

Advanced Master's Degree Global MBA (CEO, Chief Executive Officer)

Accreditation/Membership



tech global
university



Advanced Master's Degree

Global MBA (CEO, Chief Executive Officer)

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/advanced-master-degree/advanced-master-degree-global-mba-ceo-chief-executive-officer

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01

Introduction to the Program

In a business environment characterized by volatility, uncertainty, and the growing interdependence of global markets, the role of the Chief Executive Officer (CEO) has gained unprecedented strategic significance. According to data from the World Economic Forum (2023), more than 70% of multinational organizations consider executive leadership with a global perspective to be the most decisive factor for long-term corporate sustainability and innovation. In response to this reality, TECH has designed this postgraduate degree as an academic answer to the new demands of organizational leadership. Through a 100% online methodology, the academic, business, and strategic value of the Global CEO in multicultural environments will be analyzed.





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

In the modern business environment, the Chief Executive Officer holds a strategic position that goes beyond the daily management of the company. In fact, this role is responsible for establishing the organizational culture, motivating teams, and ensuring that operational decisions are aligned with the organization's long-term strategic objectives. For this reason, executives must possess a comprehensive understanding of how their decisions and leadership directly impact the markets in which their institutions operate—especially in an environment shaped by digital disruption.

With the goal of supporting them in this endeavor, TECH presents an innovative Advanced Master's in Global MBA (CEO, Chief Executive Officer). Designed by renowned professionals in this field, the academic pathway delves into the fundamentals of neuromarketing, cutting-edge techniques to optimize brand visibility in major search engines, and the design of advertising campaigns in digital environments. In this way, graduates will be able to lead organizations with a global strategic vision, integrating technological innovations and adapting to the changing demands of the market.

The syllabus is based on the innovative Relearning system and is complemented by a variety of multimedia resources, supplementary readings, and detailed video content. All of this is offered through a flexible methodology, without strict schedules, allowing professionals to adapt their academic development to their other professional responsibilities. In addition, this TECH program stands out for offering exclusive Masterclasses led by prestigious International Guest Directors.

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

This **Advanced Master's Degree in Global MBA (CEO, Chief Executive Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical case studies presented by experts in Chief Executive Officer leadership
- ♦ 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 in business practice
- ♦ 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



You will benefit from a set of additional Masterclasses delivered by high-level International Guest Directors, specialists in the overall strategies of a company"

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A curriculum, based on the revolutionary Relearning methodology, which will allow you to consolidate complex concepts with efficiency and dynamism”

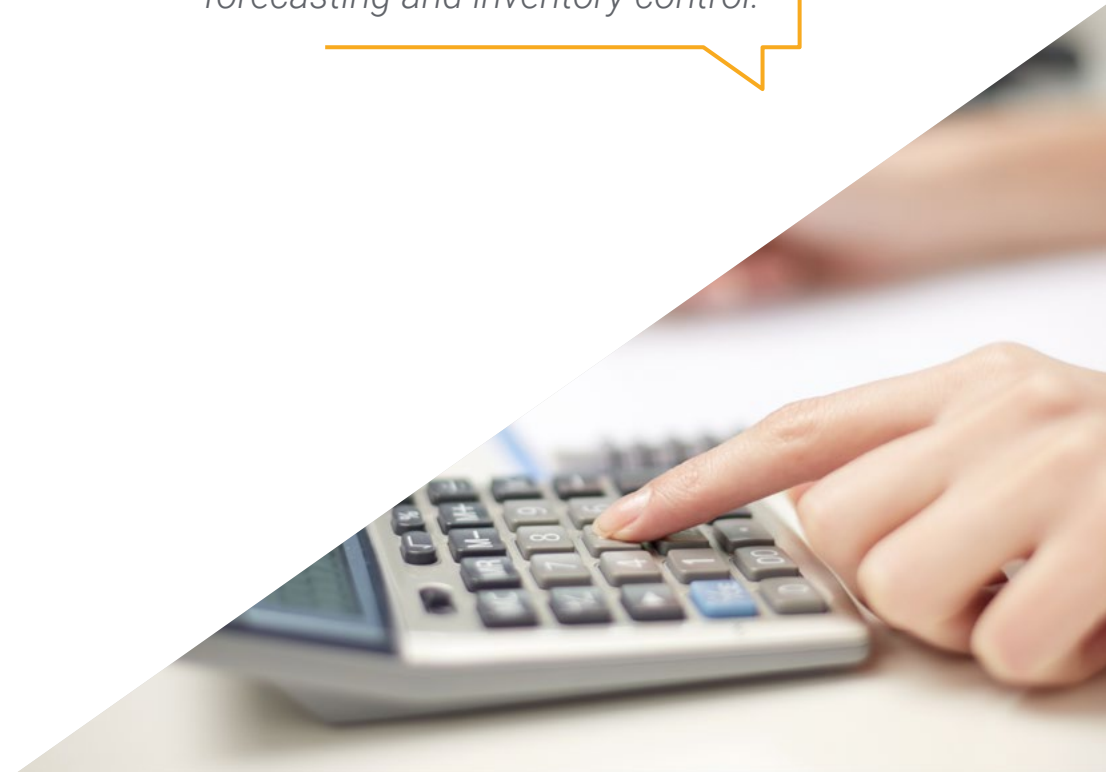
Its teaching staff includes professionals belonging to the field of Chief Executive Officer who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

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 educational experience designed to prepare students for real-life situations.

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

You will lead organizational change processes, developing strategies to implement effective transformations in institutions.

You will optimize supply chain management, focusing on demand forecasting and inventory control.



02

Why Study at TECH?

