certifications available

Module 10. Team Management in IT Projects

- Develop management skills to maximize performance in a technology company
- Determine leadership as a support model with respect to traditional authoritarian methodologies
- Contemplate emotional intelligence as a basic tool to optimize company results
- Develop strategies for favorable conflict resolution and negotiation techniques

Module 11. Leadership, Ethics and Social Responsibility in Companies

- Analyze the impact of globalization on corporate governance and corporate management
- Evaluate the importance of effective leadership in the management and success of companies
- Define cross-cultural management strategies and their relevance in diverse business environments
- Develop leadership skills and understand the current challenges faced by leaders
- Determine the principles and practices of business ethics and their application in corporate decision making
- Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 12. People and Talent Management

- Determine the relationship between strategic direction and human resources management
- Delve into the skills required for effective competency-based human resources management
- Delve into the methodologies for performance evaluation and performance management
- Integrate innovations in talent management and their impact on employee retention and loyalty
- Develop strategies for motivation and development of high performance teams
- Propose effective solutions for change management and conflict resolution in organizations

Module 13. Economic and Financial Management

- Analyze the macroeconomic environment and its influence on the national and international financial system
- Define information systems and Business Intelligence for financial decision making
- Differentiate key financial decisions and risk management in financial management
- Evaluate strategies for financial planning and obtaining business financing

Module 14. Commercial Management and Strategic Marketing

- Structure the conceptual framework and the importance of commercial management in companies
- Delve into the fundamental elements and activities of marketing and their impact on the organization
- Determine the stages of the marketing strategic planning process
- Evaluate strategies to improve corporate communication and the digital reputation of the company

Module 15. Executive Management

- Define the concept of General Management and its relevance in business management
- Evaluate the roles and responsibilities of the manager in the organizational culture
- Analyze the importance of operations management and quality management in the value chain
- Develop interpersonal communication and public speaking skills for the formation of spokespersons

Skills

IT professionals who take this Professional MBA in Advanced Technology Project Management (CTO, Chief Technology Officer) will be able to assume the Project Manager role from a global perspective of all the challenges and complications that may arise in the process. This makes students valuable assets in the industry, with a unique set of expertise and the ability to take on the most serious and demanding projects.

This Professional MBA is the education you were looking for to boost your career in the IT industry. Become a leader and enroll now"

General Skills

- Understand all the aspects involved in the Management of a Technology Work Team
- Know which work Methodology to use in each part of the Project Development, maximizing results
- Make intelligent use of all the data generated and collected by the work team to make Decisions with the maximum possible information
- Deal with any kind of problems within the team, either personal or professional
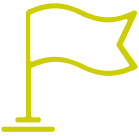
Specific Skills

- Develop PMI Methodology for Project Management
- Analyze Agile Methodologies for Project Management
- Develop the elements and Processes in the Scrum Framework and Kanban Method
- Integrate Process Analysis and requirements within Project Management Methodologies
- Establish best practices in Data Management that ensure the integrity of designed Information Systems
- Study the phases of the Data Life Cycle and their relationship to a Project Management Strategy and Quality Management Strategy
- Identify and design good Enterprise Eesource Elanning and Customer Relationship Management for the enterprise
- Successfully manage Enterprise Resource Planning and Customer Relationship Management Systems with specific skills for them
- Examine Project and Process Control and Monitoring
- Design Control Strategies
- Propose advanced solutions to problems that may arise in companies, integrating techniques and methods studied
- Determine data life cycle phases
- Develop Technological Trends for the Control and Monitoring of Projects and Processes
- Analyze a Web or Digital Platform and optimize the way in which the user interacts with its various functionalities
- Generate reports and make the necessary changes to achieve the established objectives
- Examine a Client's Life Cycle and the necessary actions to be carried out in each Phase

- Analyze the expected results of the Products according to the given specifications
- Review and audit the New Software Development Product and its related activities throughout the Development Cycle
- Determine the main safety measures to be taken into account during the Development of a Project
- Adapt the Technological Company to the Society of Change

There will be no company that would not want to employ someone with all the skills you will acquire in this MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)"

04

Course Management

In order to instruct its students in the best possible way, TECH strives to find the most qualified professionals and experts in each field to offer and direct training programs. It is for this reason that this Professional Master's Degree has a highly qualified teaching staff in the field of Technological Management, with extensive experience leading teams in a multitude of situations. This guarantees that students have access to quality teaching material, updated to the new demands and realities in the technology sector.

