Professional Master's Degree

MBA in Corporate Technical Data Science Management

Accreditation/Membership

BUSINESS GRADUATES ASSOCIATION
MEMBER

tech global university

tech global university

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

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

Website: www.techtitute.com/us/information-technology/professional-master-degree/master-mba-corporate-technical-data-science-management

Index

01 Introduction to the Program — p. 4

02 Why Study at TECH? — p. 8

03 Syllabus — p. 12

04 Teaching Objectives — p. 26

05 Career Opportunities — p. 32

06 Software Licenses Included — p. 36

07 Study Methodology — p. 40

08 Teaching Staff — p. 50

09 Certificate — p. 72

01

Introduction to the Program

The Technical Management of Data Science today represents an essential component for designing corporate strategies based on quantifiable evidence. In fact, organizations demand professionals capable of leading complex analytical projects and connecting the value of data with decision-making. According to a report by the United Nations, 76% of institutions consider data analysis to be key to optimizing their competitiveness. Therefore, experts need to have comprehensive knowledge of the use of predictive models and modern scalable storage systems to process large volumes of data. In response to this, TECH presents an innovative online university program focused on the strategic use of data.

An exhaustive and 100% online program, exclusive to TECH, with an international perspective supported by our membership with the Business Graduates Association"

The rise of Data Science in business processes is redefining the way organizations conceive corporate strategy. For example, its ability to transform information into actionable knowledge allows companies to anticipate trends, optimize their operations, and make informed decisions. In this context, professionals need to develop advanced competencies for the optimal handling of Data Science tools. This will enable them to ensure that data treatments are efficient.

To facilitate this task, TECH launches an exclusive Professional Master's Degree MBA in Corporate Technical Data Science Management. Designed by leading experts in the sector, the academic journey will delve into aspects ranging from the technical approach to information management systems to the detailed analysis of the data lifecycle. Additionally, the syllabus will provide cutting-edge tools for data collection, cleaning, and even modeling. In this regard, the learning materials will also cover the regulatory foundations related to data protection. Thanks to this, students will develop advanced competencies to design scalable infrastructures, manage massive data flows in real-time, and deploy services in high-availability architectures.

Regarding methodology, TECH employs its disruptive Relearning system, based on the natural and progressive reiteration of key concepts in the syllabus. To access the Virtual Campus, IT professionals will only need a device with internet access. Additionally, renowned International Guest Directors will deliver rigorous Masterclasses.

Furthermore, thanks to TECH's membership in 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 **Professional Master's Degree MBA in Corporate Technical Data Science Management** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in Technical Data Science Management in the business environment
- 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

Renowned International Guest Directors will offer intensive Masterclasses on the latest trends in Corporate Technical Data Science Management"

With TECH's Relearning system you will not have to invest a large amount of study hours and you will focus on the most relevant concepts. Enroll now!"

You will have comprehensive knowledge of data management systems and their strategic application in the corporate environment.

You will master the most sophisticated techniques for collecting, cleaning, and storing large volumes of data.

The faculty includes professionals from the field of Corporate Technical Data Science Management, who bring their work experience to this program, along with recognized 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 an immersive learning experience designed to prepare for real-life situations.

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.

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 relies on an enormous faculty of more than 6,000 professors of the highest international renown.

Study at the world's largest online university and guarantee your professional success. The future starts 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".

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.

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.

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.

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 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 academic pathway will delve into the essential aspects of assuming responsibilities in Corporate Technical Data Science Management. In this way, the syllabus will address key regulations for the responsible management of data, enabling professionals to operate within demanding regulatory frameworks and ensure the integrity of information. Additionally, the educational materials will explore the specifics of scalable systems for the massive use of sensitive data, which are essential in high-demand corporate environments. Moreover, modern tools will be provided to design robust architectures that meet real business needs.

You will integrate data infrastructures based on scalable, distributed systems designed for multiple services"

Module 1. Main Information Management Systems

1.1. ERP and CRM
- 1.1.1. ERP
- 1.1.2. CRM
- 1.1.3. Differences between ERP and CRM. Point of Sale
- 1.1.4. Business Success

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

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

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

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

1.6. CRM: Customer Loyalty
- 1.6.1. Starting Point
- 1.6.2. Sell or Retain
- 1.6.3. Success Factors in Our Loyalty System
- 1.6.4. Multichannel Strategies
- 1.6.5. Design of Loyalty Actions
- 1.6.6. E-Loyalty

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

1.8. CRM: Preventing Dissatisfaction
- 1.8.1. Customer Losses
- 1.8.2. Timely Error Detection
- 1.8.3. Improvement Processes
- 1.8.4. Recovery of the Dissatisfied Customer