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



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

The world's best online university, according to FORBES

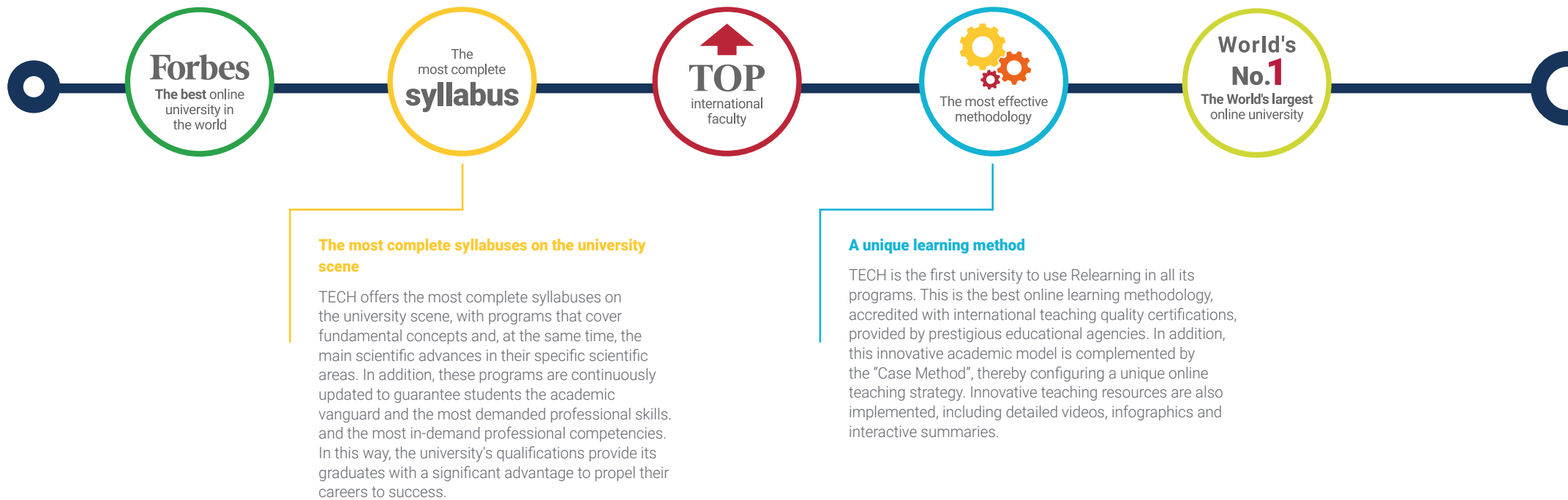
The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer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

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 Wistuba, 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 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

The Advanced Master's has been designed to prepare leaders capable of meeting the challenges of senior management in a globalized, dynamic, and competitive environment. In this way, it will address the latest trends in business management, promoting a strategic and innovative vision aligned with the demands of today's market. It will also explore the principles that govern senior management in an interconnected world. Furthermore, it will foster the analysis of global markets, adaptation to multicultural contexts, and the integration of disruptive technologies to optimize management and decision-making.



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You will develop key competencies that will enable you to optimize the supply chain through Lean Management and manage marketing and communication projects in digital environments”

Module 1. Leadership, Ethics and Social Responsibility in Companies

- 1.1. Globalization and Governance
 - 1.1.1. Governance and Corporate Governance
 - 1.1.2. The Fundamentals of Corporate Governance in Companies
 - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
 - 1.2.1. Leadership. A Conceptual Approach
 - 1.2.2. Leadership in Companies
 - 1.2.3. The Importance of Leaders in Business Management
- 1.3. *Cross-Cultural Management*
 - 1.3.1. Cross-Cultural Management Concept
 - 1.3.2. Contributions to Knowledge of National Cultures
 - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
 - 1.4.1. Concept of Management Development
 - 1.4.2. Concept of Leadership
 - 1.4.3. Leadership Theories
 - 1.4.4. Leadership Styles
 - 1.4.5. Intelligence in Leadership
 - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
 - 1.5.1. Ethics and Morality
 - 1.5.2. Business Ethics
 - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
 - 1.6.1. Sustainability and Sustainable Development
 - 1.6.2. The 2030 Agenda
 - 1.6.3. Sustainable Companies
- 1.7. Corporate Social Responsibility
 - 1.7.1. International Dimensions of Corporate Social Responsibility
 - 1.7.2. Implementing Corporate Social Responsibility
 - 1.7.3. The Impact and Measurement of Corporate Social Responsibility

- 1.8. Responsible Management Systems and Tools
 - 1.8.1. CSR: Corporate Social Responsibility (CSR)
 - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
 - 1.9.1. Globalization, Multinational Corporations and Human Rights
 - 1.9.2. Multinational Corporations and International Law
 - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
 - 1.10.1. International Rules on Importation and Exportation
 - 1.10.2. Intellectual and Industrial Property
 - 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Conceptual Framework
 - 2.1.2. Key Elements in Organizational Design
 - 2.1.3. Basic Organizational Models
 - 2.1.4. Organizational Design: Types
- 2.2. Corporate Strategy
 - 2.2.1. Competitive Corporate Strategy
 - 2.2.2. Growth Strategies: Types
 - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Conceptual Framework
 - 2.3.2. Elements of Strategic Planning
 - 2.3.3. Strategic Formulation: Process of Strategic Planning
- 2.4. Strategic Thinking
 - 2.4.1. The Company as a System
 - 2.4.2. Organization Concept

- 2.5. Financial Diagnosis
 - 2.5.1. Concept of Financial Diagnosis
 - 2.5.2. Stages of Financial Diagnosis
 - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
 - 2.6.1. The Plan from a Strategy
 - 2.6.2. Strategic Positioning
 - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
 - 2.7.1. Conceptual Framework
 - 2.7.2. Strategic Models
 - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
 - 2.8.1. Competitive Advantage
 - 2.8.2. Choosing a Competitive Strategy
 - 2.8.3. Strategies based on the Strategic Clock Model
 - 2.8.4. Types of Strategies according to the Industrial Sector Life Cycle
- 2.9. Strategic Management
 - 2.9.1. The Concept of Strategy
 - 2.9.2. The Process of Strategic Management
 - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
 - 2.10.1. Indicator Systems and Process Approach
 - 2.10.2. Strategic Map
 - 2.10.3. Strategic Alignment
- 2.11. Executive Management
 - 2.11.1. Conceptual Framework of Executive Management
 - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
- 2.12. Strategic Communication
 - 2.12.1. Interpersonal Communication
 - 2.12.2. Communication Skills and Influence
 - 2.12.3. Internal Communication
 - 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Behavior. Conceptual Framework
 - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
 - 3.2.1. Quality of Work Life and Psychological Well-Being
 - 3.2.2. Work Teams and Meeting Management
 - 3.2.3. Coaching and Team Management
 - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
 - 3.3.1. Strategic Management and Human Resources
 - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
 - 3.4.1. The Importance of HR
 - 3.4.2. A New Environment for People Management and Leadership
 - 3.4.3. Strategic HR Management
- 3.5. Selection, Group Dynamics and HR Recruitment
 - 3.5.1. Approach to Recruitment and Selection
 - 3.5.2. Recruitment
 - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
 - 3.6.1. Analysis of the Potential
 - 3.6.2. Remuneration Policy
 - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
 - 3.7.1. Performance Management
 - 3.7.2. Performance Management: Objectives and Process
- 3.8. Management of Training
 - 3.8.1. Learning Theories
 - 3.8.2. Talent Detection and Retention
 - 3.8.3. Gamification and Talent Management
 - 3.8.4. Training and Professional Obsolescence