Get to the top of the best technology companies supported by a team of professionals who will help you along the way"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune **50 companies** such as **NBCUniversal and Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

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

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

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

Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

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

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

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

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

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

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

Mr. Arman, Romi

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

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

International Guest Director

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

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

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

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

Mr. Arens, Manuel

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

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

International Guest Director

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

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

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

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

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

Mr. La Sala, Andrea

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

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

International Guest Director

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

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

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at *Big Data* analysis. In addition, he has held the position of**Director** of **Business Intelligence** at **Red Bull,** covering areas such as**Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy,** entered on the impulse of data and its infinite possibilities.

Mr. Gram, Mick

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

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

International Guest Director

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

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

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

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

Mr. Stevenson, Scott

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

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

International Guest Director

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

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top **sport's franchises**. As **Executive Vice President** of the **Chicago Bulls** and the **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in **sports** while working in **New York** as **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** for the **United States Soccer Federation.**

Mr. Nyquist, Eric

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

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

Management

Dr. Peralta Martín-Palomino, Arturo

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

Professors

Mr. Gómez Esteban, Enrique

- IT expert and Oracle Database Administrator DBA at NATO, Alten, ViewNext, Everis and Psa Group (Peugeot).
- Project Manager at Telefónica
- Head of Security at FNMT
- Technical Advisor at IBM Sterling and IBM Aspera

- Software Engineer at NCR Corporation
- Computer Expertise in Commercial, Civil, Criminal and Extrajudicial areas in the Community of Madrid
- Computer Engineer, Polytechnical University of Madrid
- Postgraduate Master's Degree in Computer Security and Communications from Universidad Politécnica de Madrid

Mr. Fondón Alcalde, Rubén

- Business Analyst in Customer Value Management at Vodafone Spain
- Head of Service Integration at Entelgy for Telefónica Global Solutions
- Online Account Manager for Clone Servers at EDM Electronics
- Business Analyst for Southern Europe at Vodafone Global Enterprise
- Telecommunications Engineer from the European University of Madrid
- Master's Degree in Big Data and Data Science from the International University of Valencia

Mr. Tato Sánchez, Rafael

- Project Management and Technical Director at Indra Sistemas
- Head of the Control Center and Traffic Management in the Directorate General for Traffic in Madrid
- Systems Engineer in ENA Tráfico
- Degree in Industrial Electronics and Automation Engineering at Universidad Europea de Madrid
- Industrial Technical Engineer in Electricity from the Polytechnic University Madrid
- Master's Degree in Industry 4.0 from the International University of La Rioja

Mr. García Niño, Pedro

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

Ms. García La O, Marta

- Management, Administration and Account management at Think Planning and Development
- Organisation, supervision and mentoring of senior management training courses in Think Planning and Development
- Accountant-administrator at Tabacos Santiago and Zaraiche-Stan Roller
- Marketing Specialist at Versas Consultores
- Diploma in Business Studies from the University of Murcia.
- Master's Degree in Sales and Marketing Management, Fundesem Business School

Ms. Palomino Dávila, Cristina

- Consultant and Senior GRC Auditor at Oesía Networks
- Audit Sub-Directorate - General Secretariat in Compañía Logística de Hidrocarburos CLH
- Senior consultant and auditor in the field of Personal Data Protection and information society services at Helas Consultores
- Graduate in Law from the University of Castilla La Mancha.
- Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa
- Advanced Course in Digital Security and Crisis Management by the University of Alcalá and the Spanish Security and Crisis Alliance(AESYC)

Ms. Martínez Cerrato, Yésica

- Project Manager in the area of Key Accounts Integration at Correos and Telégrafos
- Computer Technician - Responsible for OTEC computer classrooms at the University of Alcalá
- Electronic Security Product Technician at Securitas Security Spain
- Digital Transformation Manager and Business Intelligence Analyst at Ricopia Technologies
- Computer classes professor in ASALUMA Association
- Degree in Electronic Communications Engineering at the University of Alcalá, Spain

05
Structure and Content

The syllabus of the MBA in Advanced Technology Project Management (CTO, Chief Technology Officer) includes all the knowledge and methodologies necessary for the student to face any kind of Technology Development Project. In addition, the content is written in a clear and precise way, supported by numerous practical examples to facilitate reading and learning. It is structured in 10 modules which, in turn, are divided into 10 topics. Each of these topics is well defined and organized, helping the student to quickly consult any type of doubt.