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

1.10. Relational Marketing
- 1.10.1. Implementation. Mistakes
- 1.10.2. Methodology, Segmentation, and Processes
- 1.10.3. Action, According to the Department
- 1.10.4. CRM Tools

Module 2. Data Types and Life Cycle

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

2.2. Types of Statistical Data
- 2.2.1. By Type
  - 2.2.1.1. Quantitative: Continuous Data and Discrete Data
  - 2.2.1.2. Qualitative: Binomial Data, Nominal Data and Ordinal Data
- 2.2.2. By Form
  - 2.2.2.1. Numerical
  - 2.2.2.2. Text
  - 2.2.2.3. Logical

2.2.3. By Source
2.2.3.1. Primary
2.2.3.2. Secondary
2.3. Data Lifecycle
2.3.1. Lifecycle Stages
2.3.2. Lifecycle Milestones
2.3.3. FAIR Principles
2.4. Initial Stages of the Cycle
2.4.1. Goal Definition
2.4.2. Determination of Required Resources
2.4.3. Gantt Chart
2.4.4. Data Structure
2.5. Data Collection
2.5.1. Data Collection Methodology
2.5.2. Data Collection Tools
2.5.3. Data Collection Channels
2.6. Data Cleaning
2.6.1. Data Cleaning Phases
2.6.2. Data Quality
2.6.3. Data Manipulation (using R)
2.7. Data Analysis, Interpretation and Evaluation of Results
2.7.1. Statistical Measures
2.7.2. Relationship Indices
2.7.3. Data Mining
2.8. Data Warehouse
2.8.1. Components of a Data Warehouse
2.8.2. Design
2.8.3. Aspects to Consider
2.9. Data Availability
2.9.1. Access
2.9.2. Utility
2.9.3. Security

Module 3. Machine Learning

3.1. Knowledge in Databases
3.1.1. Data Preprocessing
3.1.2. Analysis
3.1.3. Interpretation and Evaluation of the Results
3.2. Machine Learning
3.2.1. Supervised and Unsupervised Learning
3.2.2. Reinforcement Learning
3.2.3. Semi-Supervised Learning. Other Learning Models
3.3. Classification
3.3.1. Decision Trees and Rule-Based Learning.
3.3.2. Support Vector Machines (SVM) and K-Nearest Neighbors (KNN) Algorithm
3.3.3. Metrics for Classification Algorithms
3.4. Regression
3.4.1. Linear and Logistic Regression
3.4.2. Non-Linear Regression Models
3.4.3. Time Series Analysis
3.4.4. Metrics for Regression Algorithms
3.5. Clustering
3.5.1. Hierarchical Clustering
3.5.2. Partitioned Clustering
3.5.3. Metrics for Clustering Algorithms
3.6. Association Rules
3.6.1. Interest Measures
3.6.2. Rule Extraction Methods
3.6.3. Metrics for Association Rule Algorithms
3.7. Multiclassifiers
3.7.1. Bootstrap Aggregation or Bagging
3.7.2. Random Forest Algorithm
3.7.3. Boosting Algorithm

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

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

3.10. Deep Learning
- 3.10.1. Deep Neural Networks. Introduction
- 3.10.2. Convolutional Networks
- 3.10.3. Sequence Modeling
- 3.10.4. Tensorflow and PyTorch

Module 4. Web Analytics

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

4.2. Google Analytics
- 4.2.1. Google Analytics
- 4.2.2. Usage
- 4.2.3. Objectives

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

4.4. Frequent Dimensions
- 4.4.1. Source
- 4.4.2. Medium
- 4.4.3. Keyword
- 4.4.4. Campaign
- 4.4.5. Custom Labeling

4.5. Google Analytics Setup
- 4.5.1. Installation. Account Creation
- 4.5.2. Tool Versions: UA/GA4
- 4.5.3. Tracking Tag
- 4.5.4. Conversion Goals

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

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

4.8. Advanced Google Analytics Reports
- 4.8.1. Custom Reports
- 4.8.2. Dashboards
- 4.8.3. APIs

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

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

Module 5. Scalable and Reliable Mass Data Usage Systems

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

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

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

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

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

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

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

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

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

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

Module 6. System Administration for Distributed Deployments

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

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

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

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

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

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

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

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

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

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

Module 7. Internet of Things

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

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

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

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

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

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

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

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

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

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

Module 8. Project Management and Agile Methodologies

8.1. Project Direction and Management
- 8.1.1. The Project
- 8.1.2. Phases of a Project
- 8.1.3. Project Direction and Management