- 3.9. Talent Management
 - 3.9.1. Keys for Positive Management
 - 3.9.2. Conceptual Origin of Talent and Its Implication in the Company
 - 3.9.3. Map of Talent in the Organization
 - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
 - 3.10.1. Strategic Talent Management Models
 - 3.10.2. Talent Identification, Training and Development
 - 3.10.3. Loyalty and Retention
 - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
 - 3.11.1. The Nature of Motivation
 - 3.11.2. Expectations Theory
 - 3.11.3. Needs Theory
 - 3.11.4. Motivation and Financial Compensation
- 3.12. *Employer Branding*
 - 3.12.1. Employer Branding in HR
 - 3.12.2. Personal Branding for HR Professionals
- 3.13. Developing High-Performance Teams
 - 3.13.1. High-Performance Teams: Self-Managed Teams
 - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 3.14. Management Skills Development
 - 3.14.1. What Are Manager Competencies?
 - 3.14.2. Elements of Competencies
 - 3.14.3. Knowledge
 - 3.14.4. Management Skills
 - 3.14.5. Attitudes and Values in Managers
 - 3.14.6. Managerial Skills
- 3.15. Time Management
 - 3.15.1. Benefits
 - 3.15.2. What Can Be the Causes of Poor Time Management?
 - 3.15.3. Time
 - 3.15.4. Time Illusions
 - 3.15.5. Attention and Memory
 - 3.15.6. State of Mind
 - 3.15.7. Time Management
 - 3.15.8. Proactivity
 - 3.15.9. Being Clear About the Objective
 - 3.15.10. Order
 - 3.15.11. Planning
- 3.16. Change Management
 - 3.16.1. Change Management
 - 3.16.2. Type of Change Management Processes
 - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
 - 3.17.1. Negotiation
 - 3.17.2. Conflict Management
 - 3.17.3. Crisis Management
- 3.18. Executive Communication
 - 3.18.1. Internal and External Communication in the Corporate Environment
 - 3.18.2. Communication Departments
 - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Risk Prevention Teams
 - 3.19.1. Management of Human Resources and Teams
 - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
 - 3.20.1. Productivity
 - 3.20.2. Talent Attraction and Retention Levers
- 3.21. Monetary Compensation vs. Non-Cash
 - 3.21.1. Monetary Compensation vs. Non-Cash
 - 3.21.2. Wage Band Models
 - 3.21.3. Non-Cash Compensation Models
 - 3.21.4. Working Model
 - 3.21.5. Corporate Community
 - 3.21.6. Company Image
 - 3.21.7. Emotional Salary

- 3.22. Innovation in Talent and People Management
 - 3.22.1. Innovation in Organizations
 - 3.22.2. New Challenges in the Human Resources Department
 - 3.22.3. Innovation Management
 - 3.22.4. Tools for Innovation
- 3.23. Knowledge and Talent Management
 - 3.23.1. Knowledge and Talent Management
 - 3.23.2. Knowledge Management Implementation
- 3.24. Transforming Human Resources in the Digital Era
 - 3.24.1. The Socioeconomic Context
 - 3.24.2. New Forms of Corporate Organization
 - 3.24.3. New Methodologies

Module 4. Economic and Financial Management

- 4.1. Economic Environment
 - 4.1.1. Macroeconomic Environment and the National Financial System
 - 4.1.2. Financial Institutions
 - 4.1.3. Financial Markets
 - 4.1.4. Financial Assets
 - 4.1.5. Other Financial Sector Entities
- 4.2. Company Financing
 - 4.2.1. Sources of Financing
 - 4.2.2. Types of Financing Costs
- 4.3. Executive Accounting
 - 4.3.1. Basic Concepts
 - 4.3.2. The Company's Assets
 - 4.3.3. The Company's Liabilities
 - 4.3.4. The Company's Net Worth
 - 4.3.5. Results Research
- 4.4. Management Accounting to Cost Accounting
 - 4.4.1. Elements of Cost Calculation
 - 4.4.2. Expenses in General Accounting and Cost Accounting
 - 4.4.3. Costs Classification
- 4.5. Information Systems and Business Intelligence
 - 4.5.1. Fundamentals and Classification
 - 4.5.2. Cost Allocation Phases and Methods
 - 4.5.3. Choice of Cost Center and Impact
- 4.6. Budget and Management Control
 - 4.6.1. The Budget Model
 - 4.6.2. The Capital Budget
 - 4.6.3. The Operating Budget
 - 4.6.4. Treasury Budget
 - 4.6.5. Budget Monitoring
- 4.7. Treasury Management
 - 4.7.1. Accounting Working Capital and Necessary Working Capital
 - 4.7.2. Calculation of Operating Cash Requirements
 - 4.7.3. *Credit Management*
- 4.8. Corporate Control Systems
 - 4.8.1. Analysis of Financial Statements
 - 4.8.2. The Company's Balance Sheet
 - 4.8.3. The Profit and Loss Statement
 - 4.8.4. The Statement of Cash Flows
 - 4.8.5. Ratio Analysis
- 4.9. Financial Management
 - 4.9.1. The Company's Financial Decisions
 - 4.9.2. Financial Department
 - 4.9.3. Cash Surpluses
 - 4.9.4. Risks Associated with Financial Management
 - 4.9.5. Financial Administration Risk Management
- 4.10. Financial Planning
 - 4.10.1. Definition of Financial Planning
 - 4.10.2. Actions to Be Taken in Financial Planning
 - 4.10.3. Creation and Establishment of the Business Strategy
 - 4.10.4. The Cash Flow Table
 - 4.10.5. The Working Capital Table