Made by the best experts that TECH has been able to gather, you will find all the keys to become a successful leader in this MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)"

Module 1. Agile Technology Project Direction and Management

1.1. Project Management
- 1.1.1. Project Management
- 1.1.2. Phases to a Project

1.2. Project Management according to the Project Management Institute
- 1.2.1. PMI and PMBOK
- 1.2.2. Project, Program and Project Portfolio
- 1.2.3. Evolution and Process Assets at Organizations That Work with Projects

1.3. Process Management according to the Process Management Institute
- 1.3.1. Process Groups and Knowledge Areas
- 1.3.2. Process Matrix

1.4. Agile Methodologies for Project Management
- 1.4.1. Application Motivation
- 1.4.2. Agile Values and Principles of the Agile Manifesto
- 1.4.3. Application Scenarios

1.5. Scrum for Agile Project Management: Framework Description
- 1.5.1. Agile Management Framework
- 1.5.2. Scrum Pillars and Values

1.6. Scrum for Agile Project Management: Application Models
- 1.6.1. Framework Application
- 1.6.2. People, Roles and Responsibilities on Scrum
- 1.6.3. Sprint Planning, Daily Scrum, Sprint Review, Sprint Retrospective and Sprint Refinement

1.7. Scrum for Agile Project Management
- 1.7.1. Product Backlog, Sprint Backlog and Incremental Backlog
- 1.7.2. Scrum Team Agreements
- 1.7.3. Performance Assessment

1.8. Kanban for Agile Project Management
- 1.8.1. The Model
- 1.8.2. Kanban Method, Elements and Benefits
- 1.8.3. Typical Usage Scenarios

1.9. Kanban for Agile Project Management: Model Application
- 1.9.1. Fundame
- 1.9.2. Application
- 1.9.3. Performance Assessment

1.10. Project Management Model Selection
- 1.10.1. Criteria for Selecting a Management Model Type
- 1.10.2. Traditional Methods vs. Agile Methods
- 1.10.3. Conclusions

Module 2. Requirements Management and Process Analysis in Software Development Projects

2.1. Systems Analysis
- 2.1.1. Systems Analysis Functions
- 2.1.2. Software Development Cycle: SDLC and OO AGILE
- 2.1.3. SDLC, OO and Agile

2.2. Importance of System Analysis and Design
- 2.2.1. Information Systems
- 2.2.2. Integrating IT Technologies: HW and Software
- 2.2.3. Methodology Selection

2.3. Software Development Life Cycle
- 2.3.1. Campaigns and Types
- 2.3.2. Redemption and Drive
- 2.3.3. Types of Strategies
- 2.3.4. Digital Marketing Plans

2.4. Systems Model and Design: Integration.
- 2.4.1. Dependencies with Other Operating Systems in the Organization
- 2.4.2. Integration with Project Management Methodologies such as PMBOOK
- 2.4.3. Integration with Agile Methodologies

2.5. Requirements
- 2.5.1. Interactive Methods: Interviews, JAD and Questionnaires
- 2.5.2. Non-interactive Methods: Observation, Document Review
- 2.5.3. Sampling Techniques: *Sampling*