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

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

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

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

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

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

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

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

8.10. Comparison: PMI, Scrum y Kanban
- 8.10.1. PMI – SCRUM
- 8.10.2. PMI – KANBAN
- 8.10.3. SCRUM - KANBAN

Module 9. Communication, Leadership and Team Management

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

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

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

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

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

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

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

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

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

9.10. Team Management IV. Negotiation Techniques
- 9.19.1. Negotiation Techniques and Strategies
  - 9.10.1.1. Strategies and Main Types of Negotiation
  - 9.10.1.2. Negotiation Tactics and Practical Issues
- 9.10.2. The Figure of the Negotiating Subject

Module 10. Leadership, Ethics and Social Responsibility in Companies

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

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

10.3. Business Ethics
- 10.3.1. Ethics and Morals
- 10.3.2. Business Ethics
- 10.3.3. Leadership and Ethics in Companies

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

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

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

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

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

Module 11. People and Talent Management

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

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

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

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

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

11.6. Developing High-Performance Teams
- 11.6.1. High-Performance Teams: Self-Managed Teams
- 11.6.2. Methodologies for the Management of High-Performance Self-Managed Teams

11.7. Change Management
- 11.7.1. Change Management
- 11.7.2. Type of Change Management Processes
- 11.7.3. Stages or Phases in the Change Management Process

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

11.9. Executive Communication
- 11.9.1. Internal and External Communication in the Corporate Environment
- 11.9.2. Communication Departments
- 11.9.3. The Person in Charge of Communication of the Company. The Profile of the Dircom

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

Module 12. Economic - Financial Management

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

12.2. Executive Accounting
- 12.2.1. Basic Concepts
- 12.2.2. The Company's Assets
- 12.2.3. The Company's Liabilities
- 12.2.4. The Company's Net Worth
- 12.2.5. Results Research

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

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

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

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

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

12.8. Strategic Financing
- 12.8.1. Self-Financing
- 12.8.2. Increase in Equity
- 12.8.3. Hybrid Resources
- 12.8.4. Financing Through Intermediaries

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

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

Module 13. Commercial and Strategic Marketing Management

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

13.2. Marketing
- 13.2.1. The Concept of Marketing
- 13.2.2. Basic Elements of Marketing
- 13.2.3. Marketing Activities of the Company

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

13.4. Digital Marketing and E-Commerce
- 13.4.1. Digital Marketing and E-Commerce Objectives
- 13.4.2. Digital Marketing and Media Used
- 13.4.3. E-Commerce. General Context
- 13.4.4. Categories of E-Commerce
- 13.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce

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

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

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

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

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

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

Module 14. Executive Management

14.1. General Management
- 14.1.1. The Concept of General Management
- 14.1.2. The Role of the General Manager
- 14.1.3. The Chief Executive Officer and Their Functions
- 14.1.4. Transforming the Work of Management

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

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

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

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

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

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

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

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

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

You will be able to access the Virtual Campus at any time and download the contents to consult them whenever you wish"

04

Teaching Objectives

This comprehensive university degree aims to enhance the development of key competencies in professionals focused on the strategic management of data in corporate environments. In fact, it will enable IT professionals to master descriptive statistics tools applied to the analysis of large volumes of data. At the same time, it will foster the precise interpretation of results and the evaluation of relevant metrics for making informed decisions. Additionally, it will provide in-depth knowledge of databases, which is essential for efficiently managing complex information with critical insight in high-demand business scenarios.

You will implement advanced measures for data protection, regulatory management, and auditing in accordance with international legal frameworks"

General Objectives

- Master the main information management systems applied to the business environment
- Understand the stages of the data lifecycle and its impact on decision-making
- Integrate machine learning models into complex analytical processes
- Interpret key indicators in web analytics projects focused on digital performance
- Design scalable infrastructures for the mass processing of data
- Coordinate technological projects using agile methodologies
- Strengthen competencies in leadership, talent management, and corporate social responsibility

Specific Objectives

Module 1. Main Information Management Systems

- Distinguish the functions and applications of ERP and CRM systems in different business contexts
- Identify the key stages in the implementation of an ERP system
- Interpret the information generated by an ERP to support decision-making
- Establish effective loyalty and communication strategies using CRM tools

Module 2. Data Types and Life Cycle

- Classify the different types of data according to their nature, form, and source
- Recognize the stages of the data lifecycle and the associated FAIR principles
- Define cutting-edge methodologies and tools for efficient data collection
- Apply cleaning and quality criteria to ensure data reliability

Module 3. Machine Learning

- Distinguish the main types of machine learning and their practical applications
- Implement classification, regression, and clustering algorithms using appropriate metrics
- Evaluate the performance of predictive models using supervised and unsupervised techniques
- Apply neural networks and deep learning models with innovative tools like TensorFlow