- 4.11. Corporate Financial Strategy
 - 4.11.1. Corporate Strategy and Sources of Financing
 - 4.11.2. Financial Products for Corporate Financing
- 4.12. Macroeconomic Context
 - 4.12.1. Macroeconomic Context
 - 4.12.2. Relevant Economic Indicators
 - 4.12.3. Mechanisms for the Control of Macroeconomic Magnitudes
 - 4.12.4. Economic Cycles
- 4.13. Strategic Financing
 - 4.13.1. Self-Financing
 - 4.13.2. Increase in Equity
 - 4.13.3. Hybrid Resources
 - 4.13.4. Financing Through Intermediaries
- 4.14. Money and Capital Markets
 - 4.14.1. The Money Market
 - 4.14.2. The Fixed Income Market
 - 4.14.3. The Equity Market
 - 4.14.4. The Foreign Exchange Market
 - 4.14.5. The Derivatives Market
- 4.15. Financial Analysis and Planning
 - 4.15.1. Analysis of the Balance Sheet
 - 4.15.2. Analysis of the Income Statement
 - 4.15.3. Profitability Analysis
- 4.16. Analyzing and Solving Cases/Problems
 - 4.16.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

- 5.1. Operations Management
 - 5.1.1. Operations Management
 - 5.1.2. Operations Management
 - 5.1.3. Operations Management
 - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization Department
 - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO , etc.)
 - 5.3.1. Production System
 - 5.3.2. Production Strategy
 - 5.3.3. Inventory Management System
 - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
 - 5.4.1. Function of Procurement
 - 5.4.2. Procurement Management
 - 5.4.3. Types of Purchases
 - 5.4.4. Efficient Purchasing Management of a Company
 - 5.4.5. Stages of the Purchase Decision Process
- 5.5. Economic Control of Purchasing
 - 5.5.1. Economic Influence of Purchases
 - 5.5.2. Cost Centers
 - 5.5.3. Budget
 - 5.5.4. Budgeting vs. Actual Expenditure
 - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
 - 5.6.1. Inventory Control
 - 5.6.2. Location Systems
 - 5.6.3. Stock Management Techniques
 - 5.6.4. Storage Systems
- 5.7. Strategic Purchasing Management
 - 5.7.1. Business Strategy
 - 5.7.2. Strategic Planning
 - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain (SCM)

- 5.8.1. Supply Chain
- 5.8.2. Benefits of Supply Chain Management
- 5.8.3. Logistical Management in the Supply Chain
- 5.9. *Supply Chain Management*
 - 5.9.1. The Concept of Supply Chain Management (SCM)
 - 5.9.2. Costs and Efficiency of the Operations Chain
 - 5.9.3. Demand Patterns
 - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
 - 5.10.1. Interaction of the Supply Chain
 - 5.10.2. Interaction of the Supply Chain. Integration by Parts
 - 5.10.3. Supply Chain Integration Problems
 - 5.10.4. Supply Chain 4.0
- 5.11. Logistics Costs
 - 5.11.1. Logistics Costs
 - 5.11.2. Problems with Logistics Costs
 - 5.11.3. Optimizing Logistic Costs
- 5.12. Profitability and Efficiency of Logistics Chains: KPIs
 - 5.12.1. Logistics Chain
 - 5.12.2. Profitability and Efficiency of the Logistics Chain
 - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
 - 5.13.1. Process Management
 - 5.13.2. Process Based Focus: Business Process Mapping
 - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
 - 5.14.1. Distribution in the Supply Chain
 - 5.14.2. Transportation Logistics
 - 5.14.3. Geographic Information Systems as a Support to Logistics
- 5.15. Logistics and Customers
 - 5.15.1. Demand Analysis
 - 5.15.2. Demand and Sales Forecast
 - 5.15.3. Sales and Operations Planning
 - 5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)

- 5.16. International Logistics
 - 5.16.1. Export and Import Processes
 - 5.16.2. Customs
 - 5.16.3. Methods and Means of International Payment
 - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
 - 5.17.1. Operations Management and Outsourcing
 - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
 - 5.18.1. Operations Management
 - 5.18.2. Operational Competitiveness
 - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
 - 5.19.1. Internal and External Customers
 - 5.19.2. Quality Costs
 - 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

- 6.1. Technological Environment
 - 6.1.1. Technology and Globalization
 - 6.1.2. Economic Environment and Technology
 - 6.1.3. Technological Environment and Its Impact on Companies
- 6.2. Information Systems in Companies
 - 6.2.1. The Evolution of the IT Model
 - 6.2.2. Organization and IT Departments
 - 6.2.3. Information Technology and Economic Environment
- 6.3. Corporate Strategy and Technology Strategy
 - 6.3.1. Creating Value for Customers and Shareholders
 - 6.3.2. Strategic IS/IT Decisions
 - 6.3.3. Corporate Strategy vs. Technological and Digital Strategy
- 6.4. Information Systems Management

- 6.4.1. Corporate Governance of Technology and Information Systems
- 6.4.2. Management of Information Systems in Companies
- 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
 - 6.5.1. Information Systems and Corporate Strategy
 - 6.5.2. Strategic Planning of Information Systems
 - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision-Making
 - 6.6.1. *Business Intelligence*
 - 6.6.2. *Data Warehouse*
 - 6.6.3. Balanced Scorecard (BSC)
- 6.7. Exploring the Information
 - 6.7.1. SQL: Relational Databases. Basic Concepts
 - 6.7.2. Networks and Communications
 - 6.7.3. Operational System: Standardized Data Models
 - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
 - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Corporate Business Intelligence
 - 6.8.1. The World of Data
 - 6.8.2. Relevant Concepts
 - 6.8.3. Main Characteristics
 - 6.8.4. Solutions in Today's Market
 - 6.8.5. Overall Architecture of a BI Solution
 - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
 - 6.9.1. Why BI?
 - 6.9.2. Obtaining Information
 - 6.9.3. BI in the Different Departments of the Company
 - 6.9.4. Reasons to Invest in BI