2.6.   Processes Analysis: DFD

2.6.1.   Multilevel DFD Development

2.6.2.   DFD Types: Physical and Logical, Based on Events

2.6.3.   DFD Partitioning

2.7.   Processes Analysis: Data Dictionary

2.7.1.   Creating Data Dictionaries Based on Previous DAFD

2.7.2.   Data Dictionary Nomenclature

2.7.3.   XML Creation for Data Exchange with Other Systems

2.8.   Processes Analysis: Processes Specifications

2.8.1.   Structured and Semi-structured Decisions

2.8.2.   If-The-Else

2.8.3.   Decision Tables and Trees

2.9.   Importance of Design

2.9.1.   Output Design

2.9.2.   Input Design

2.9.3.   Validating Design

2.10.   Database Design

2.10.1.   Data Standardization

2.10.2.   E-R Diagrams: One-to-many and Many-to-many Relations

2.10.3.   Destandardization

Module 3. Business Management: Resource and Customer Management Technologies

3.1.   Enterprise Information Management and Storage Systems

3.1.1.   Enterprise Resource Planning

3.1.2.   Customer Relationship Management

3.1.3.   Enterprise Resource Planning vs. Customer Relationship Management

3.1.4.   Enterprise Resource Planning and Management Customer Relationship Management in Companies

3.2.   Enterprise Resource Planning

3.2.1.   Benefits of Enterprise Resource Planning in Companies

3.2.2.   Implementation and Management

3.2.3.   Enterprise Resource Planning Day-to-day

3.3.   Enterprise Resource Planning Management

3.3.1.   ERO Modules

3.3.2. Types of Enterprise Resource Planning Systems

3.3.3.   Market Tools

3.4.   Customer Relationship Management

3.4.1.   Implementing Customer Relationship Management in Companies

3.4.2.   Information System Design

3.4.3.   Management Customer Relationship Management for Improvement Processes

3.5.   Management Customer Relationship Management for Project Design

3.5.1.   Current Situation

3.5.2.   Sales or Loyalty

3.5.3.   Customer Loyalty Profitability

3.6.   Customer Relationship Management: Working with Information

3.6.1.   Project Marketing and Management

3.6.2.   Success Factors

3.6.3.   Strategies

3.7.   Customer Relationship Management: Communication Tools

3.7.1.   Communication

3.7.2.   Information

3.7.3.   Active Listening

3.7.4.   Investment Strategies in Information Systems

3.8.   Customer Relationship Management: Dissatisfied Customer Recovery

3.8.1.   Detecting Errors in Time

3.8.2.   Correcting and Remedying Errors

3.8.3.   Customer Recovery and Continuous Improvement Process Design

Module 4. IT Projects Management and Control Using Business Intelligence

Module 5. IT Project Strategic Monitoring and Control

Module 8. Quality in Software Project Management and Implementation

Module 9. Regulatory Compliance for Information Security in Technology Projects

9.1.   Data Protection Regulations
    9.1.1.   Regulatory Framework
    9.1.2.   Subjects Obliged to Comply with Regulations
        9.1.2.1.   Controllers, Joint Controllers and Processors
    9.1.3.   The Data Protection Officer
9.2.   Treatment of Personal Data
    9.2.1.   Fairness, Loyalty and Transparency
    9.2.2.   Purpose Limitation
    9.2.3.   Data Minimization, Accuracy and Shelf Life Limitation
    9.2.4.   Integrity and Confidentiality
    9.2.5.   Proactive Responsibility
9.3.   Data Protection by Design and by Default
    9.3.1.   Data Pseudonymization
    9.3.2.   Data Minimization
    9.3.3.   Organizational Measures in Accordance with the Purpose of Processing
9.4.   Bases of Lawfulness or Legitimacy and Authorizations for Processing: Data Communication
    9.4.1.   Consent
    9.4.2.   Contractual Relationship or Precontractual Measures
    9.4.3.   Fulfilling Legal Obligations
    9.4.4.   Vital Interests Protection for Interested Parties or Others
    9.4.5.   Public Interest or Exercise of Public Powers
    9.4.6.   Legitimate Interests: Interest Weighting
9.5.   Individuals Rights
    9.5.1.   Transparency and Information
    9.5.2.   Access
    9.5.3.   Rectification and Deletion (Right to Be Forgotten), Limitation and Portability
    9.5.4.   Opposition and Automated Individual Decisions
    9.5.5.   Limits to Rights
9.6.   Risks Analysis and Management of Personal Data Processing
    9.6.1.   Identification of Risks and Threats to the Rights and Freedoms of Individuals
    9.6.2.   Risk Assessment
    9.6.3.   Risk Management Plans