Module 4. Web Analytics

- Understand the evolution and structure of the analysis process in web analytics
- Correctly configure Google Analytics parameters, including installation, tagging, and goal definition
- Interpret key metrics and conversion rates to evaluate digital performance
- Design a digital analytics plan that includes measurement, implementation, and strategic conclusions

Module 5. Scalable and Reliable Mass Data Usage Systems

- Delve into the principles of scalability, reliability, and maintainability in high-volume data environments
- Contrast different data models and storage engines according to their applicability in distributed systems
- Evaluate replication mechanisms, partitioning, and distributed transactions in large-scale architectures

Module 6. System Administration for Distributed Deployments

- Recognize the characteristics and limitations of the monolithic model versus distributed architectures based on microservices
- Distinguish key tools for managing physical and virtual resources in high-demand environments
- Evaluate the capabilities of Kubernetes and OpenStack through their structures, deployments, and service management

Module 7. Internet of Things

- Interpret the layers and fundamental components of a reference architecture for IoT
- Classify IoT devices based on their functionality and describe the role of sensors and actuators in connected systems
- Recognize the main communication protocols and technologies involved in IoT environments in relation to the OSI model
- Examine security strategies applicable to IoT and IIoT, including technical requirements and critical protection areas
- Evaluate the impact of IIoT in sectors such as energy, transportation, agriculture, and manufacturing, as well as its integration into the Industry 4.0 model

Module 8. Project Management and Agile Methodologies

- Understand the fundamentals of project management, considering its phases and classic approaches
- Recognize the structure and key processes of the PMI methodology, including its relation to the PMBOK and the evolution of project-oriented organizations
- Compare the PMI, Scrum, and Kanban methodologies, evaluating their characteristics, processes, and performance metrics

Module 9. Communication, Leadership and Team Management

- Delve into the impact of organizational climate and culture on human capital management within technology companies
- Assess the role of leadership, delegation, and empowerment in consolidating commitment and talent management
- Analyze conflict dynamics, negotiation, and interpersonal relationships within high-performance teams

Module 10. Leadership, Ethics and Social Responsibility in Companies

- Understand the role of ethical leadership in strategic decision-making within Data Science projects
- Analyze the relevance of corporate governance and social responsibility in organizations handling large volumes of sensitive information
- Identify best practices to ensure transparency, fairness, and accountability in automated decision-making processes

Module 11. People and Talent Management

- Establish people management strategies aimed at aligning organizational objectives with talent development
- Design performance evaluation systems that promote competency-based management and the empowerment of self-managed teams
- Incorporate innovative models for attracting, retaining, and activating talent in highly competitive environments
- Integrate management communication and negotiation approaches to effectively handle change processes and conflict resolution

Module 12. Economic - Financial Management

- Interpret the macroeconomic and financial environment to make strategic decisions aligned with the current context
- Develop operating, capital, and treasury budgets, implementing effective management control mechanisms
- Apply business intelligence tools for cost analysis and optimization of financial information systems
- Design financial planning strategies that integrate risk management, liquidity, and business investment

Module 13. Commercial and Strategic Marketing Management

- Design commercial strategies aligned with corporate objectives, considering the key role of commercial management
- Structure strategic marketing plans integrating market analysis, planning, and competitive positioning
- Implement digital marketing and e-commerce actions that improve brand visibility and increase conversions
- Develop effective digital advertising campaigns, avoiding common mistakes and maximizing return on investment

Module 14. Executive Management

- Enhance executive communication through public speaking skills, crisis management, and effective organizational tools
- Design crisis management plans that include scenario analysis, strategic planning, and alignment of involved personnel
- Promote emotional intelligence as a key competence to strengthen interpersonal communication and team management
- Consolidate a coherent and authentic personal brand using positioning strategies and branding tools

Use business intelligence tools to optimize cost analysis and improve decision-making"

05

Career Opportunities

This exclusive university degree from TECH represents a unique opportunity for IT professionals who wish to master the use of data management systems, predictive models, and distributed architectures. With a highly technical and up-to-date approach, students will develop key skills to lead complex environments for analysis and mass information processing. As a result, they will align their capabilities with the highest standards of digital transformation in business. In this way, experts will be highly prepared to take on more strategic roles in globally recognized institutions.

You will evaluate the principles of business ethics applicable to the use of predictive models, emerging technologies, and advanced analytics tools"

Graduate Profile

The graduate will stand out for their ability to design analytical solutions with a strategic focus. Additionally, they will master advanced tools for cost analysis and the design of dashboards, enabling them to anticipate complex scenarios and make more precise decisions. On the other hand, they will be able to interpret financial flows, optimize resources, and collaborate effectively with different functional areas. Furthermore, they will be able to lead digital transformation processes aimed at economic performance. Finally, their profile will be key for environments that require an integral, technical vision focused on sustainable results over time.