- 6.10. BI Tools and Solutions
 - 6.10.1. How to Choose the Best Tool?
 - 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
 - 6.10.3. SAP BI, SAS BI and Qlikview
 - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
 - 6.11.1. First Steps to Define a BI Project
 - 6.11.2. BI Solution for the Company
 - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
 - 6.12.1. Information Systems and Corporate Management
 - 6.12.2. Applications for Corporate Management
 - 6.12.3. Enterprise Resource Planning or ERP Systems
- 6.13. Digital Transformation
 - 6.13.1. Conceptual Framework of Digital Transformation
 - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
 - 6.13.3. Digital Transformation in Companies
- 6.14. Technology and Trends
 - 6.14.1. Main Trends in the Field of Technology that Are Changing Business Models
 - 6.14.2. Analysis of the Main Emerging Technologies
- 6.15. IT Outsourcing
 - 6.15.1. Conceptual Framework of Outsourcing
 - 6.15.2. IT Outsourcing and Its Impact on the Business
 - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- 7.1. Commercial Management
 - 7.1.1. Conceptual Framework of Commercial Management


- 7.1.2. Business Strategy and Planning
- 7.1.3. The Role of Sales Managers
- 7.2. Marketing
 - 7.2.1. The Concept of Marketing
 - 7.2.2. The Basic Elements of Marketing
 - 7.2.3. Marketing Activities in Companies
- 7.3. Strategic Marketing Management
 - 7.3.1. The Concept of Strategic Marketing
 - 7.3.2. Concept of Strategic Marketing Planning
 - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-Commerce
 - 7.4.1. Digital Marketing and E-Commerce Objectives
 - 7.4.2. Digital Marketing and Media Used
 - 7.4.3. E-Commerce. General Context
 - 7.4.4. Categories of E-Commerce
 - 7.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce
- 7.5. *Managing Digital Business*
 - 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
 - 7.5.2. Designing and Creating a Digital Marketing Plan
 - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
 - 7.6.1. Online Strategies to Improve Your Brand's Reputation
 - 7.6.2. *Branded Content and Storytelling*
- 7.7. Digital Marketing Strategy
 - 7.7.1. Defining the Digital Marketing Strategy
 - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
 - 7.8.1. Loyalty and Engagement Strategies through the Internet
 - 7.8.2. *Visitor Relationship Management*
 - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
 - 7.9.1. What Is a Digital Advertising Campaign?
 - 7.9.2. Steps in Launching an Online Marketing Campaign
 - 7.9.3. Mistakes in Digital Advertising Campaigns
- 7.10. Online Marketing Plan
 - 7.10.1. What Is an Online Marketing Plan?
 - 7.10.2. Steps in Creating an Online Marketing Plan
 - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. *Blended Marketing*
 - 7.11.1. What Is Blended Marketing?
 - 7.11.2. Differences Between Online and Offline Marketing
 - 7.11.3. Aspects to Be Taken into Account in the Blended Marketing Strategy
 - 7.11.4. Characteristics of a Blended Marketing Strategy
 - 7.11.5. Recommendations in Blended Marketing
 - 7.11.6. Benefits of Blended Marketing
- 7.12. Sales Strategy
 - 7.12.1. Sales Strategy
 - 7.12.2. Sales Methods
- 7.13. Corporate Communication
 - 7.13.1. Concept
 - 7.13.2. The Importance of Communication in the Organization
 - 7.13.3. Types of Communication in the Organization
 - 7.13.4. Functions of Communication in the Organization
 - 7.13.5. Elements of Communication
 - 7.13.6. Communication Problems
 - 7.13.7. Communication Scenarios
- 7.14. Corporate Communication Strategy
 - 7.14.1. Motivational Programs, Social Action, Participation and HR Training Programs
 - 7.14.2. Internal Communication Support and Tools
 - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation

- 7.15.1. Online Reputation
- 7.15.2. How to Measure Digital Reputation?
- 7.15.3. Online Reputation Tools
- 7.15.4. Online Reputation Report
- 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

- 8.1. Market Research
 - 8.1.1. Market Research: Historical Origin
 - 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
 - 8.1.3. Key Elements and Value Contribution of Market Research
- 8.2. Quantitative Research Methods and Techniques
 - 8.2.1. Sample Size
 - 8.2.2. Sampling
 - 8.2.3. Types of Quantitative Techniques
- 8.3. Qualitative Research Methods and Techniques
 - 8.3.1. Types of Qualitative Research
 - 8.3.2. Qualitative Research Techniques
- 8.4. Market Segmentation
 - 8.4.1. Market Segmentation Concept
 - 8.4.2. Utility and Segmentation Requirements
 - 8.4.3. Consumer Market Segmentation
 - 8.4.4. Industrial Market Segmentation
 - 8.4.5. Segmentation Strategies
 - 8.4.6. Segmentation Based on Marketing - Mix Criteria
 - 8.4.7. Market Segmentation Methodology
- 8.5. Research Project Management
 - 8.5.1. Market Research as a Process
 - 8.5.2. Planning Stages in Market Research
 - 8.5.3. Execution Stages in Marketing Research
 - 8.5.4. Managing a Research Project



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- 8.6. International Market Research
 - 8.6.1. International Market Research
 - 8.6.2. International Market Research Process
 - 8.6.3. The Importance of Secondary Sources in International Market Research
 - 8.7. Feasibility Studies
 - 8.7.1. Concept and Usefulness
 - 8.7.2. Outline of a Feasibility Study
 - 8.7.3. Development of a Feasibility Study
 - 8.8. Advertising
 - 8.8.1. Historical Background of Advertising
 - 8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
 - 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
 - 8.8.4. Importance of Advertising in Business
 - 8.8.5. Advertising Trends and Challenges
 - 8.9. Developing the Marketing Plan
 - 8.9.1. Marketing Plan Concept
 - 8.9.2. Situation Analysis and Diagnosis
 - 8.9.3. Strategic Marketing Decisions
 - 8.9.4. Operating Marketing Decisions
 - 8.10. Promotion and **Merchandising** Strategies
 - 8.10.1. Integrated Marketing Communication
 - 8.10.2. Advertising Communication Plan
 - 8.10.3. Merchandising as a Communication Technique
 - 8.11. Media Planning
 - 8.11.1. Origin and Evolution of Media Planning
 - 8.11.2. Media
 - 8.11.3. Media Plan
 - 8.12. Fundamentals of Commercial Management
 - 8.12.1. The Role of Commercial Management
 - 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
 - 8.12.3. Commercial Planning Systems of the Company
 - 8.12.4. Main Competitive Strategies