9.7.   Techniques to Ensure Data Protection Regulations Compliance
    9.7.1.   Identification of Proactive Accountability Measures
    9.7.2.   Processing Activities Register
    9.7.3.   Security Breach Management
    9.7.4.   Codes of Conduct and Certifications
9.8.   The Data Protection Impact Assessment (DPA or DPIA)
    9.8.1.   Studying the Need for DPIA
    9.8.2.   Assessment Methodology
    9.8.3.   Identification of Risks and Threats
    9.8.4.   Prior Consultation with the Control Authority
9.9.   Information Security
    9.9.1.   Security Regulatory Framework
    9.9.2.   ICT Security Products Assessment and Certification
    9.9.3.   STIC Products and Services Catalog (CPSTIC)
9.10.   Control Authorities: Violations and Penalties
    9.10.1.   Violations
    9.10.2.   Fines
    9.10.3.   Penalty Procedure
    9.10.4.   Control Authorities and Cooperation Mechanisms

Module 10. Team Management in IT Projects

10.1.   Group Management
    10.1.1.   Management Skills
    10.1.2.   Human Capital Management and Managerial Functions
    10.1.3.   Classification and Types of Management Skills
    10.1.4.   Group Leadership Management in Companies
10.2.   Team Building
    10.2.1.   Team Management
    10.2.2.   Performance Evaluation
    10.2.3.   Delegation and Empowerment
    10.2.4.   Engagement Management