You will recognize the impact of cultural diversity and inclusive management in multidisciplinary Data Science teams.

- **Strategic Application of Technological Solutions:** Ability to integrate advanced data analysis and modeling tools into business processes to optimize evidence-based decision-making
- **Critical Thinking and Problem-Solving:** Ability to identify technical and business challenges in big data environments, developing innovative solutions through structured approaches and agile methodologies
- **Commitment to Ethics and Information Security:** Responsibility for data management in accordance with privacy regulations, ensuring the confidentiality, integrity, and traceability of sensitive information
- **Multidisciplinary Collaboration and Technical Leadership:** Ability to coordinate cross-departmental teams and lead technological initiatives, fostering a collaborative work culture between technical and strategic profiles
- **Continuous Learning and Innovation:** Willingness to update knowledge in changing environments, incorporating emerging technologies such as big data or machine learning into the business context

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

1. **Distributed Data Platforms Administrator:** Responsible for the maintenance, optimization, and security of complex systems based on microservices, containers, and cloud solutions
2. **Data Governance Consultant:** Specialist in defining policies, regulatory frameworks, and organizational practices that ensure the quality, integrity, and protection of corporate data
3. **Analytical Process Automation Technician:** Responsible for developing robust and automated data pipelines, reducing manual intervention in data analysis.
4. **Data-Driven Digital Transformation Advisor:** Focused on guiding companies in migrating to technology ecosystems centered around evidence-based decision-making.

"You will connect business management systems with business intelligence solutions, maximizing the utility of operational information"

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 grants access to the most advanced software tools used in the professional world.

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 academic software licenses will allow students to use the most advanced applications in their professional field, so they can become familiar with them and master their use without incurring additional costs. TECH will handle the hiring process so that students can use these tools unlimitedly during their study of the Professional Master's Degree MBA in Corporate Technical Data Science Management, and they will be able to do so completely free of charge.

TECH will provide free access to the following software applications:

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**, 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.

Key Features:

- **Specialized Courses:** Updated content in cloud computing, machine learning, and data analysis
- **Live Labs:** Hands-on practice with real Google Cloud tools, no additional configuration required
- **Integrated Certifications:** Preparation for official exams with international validity
- **Professional Mentoring:** Sessions with Google experts and technology partners
- **Collaborative Projects:** Challenges based on real-world problems from leading companies

In conclusion, **Google Career Launchpad** connects users with the latest market technologies, facilitating their entry into fields such as artificial intelligence and data science with industry-backed credentials.

Thanks to TECH, you will be able to use the best professional software applications in your field for free”

07

Study Methodology

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

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

TECH will prepare 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 main protagonist.
The teaching 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 students who choose the time they dedicate to study, 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 participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, 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 education that provides them with a notable competitive advantage to further 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 your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. 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 resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, 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, discuss 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 Methodology

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, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration 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 better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

A 100% online Virtual Campus with the best teaching resources

In order 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 repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience 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 to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