- 8.13. Commercial Negotiation
 - 8.13.1. Commercial Negotiation
 - 8.13.2. Psychological Issues in Negotiation
 - 8.13.3. Main Negotiation Methods
 - 8.13.4. The Negotiation Process
- 8.14. Decision-Making in Commercial Management
 - 8.14.1. Commercial Strategy and Competitive Strategy
 - 8.14.2. Decision Making Models
 - 8.14.3. Decision-Making Analytics and Tools
 - 8.14.4. Human Behavior in Decision Making
- 8.15. Sales Network Management
 - 8.15.1. *Sales Management* Sales Management
 - 8.15.2. Networks Serving Commercial Activity
 - 8.15.3. Salesperson Recruitment and Training Policies
 - 8.15.4. Remuneration Systems for Own and External Commercial Networks
 - 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
- 8.16. Implementing the Commercial Function
 - 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
 - 8.16.2. Controlling Commercial Activity
 - 8.16.3. The Code of Ethics of Sales Personnel
 - 8.16.4. Compliance with Legislation
 - 8.16.5. Generally Accepted Standards of Business Conduct
- 8.17. Key Account Management
 - 8.17.1. Concept of Key Account Management
 - 8.17.2. The Key Account Manager
 - 8.17.3. Key Account Management Strategy
- 8.18. Financial and Budgetary Management
 - 8.18.1. The Break-Even Point
 - 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
 - 8.18.3. Financial Impact of Strategic Sales Decisions
 - 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
 - 8.18.5. Income Statement

Module 9. Innovation and Project Management

- 9.1. Innovation
 - 9.1.1. Introduction to Innovation
 - 9.1.2. Innovation in the Entrepreneurial Ecosystem
 - 9.1.3. Instruments and Tools for the Business Innovation Process
- 9.2. Innovation from Strategy
 - 9.2.1. Strategic Intelligence and Innovation
 - 9.2.2. Innovation from Strategy
- 9.3. Project Management for Startups
 - 9.3.1. Startup Concept
 - 9.3.2. Lean Startup Philosophy
 - 9.3.3. Stages of Startup Development
 - 9.3.4. The Role of a Project Manager in a Startup
- 9.4. Business Model Design and Validation
 - 9.4.1. Conceptual Framework of a Business Model
 - 9.4.2. Business Model Design and Validation
- 9.5. Project Direction and Management
 - 9.5.1. Project Direction and Management: Identification of Opportunities to Develop Corporate Innovation Projects
 - 9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
- 9.6. Change Management in Projects: Management of Training
 - 9.6.1. Concept of Change Management
 - 9.6.2. The Change Management Process
 - 9.6.3. Change Implementation
- 9.7. Project Communication Management
 - 9.7.1. Project Communications Management
 - 9.7.2. Key Concepts for Project Communications Management
 - 9.7.3. Emerging Trends
 - 9.7.4. Adaptations to Equipment
 - 9.7.5. Planning Communications Management
 - 9.7.6. Managing Communications

- 9.7.7. Monitoring Communications
- 9.8. Traditional and Innovative Methodologies
 - 9.8.1. Innovative Methodologies
 - 9.8.2. Basic Principles of Scrum
 - 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
- 9.9. Creation of a Startup
 - 9.9.1. Creation of a Startup
 - 9.9.2. Organization and Culture
 - 9.9.3. Top Ten Reasons Why Startups Fail
- 9.10. Project Risk Management Planning
 - 9.10.1. Risk Planning
 - 9.10.2. Elements for Creating a Risk Management Plan
 - 9.10.3. Tools for Creating a Risk Management Plan
 - 9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

- 10.1. *General Management*
 - 10.1.1. The Concept of General Management
 - 10.1.2. The General Manager's Action
 - 10.1.3. The CEO and Their Responsibilities
 - 10.1.4. Transforming the Work of Management
- 10.2. Manager Functions: Organizational Culture and Approaches
 - 10.2.1. Manager Functions: Organizational Culture and Approaches
- 10.3. Operations Management
 - 10.3.1. The Importance of Management
 - 10.3.2. Value Chain
 - 10.3.3. Quality Management
- 10.4. Public Speaking and Spokesperson Education
 - 10.4.1. Interpersonal Communication
 - 10.4.2. Communication Skills and Influence
 - 10.4.3. Communication Barriers

- 10.5. Personal and Organizational Communication Tools
 - 10.5.1. Interpersonal Communication
 - 10.5.2. Interpersonal Communication Tools
 - 10.5.3. Communication in the Organization
 - 10.5.4. Tools in the Organization
- 10.6. Communication in Crisis Situations
 - 10.6.1. Crisis
 - 10.6.2. Phases of the Crisis
 - 10.6.3. Messages: Contents and Moments
- 10.7. Preparation of a Crisis Plan
 - 10.7.1. Analysis of Possible Problems
 - 10.7.2. Planning
 - 10.7.3. Adequacy of Personnel
- 10.8. Emotional Intelligence
 - 10.8.1. Emotional Intelligence and Communication
 - 10.8.2. Assertiveness, Empathy and Active Listening
 - 10.8.3. Self-Esteem and Emotional Communication
- 10.9. Personal Branding
 - 10.9.1. Strategies for Personal Brand Development
 - 10.9.2. Personal Branding Laws
 - 10.9.3. Tools for Creating Personal Brands
- 10.10. Leadership and Team Management
 - 10.10.1. Leadership and Leadership Styles
 - 10.10.2. Leader Capabilities and Challenges
 - 10.10.3. Managing Change Processes
 - 10.10.4. Managing Multicultural Teams

Module 11. Operational Marketing

- 11.1. Marketing Mix
 - 11.1.1. *The Marketing Value Proposition*
 - 11.1.2. Marketing Mix Policies, Strategies and Tactics
 - 11.1.3. Elements of the Marketing Mix
 - 11.1.4. Customer Satisfaction and Marketing Mix