10.8.   Negotiation Techniques in Companies

    10.8.1.   Negotiation at the Managerial Level in Technology Companies

        10.8.1.1. Negotiation

        10.8.1.2. Negotiation Styles

        10.8.1.3. Negotiation Phases

    10.8.2. Negotiation Techniques

        10.8.2.1. Negotiation Strategies and Tactics

        10.8.2.2. Negotiation Types

    10.8.3.   The Negotiator

        10.8.3.1. Negotiator Characteristics

        10.8.3.2. Types of Negotiators

        10.8.3.3. Psychology in Negotiation

10.9.   Coaching and Business Management

    10.9.1.   Business Coaching

    10.9.2.   Coaching Practice

    10.9.3.   Coaching in Organizations

10.10. Mentoring and Business Management

    10.10.1. Mentoring

    10.10.2. The Four Processes of a Mentoring Program

        10.10.2.1. Processes

        10.10.2.2. Mentors in Companies

        10.10.2.3. Protégés in Technological Companies

    10.10.3. Benefits of Mentoring in Companies

        10.10.3.1. Benefits for the Organization: Mentor and Mentored

    10.10.4. Differences between Mentoring and Coaching

Module 11. Leadership, Ethics and Social Responsibility in Companies

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.   Leadership

    11.2.1.   Leadership. A Conceptual Approach

    11.2.2.   Leadership in Companies

    11.2.3.   The Importance of Leaders in Business Management

11.3.   Cross-Cultural Management

    11.3.1.   Concept of Cross-Cultural Management

    11.3.2.   Contributions to the Knowledge of National Cultures

    11.3.3.   Diversity Management

11.4.   Management and Leadership Development

    11.4.1.   Concept of Management Development

    11.4.2.   Concept of Leadership

    11.4.3.   Leadership Theories

    11.4.4.   Leadership Styles

    11.4.5.   Intelligence in Leadership

    11.4.6.   The Challenges of Today's Leader

11.5.   Business Ethics

    11.5.1.   Ethics and Morality

    11.5.2.   Business Ethics

    11.5.3.   Leadership and Ethics in Companies

11.6.   Sustainability

    11.6.1.   Sustainability and Sustainable Development

    11.6.2.   The 2030 Agenda

    11.6.3.   Sustainable Companies

11.7.   Corporate Social Responsibility

    11.7.1.   International Dimensions of Corporate Social Responsibility

    11.7.2.   Implementing Corporate Social Responsibility

    11.7.3.   The Impact and Measurement of Corporate Social Responsibility

11.8.   Responsible Management Systems and Tools

   11.8.1.   CSR: Corporate Social Responsibility

11.8.2. Essential Aspects for Implementing a Responsible Management Strategy

   11.8.3.   Steps for the Implementation of a Corporate Social Responsibility Management System

   11.8.4.   Tools and Standards of CSR

11.9.   Multinationals and Human Rights

   11.9.1.   Globalization, Multinational Corporations and Human Rights

   11.9.2.   Multinational Corporations and International Law

   11.9.3.   Legal Instruments for Multinationals in the Field of Human Rights

11.10. Legal Environment and Corporate Governance

   11.10.1. International Rules on Importation and Exportation

   11.10.2. Intellectual and Industrial Property

   11.10.3. 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.   Human Resources Management by Competencies

   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.   Talent Identification, Training and Development

   12.4.3.   Loyalty and Retention

   12.4.4.   Proactivity and Innovation

12.5.   Motivation

   12.5.1.   The Nature of Motivation

   12.5.2.   Expectations Theory

   12.5.3.   Needs Theory

   12.5.4.   Motivation and Financial Compensation

12.6.   Developing High Performance Teams

   12.6.1.   High-Performance Teams: Self-Managing Teams

   12.6.2.   Methodologies for Managing High Performance Self-Managed Teams

12.7.   Change Management

   12.7.1.   Change Management

   12.7.2.   Types of Change Management Processes

   12.7.3.   Stages or Phases in Change Management

12.8.   Negotiation and Conflict Management

   12.8.1.   Negotiation

   12.8.2.   Conflict Management

   12.8.3.   Crisis Management

12.9.   Executive Communication

   12.9.1.   Internal and External Communication in the Business Environment

   12.9.2.   Communication Departments

   12.9.3.   The Head of Communication of the Company. The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent

   12.10.1. Productivity

   12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1.   Economic Environment

   13.1.1.   Macroeconomic Environment and the National Financial System

   13.1.2.   Financial Institutions

   13.1.3.   Financial Markets

   13.1.4.   Financial Assets

   13.1.5.   Other Financial Sector Entities

13.2.   Executive Accounting

   13.2.1.   Basic Concepts

   13.2.2.   The Company's Assets

   13.2.3.   The Company's Liabilities

   13.2.4.   The Company's Net Worth

   13.2.5.   The Income Statement

Module 14. Commercial Management and Strategic Marketing

Module 15. Executive Management

The objective of this program is to help you achieve your dream of leading great projects. Enroll and don't miss the opportunity to take a quality leap in your professional career"