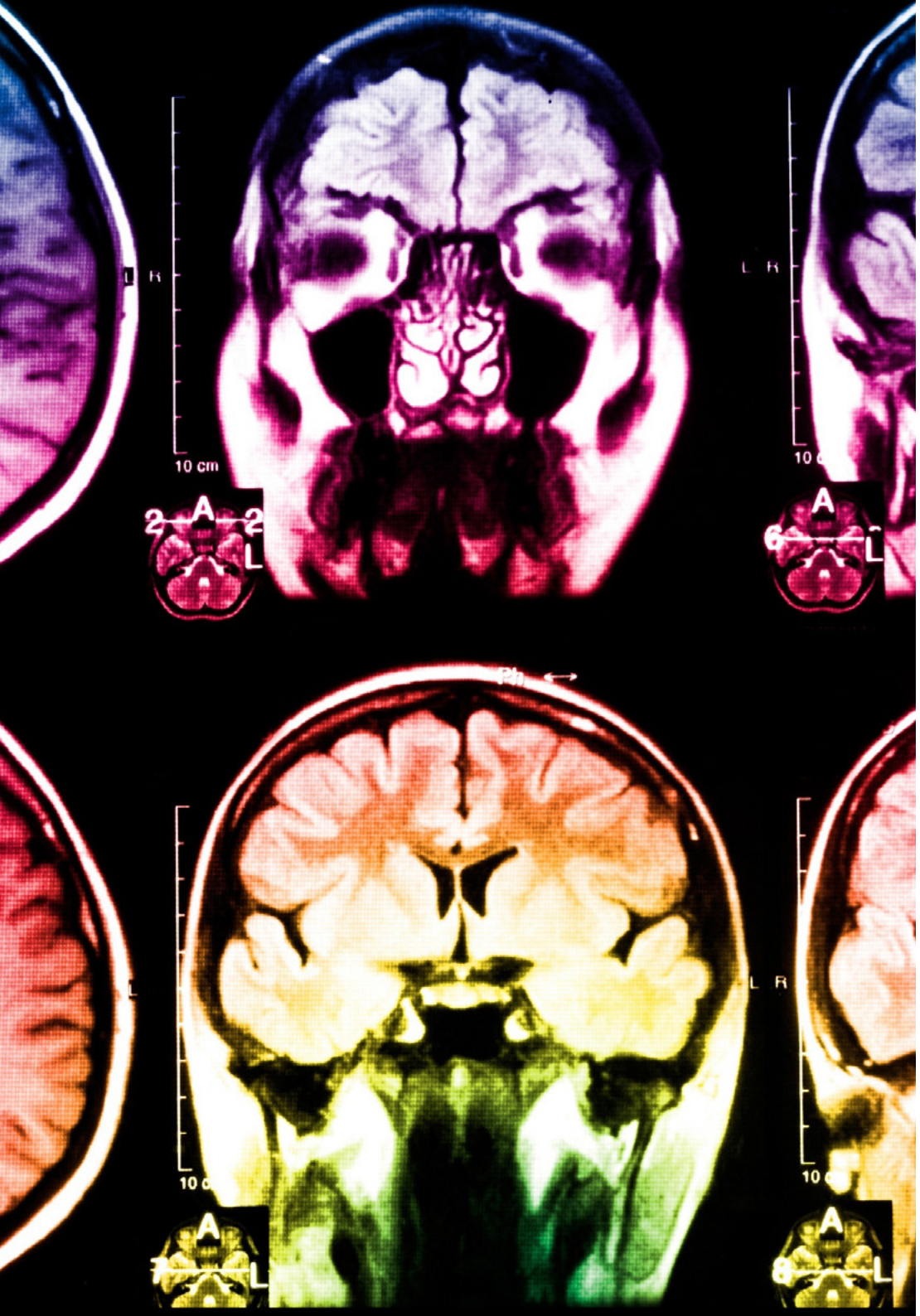
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

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, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and 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 top-rated by its students

The results of this innovative teaching 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 became 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 at the forefront of technology and teaching.

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

As such, 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 competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