- 11.2. Product Management
 - 11.2.1. Consumption Distribution and Product Life Cycle
 - 11.2.2. Obsolescence, Expiration, Periodic Campaigns
 - 11.2.3. Order Management and Inventory Control Ratios
- 11.3. Pricing Principles
 - 11.3.1. Environmental Analysis
 - 11.3.2. Production Costs and Discount Margins
 - 11.3.3. Final Price and Positioning Map
- 11.4. Distribution Channel Management
 - 11.4.1. Trade Marketing
 - 11.4.2. Distribution Culture and Competition
 - 11.4.3. *Designing and Managing Channels*
 - 11.4.4. Functions of Distribution Channels
 - 11.4.5. *Route to Market*
- 11.5. Promotion and Sales Channels
 - 11.5.1. Corporate Branding
 - 11.5.2. Advertising
 - 11.5.3. Sales Promotion
 - 11.5.4. Public Relations and Personal Selling
 - 11.5.5. *Street Marketing*
- 11.6. *Branding*
 - 11.6.1. *Brand Evolution*
 - 11.6.2. Creating and Developing a Successful Brand
 - 11.6.3. *Brand Equity*
 - 11.6.4. *Category Management*
- 11.7. Managing Marketing Groups
 - 11.7.1. Work Teams and Meeting Management
 - 11.7.2. Coaching and Team Management
 - 11.7.3. Managing Equality and Diversity
- 11.8. Communication and Marketing
 - 11.8.1. Communication Integrated into Marketing

- 11.8.2. Designing a Marketing Communication Program
- 11.8.3. Communication Skills and Influence
- 11.8.4. Barriers to Business Communication

Module 12. Sectorial Marketing

- 12.1. Services Marketing
 - 12.1.1. Evolution and Growth of the Service Sector
 - 12.1.2. Function of Services Marketing
 - 12.1.3. Marketing Strategy in the Service Sector
- 12.2. Tourism Marketing
 - 12.2.1. Features of the Tourism Sector
 - 12.2.2. Tourist Product
 - 12.2.3. The Customer in Tourism Marketing
- 12.3. Political and Electoral Marketing
 - 12.3.1. Political vs. Electoral Marketing
 - 12.3.2. Political Market Segmentation
 - 12.3.3. Electoral Campaign
- 12.4. Social Marketing and Responsible Marketing
 - 12.4.1. Social Cause Marketing and CSR
 - 12.4.2. Environmental Marketing
 - 12.4.3. Segmentation in Social Marketing
- 12.5. *Retail Management*
 - 12.5.1. Relevance
 - 12.5.2. Reward
 - 12.5.3. Cost Reduction
 - 12.5.4. Relationship with the Customer
- 12.6. Banking Marketing
 - 12.6.1. State Regulation
 - 12.6.2. Branches and Segmentation
 - 12.6.3. Inbound Marketing in the Banking Sector
- 12.7. Health Services Marketing
 - 12.7.1. Internal Marketing

- 12.7.2. User Satisfaction Studies
- 12.7.3. Market-Oriented Quality Management
- 12.8. Sensory Marketing
 - 12.8.1. Shopping Experience as a Sensory Experience
 - 12.8.2. Neuromarketing and Sensory Marketing
 - 12.8.3. Arrangement and Presentation of the Point of Sale

Module 13. International Marketing

- 13.1. International Market Research
 - 13.1.1. Emerging Markets Marketing
 - 13.1.2. PES Analysis (Political, Economic, and Social Analysis)
 - 13.1.3. What, How and Where to Export
 - 13.1.4. International Marketing Mix Strategies
- 13.2. International Segmentation
 - 13.2.1. Criteria for Market Segmentation at the International Level
 - 13.2.2. Market Niches
 - 13.2.3. International Segmentation Strategies
- 13.3. International Positioning
 - 13.3.1. Branding in International Markets
 - 13.3.2. Positioning Strategies in International Markets
- 13.4. Product Strategies in International Markets
 - 13.4.1. Product Modification, Adaptation and Diversification
 - 13.4.2. Global Standardized Products
 - 13.4.3. The Product Portfolio
- 13.5. Prices and Exports
 - 13.5.1. Export Prices Calculation
 - 13.5.2. *Incoterms*
 - 13.5.3. International Price Strategy
- 13.6. Quality in International Marketing
 - 13.6.1. Quality and International Marketing
 - 13.6.2. Standards and Certifications
 - 13.6.3. CE Marking

- 13.7. International Promotion
 - 13.7.1. The International Promotion Mix
 - 13.7.2. Advertising and Publicity
 - 13.7.3. International Fairs
 - 13.7.4. Country Branding
- 13.8. Distribution through International Channels
 - 13.8.1. *Channel and Trade Marketing*
 - 13.8.2. Export Consortiums
 - 13.8.3. Types of Exports and Foreign Trade

Module 14. Digital Marketing and E-Commerce

- 14.1. Digital Marketing and E-Commerce
 - 14.1.1. The Digital Economy and the Sharing Economy
 - 14.1.2. Trends and Social Changes in Consumers
 - 14.1.3. Digital Transformation of Traditional Companies
 - 14.1.4. The Roles of the Chief Digital Officer
- 14.2. Digital Strategy
 - 14.2.1. Segmentation and Positioning in the Competitive Context
 - 14.2.2. New Marketing Strategies for Products and Services
 - 14.2.3. *From Innovation to Cash Flow*
- 14.3. Technology Strategy
 - 14.3.1. Web Development
 - 14.3.2. Hosting and Cloud Computing
 - 14.3.3. Content Management Systems (CMS)
 - 14.3.4. Formats and Digital Media
 - 14.3.5. Technological e-Commerce Platforms
- 14.4. Digital Regulation
 - 14.4.1. Privacy Policy and Personal Data Protection Act
 - 14.4.2. Fake Profiles and Fake Followers
- 14.5. Online Market Research
 - 14.5.1. Quantitative Research Tools in Online Markets
 - 14.5.2. Dynamic Qualitative Customer Research Tools

- 14.6. Online Agencies, Media and Channels
 - 14.6.1. Integral, Creative and Online Agencies
 - 14.6.2. Traditional and New Media
 - 14.6.3. Online Channels
 - 14.6.4. Other Digital Players

Module 15. Social Media and Community Management

- 15.1. Web 2.0 or the Social Web
 - 15.1.1. Organization in the Age of Conversation
 - 15.1.2. Web 2.0 Is All About People
 - 15.1.3. New Environments, New Content
- 15.2. Digital Communication and Reputation
 - 15.2.1. Crisis Management and Online Corporate Reputation
 - 15.2.2. Online Reputation Report
 - 15.2.3. Netiquette and Good Practices on Social Media
 - 15.2.4. Branding and Networking 2.0
- 15.3. General, Professional, and Microblogging Platforms
 - 15.3.1. Facebook
 - 15.3.2. LinkedIn
 - 15.3.3. Google+
 - 15.3.4. Twitter
- 15.4. Video, Image and Mobility Platforms
 - 15.4.1. YouTube
 - 15.4.2. Instagram
 - 15.4.3. Flickr
 - 15.4.4. Vimeo
 - 15.4.5. Pinterest
- 15.5. Corporate Blogging
 - 15.5.1. How to Create a Blog
 - 15.5.2. Content Marketing Strategy
 - 15.5.3. How to Create a Content Plan for Your Blog
 - 15.5.4. Content Curation Strategy
- 15.6. Social Media Strategies
 - 15.6.1. Corporate Communication Plan 2.0