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

" *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

" *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
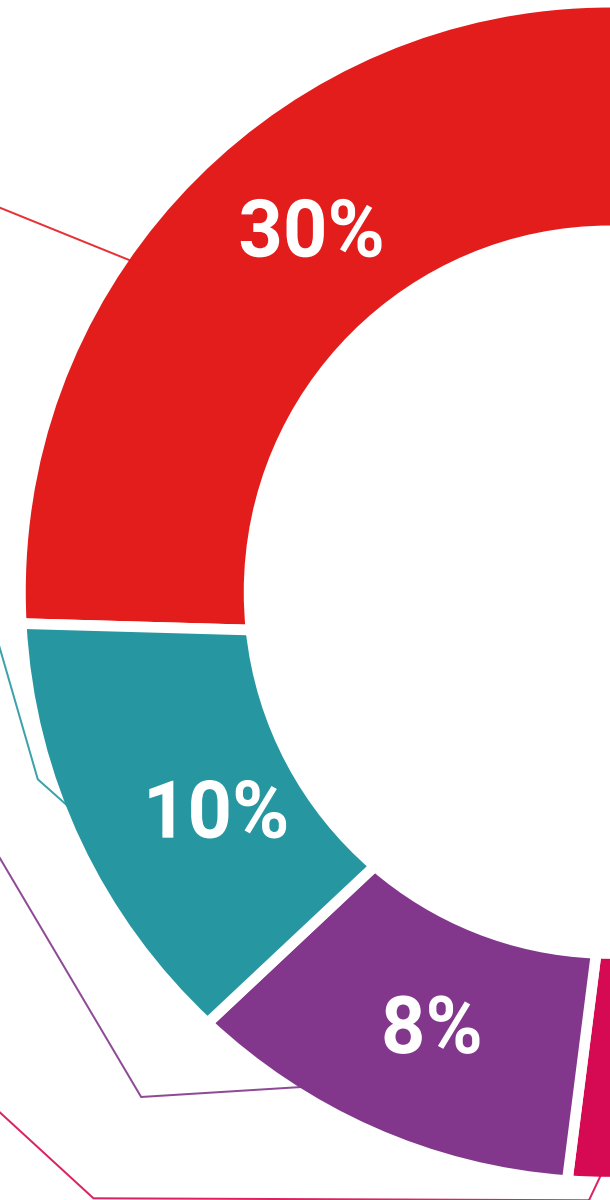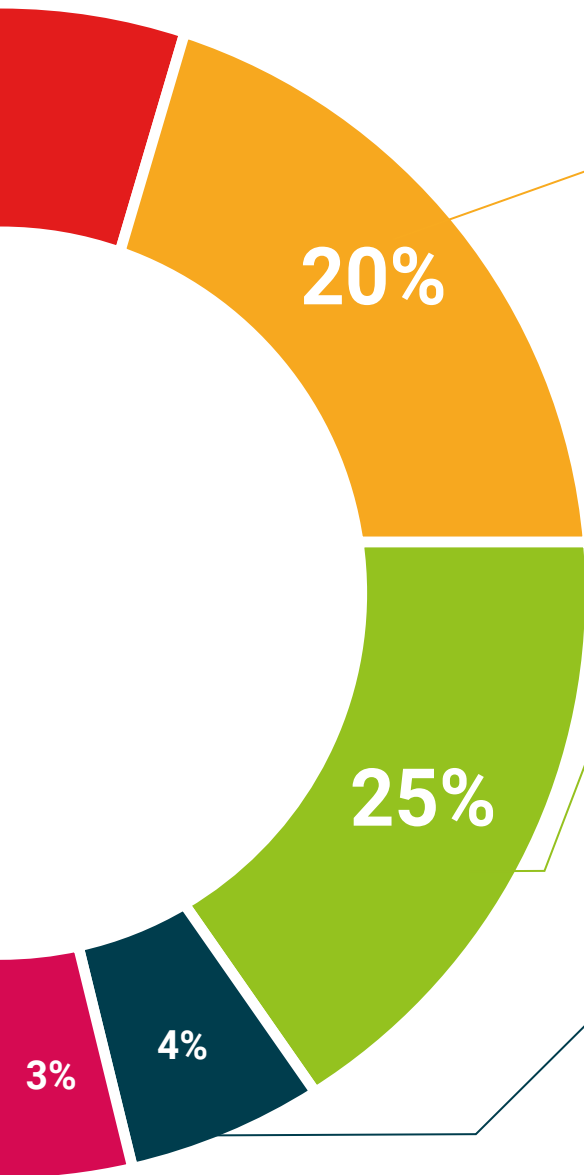
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The MBA in Advanced Technology Project Management (CTO, Chief Technology Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to an Professional Master's Degree diploma issued by TECH Global University.

*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 **MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Professional Master's Degree in MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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

Professional Master's Degree in MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

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

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFW0RD23S   techtitute.com/certificates

Professional Master's Degree in MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Agile Technology Project Direction and Management	6	CO
1º	Requirements Management and Process Analysis in Software Development Projects	6	CO
1º	Business Management: Technologies for Resource and Customer Management	6	CO
1º	IT Project Management and Control through Business Intelligence	6	CO
1º	IT Project Strategic Monitoring and Control	6	CO
1º	Digital Analytics for Decision-Making in Technology Projects	6	CO
1º	Improving IT Projects and Businesses through Analytical Techniques	6	CO
1º	Quality in Software Project Management and Implementation	6	CO
1º	Regulatory Compliance for Information Security in Technology Projects	6	CO
1º	Team Management in IT Projects	6	CO
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Commercial Management and Strategic Marketing	6	CO
1º	Executive Management	6	CO

Dr. Pedro Navarro Illana
Dean

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

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Professional Master's Degree
MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credit: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Professional Master's Degree
MBA in Advanced Technology Project Management (CTO, Chief Technology Officer)

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