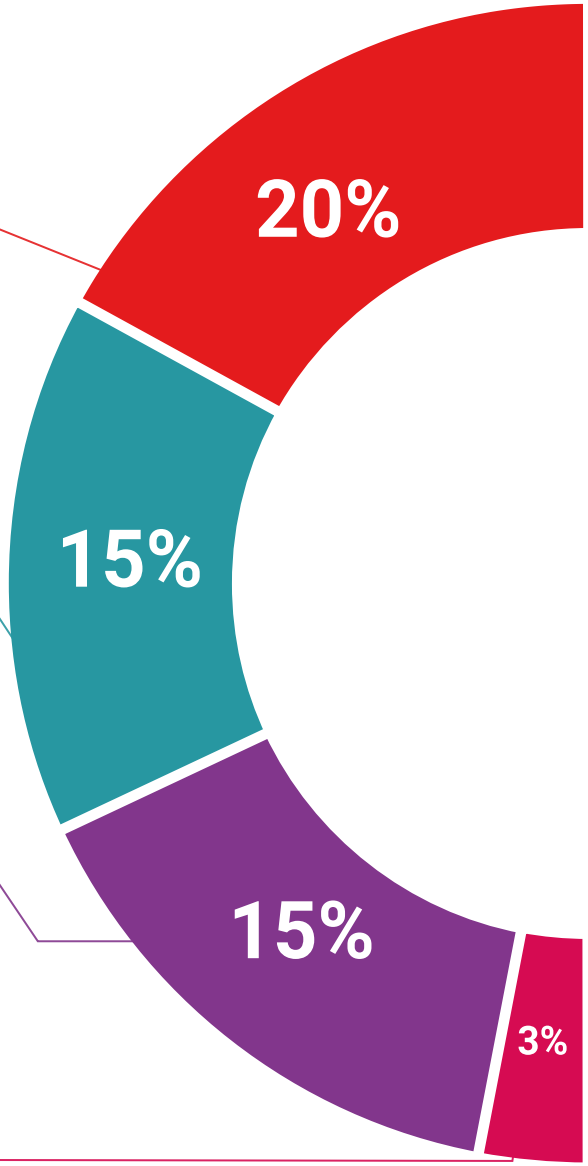
Interactive Summaries

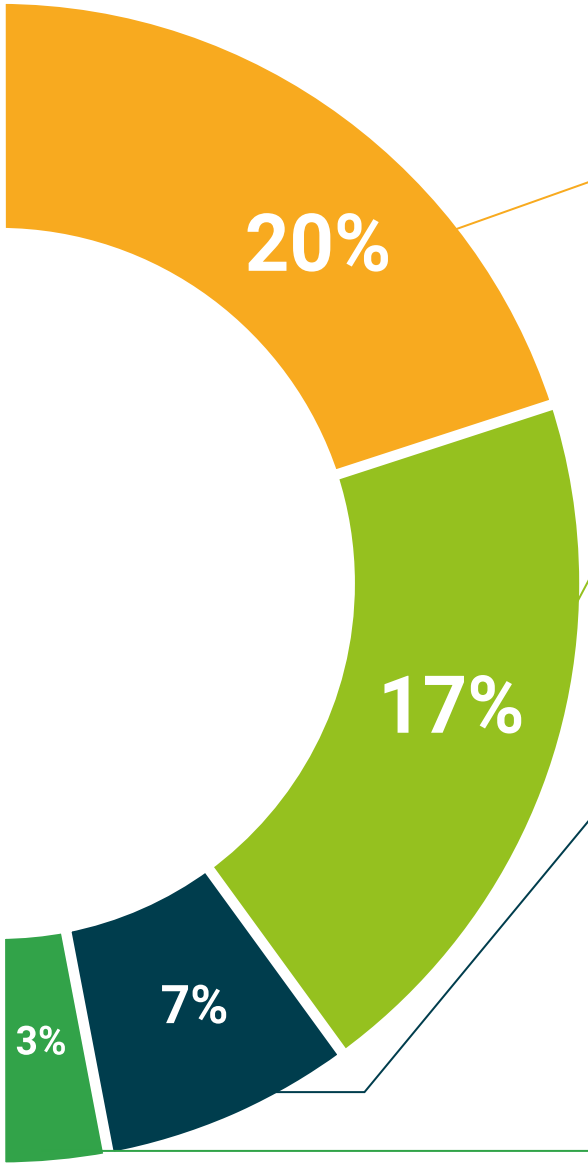
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Additional Reading

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





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

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

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 for 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

Faithful to its commitment to academic excellence, TECH focuses on rigorous and up-to-date teaching in Corporate Technical Data Science Management. To achieve this, it brings together a team of professionals with extensive recognition in the business world, who offer students a practical and strategic approach. Throughout the university program, students will have access to cutting-edge methodologies and key tools to effectively tackle the challenges of data analysis. In this way, a high-level specialization will be promoted, aligned with the demands of the international environment and with a real projection towards professional success.

You will benefit from personalized guidance from the teaching team, composed of true experts in Corporate Technical Data Science Management"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **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 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, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **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 Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- 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 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

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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

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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

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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 Luminate'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

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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 t**elevision 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

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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

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Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO at Korporate Technologies
- CTO at AI Shepherds GmbH
- Consultant and Strategic Business Advisor at Alliance Medical
- Director of Design and Development at DocPath
- Doctorate in Psychology from the University of Castilla La Mancha
- Doctorate in Economics, Business and Finance from the Camilo José Cela University
- Doctorate in Psychology from University of Castilla La Mancha
- Master's Degree in Executive MBA from the Isabel I University
- Master's Degree in Sales and Marketing Management from the Isabel I University
- Expert Master's Degree in Big Data by Hadoop Training
- Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- Member of: SMILE Research Group

Professors

Dr. Montoro Montarroso, Andrés

- Researcher in the SMILe Group at the University of Castilla-La Mancha
- Researcher at the University of Granada
- Data Scientist at Prometeus Global Solutions
- Vice President and Software Developer at CireBits
- PhD in Advanced Information Technologies from the University of Castilla La Mancha
- Degree in Computer Engineering from the University of Castilla-La Mancha
- Master's Degree in Data Science and Computer Engineering from the University of Granada
- Guest lecturer in the subject of Knowledge-Based Systems at the Ciudad Real Higher School of Computer Science, giving the Lecture: *Advanced Artificial Intelligence Techniques: Search and Analysis of Potential Social Media Radicals*
- Guest lecturer in the subject of Data Mining at the Escuela Superior de Informática de Ciudad Real , giving the lecture: *Applications of Natural Language Processing: Fuzzy logic to the analysis of messages in social networks*
- Speaker at the Seminar on Prevention of Corruption in Public Administrations and Artificial Intelligence at the Faculty of Law and Social Sciences of Toledo, giving the lecture: *Artificial Intelligence Techniques*
- Speaker at the first International Seminar on Administrative Law and Artificial Intelligence (DAIA). Organized by the Luis Ortega Álvarez Centre for European Studies and the TransJus Research Institute. Conference entitled *"Sentiment Analysis for the prevention of hate speech on social media*

Ms. Palomino Dávila, Cristina

- Data Protection and Information Security Consultant in Grupo Oesía
- Deputy Director of Auditing in the General Secretariat of Compañía Logística de Hidrocarburos CLH
- Consultant in the Area of Corporate Legal Relations at Canal de Isabel II
- Consultant and Auditor at Helas Consultores S.L
- Consultant and Auditor in Alaro Avant
- Lawyer in the area of New Technologies at Lorenzo Abogados
- Degree 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)
- Member of: Spanish Professional Privacy Association (APEP) and ISMS Forum

Mr. Peris Morillo, Luis Javier

- Technical Lead at Capitole Consulting for Inditex
- Senior Technical Lead and Delivery Lead Support at HCL Technologies
- Technical Editor at Baeldung
- Agile Coach and Operations Manager at Mirai Advisory
- Developer, Team Lead, Scrum Master, Agile Coach and Product Manager at DocPath
- Technologist at ARCO
- Degree in Computer Science Engineering from the University of Castilla-La Mancha
- Master's Degree in Project Management from CEOE

Ms. García La O, Marta

- Specialist in Digital Marketing and Social Networks
- Management, Administration and Account management at Think Planning and Development SI
- Senior Management Training Instructor at Think Planning and Development SI
- Marketing Specialist at Versas Consultores
- Postgraduate Certificate in Business Studies from the University of Murcia
- Master's Degree in Sales and Marketing Management, Fundesem Business School

Mr. García Niño, Pedro

- Specialist in Web Positioning and SEO
- Sales Manager for IT services at Camuñase and Electrocamuñas
- Hardware and software technician at Camuñase and Electrocamuñas
- Specialist in e Google Ads(, PPC, and SEM)
- SEO On-Page and OffPage Specialist
- Specialist in Google Analytics/Digital Marketing Analytics and Performance Measurement

Mr. Tato Sánchez, Rafael

- Technical Director at Indra Sistemas SA
- Systems Engineer in ENA TRÁFICO SAU
- Master's Degree in Industry 4.0. by the Online University
- Master's Degree in Industrial Engineering from the European University
- Industrial Electronics and Automation Engineering Degree from the European University
- Industrial Technical Engineer by the Polytechnic University of Madrid

Mr. Díaz Díaz-Chirón, Tobías

- Expert consultant in Telecommunications
- Researcher in the ArCO laboratory of the University of Castilla-La Mancha
- Consultant at Blue Telecom
- Freelance mainly dedicated to the telecommunications sector, specialising in 4G/5G networks
- OpenStack: deploy and administration
- Computer Engineer from the University of Castilla - la Mancha
- Specialization in Architecture and computer network
- Associate Professor at the University of Castilla-La Mancha
- Speaker at Sepecam course on network administration

Ms. Martínez Cerrato, Yésica

- Responsible for Technical Training at Securitas Seguridad España
- Education, Business and Marketing Specialist
- Product Manager in Electronic Security at Securitas Direct
- Business Intelligence Analyst at Ricopia Technologies
- Computer Technician and Responsible for OTEC computer classrooms at the University of Alcalá de Henares
- Collaborator in the ASALUMA Association
- Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá de Henares

Ms. Fernández Meléndez, Galina

- Specialist's Degree in Big Data
- Data Analyst at Aresi Gestión de Fincas
- Data Analyst in ADN Mobile Solution
- Bachelor's Degree in Business Administration at Universidad Bicentenaria Aragua. Caracas, Venezuela
- Diploma in Planning and Public Finance from the Venezuelan School of Planning
- Master's Degree in Data Analysis and Business Intelligence from the University of Oviedo
- MBA in Business Administration and Management by the European Business School of Barcelona
- Master's Degree in Big Data and Business Intelligence from the European Business School of Barcelona

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09

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Dr. Pedro Navarro Illana
Dean

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General Structure of the Syllabus

Subject type	ECTS
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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
1°	Main Information Management Systems	6	CO
1°	Data Types and Life Cycle	6	CO
1°	Machine Learning	6	CO
1°	Web Analytics	6	CO
1°	Scalable and Reliable Mass Data Usage Systems	6	CO
1°	System Administration for Distributed Deployments	6	CO
1°	Internet of Things	6	CO
1°	Project Management and Agile Methodologies	6	CO
1°	Communication, Leadership and Team Management	6	CO
1°	Leadership, Ethics and Social Responsibility in Companies	6	CO
1°	People and Talent Management	6	CO
1°	Economic - Financial Management	6	CO
1°	Commercial and Strategic Marketing Management	6	CO
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