- 15.6.2. Corporate PR and Social Media
- 15.6.3. Analysis and Evaluation of Results
- 15.7. *Community Management*
 - 15.7.1. Functions, Duties and Responsibilities of the Community Manager
 - 15.7.2. *Social Media Manager*
 - 15.7.3. *Social Media Strategist*
- 15.8. *Social Media Plan*
 - 15.8.1. Designing a Social Media Plan
 - 15.8.2. Defining the Strategy to Be Followed in Each Medium
 - 15.8.3. Contingency Protocol in Case of Crisis

Module 16. Banking and Financial Markets

- 16.1. The Economic Environment and Financial Markets
 - 16.1.1. Measuring Financial Activity
 - 16.1.2. Main Financial Aggregates
 - 16.1.3. Markets and the Control of Financial Flows
 - 16.1.4. The Current Financial Crisis
- 16.2. Banking Management
 - 16.2.1. Securitizations
 - 16.2.2. Derivatives and Structured Products
 - 16.2.3. Syndicated Financing
 - 16.2.4. Study of the Profitability Obtained
- 16.3. Financial Instruments and Markets
 - 16.3.1. Fixed Income. Valuation and Pricing
 - 16.3.2. Equities
 - 16.3.3. Derivatives
 - 16.3.4. Investment Funds
- 16.4. Financial Analysis and Planning
 - 16.4.1. Analysis of the Balance Sheet
 - 16.4.2. Income Statement Analysis
 - 16.4.3. Profitability Analysis
- 16.5. Financial Products
 - 16.5.1. Public and Mixed Fixed Income Assets
 - 16.5.2. Equity Assets

- 16.5.3. Derivative Financial Products
- 16.5.4. Structured Financial Products
- 16.6. Collective Investment
 - 16.6.1. Collective Investment Financial Products
 - 16.6.2. National Collective Investment Institutions
 - 16.6.3. International Collective Investment
- 16.7. Portfolio Management
 - 16.7.1. Portfolio Theory
 - 16.7.2. Fixed Income and Equity Management Styles
 - 16.7.3. Mixed Portfolio Management Styles
 - 16.7.4. Asset Allocation Techniques
- 16.8. Private Banking
 - 16.8.1. Private Banking or Wealth Management
 - 16.8.2. Retail and Institutional Investment
 - 16.8.3. Differential Assets and Structures

Module 17. Financial Risk and Corporate Finance

- 17.1. Financial Management and Corporate Finance
 - 17.1.1. Business Management and Value Creation
 - 17.1.2. Capital Structure and Financial Leverage
 - 17.1.3. Weighted Average Cost of Capital
 - 17.1.4. Capital Asset Pricing Model and Other Models
- 17.2. Company Valuation Methods
 - 17.2.1. Dividend Discount
 - 17.2.2. Flow Discounting
 - 17.2.3. Comparable Multiples
- 17.3. Corporate Operations
 - 17.3.1. Mergers
 - 17.3.2. Acquisition
 - 17.3.3. *Mergers and Acquisitions*
 - 17.3.4. Tax Regime for Restructuring Operations
- 17.4. Studying Other Types of Companies
 - 17.4.1. Unlisted Companies

- 17.4.2. SMEs
- 17.4.3. Family Businesses
- 17.4.4. Foundations and Non-Profit Organizations
- 17.4.5. Social Economy Enterprise
- 17.5. Strategy and Risk Control
 - 17.5.1. Management Control Systems
 - 17.5.2. Risks and Internal Control
 - 17.5.3. Review and Audit of the Control System
 - 17.5.4. Financial Risk Management
- 17.6. Risk, Profitability and Indebtedness
 - 17.6.1. Economic Profitability and Financial Profitability
 - 17.6.2. Financial Profitability and Indebtedness
 - 17.6.3. Risk and Profitability
- 17.7. Sources of Financing
 - 17.7.1. Bank Financing
 - 17.7.2. Issuance of Debentures and Securitization of Assets
 - 17.7.3. Private Equity and Venture Capital
 - 17.7.4. Subsidies and Fiscal Support
- 17.8. Corporate Transactions and Bankruptcy
 - 17.8.1. Declaration of Bankruptcy and Its Effects
 - 17.8.2. Settlement and Liquidation Phases
 - 17.8.3. International Tender
 - 17.8.4. Scoring the Tender
 - 17.8.5. Conclusion and Reopening of the Tender

Module 18. Feasibility of the Investment Projects

- 18.1. Investments in a Company
 - 18.1.1. Concept and Classification
 - 18.1.2. Stages in the Study of the Investment Project
 - 18.1.3. Investment as a Financial Operation
- 18.2. Economic Valuation Methods

- 18.2.1. Recovery Period
- 18.2.2. Total and Average Cash Flow per Committed Monetary Unit
- 18.2.3. Net Present Value and Internal Rate of Return
- 18.2.4. Discounted Payback Period and Rate of Return
- 18.2.5. Expected NPV Return
- 18.3. Cost of Capital
 - 18.3.1. Cost of Borrowed Resources
 - 18.3.2. Cost of Preferred Stock
 - 18.3.3. Cost of Equity Calculation
 - 18.3.4. Calculation of the Total Cost of Capital
- 18.4. Investment Diagnosis, Planning and Control
 - 18.4.1. Financial Planning
 - 18.4.2. Real Estate Planning
 - 18.4.3. Tax Planning
- 18.5. Technical Analysis and Fundamental Analysis
 - 18.5.1. Definition and Scope of Application
 - 18.5.2. Study of Graphs and Trends
 - 18.5.3. Sector and Stock Market Research in Fundamental Analysis
 - 18.5.4. Ratios and Fundamental Analysis
- 18.6. Investment Analysis in a Risky Environment
 - 18.6.1. Discount Rate Adjustment
 - 18.6.2. Reduction of Cash Flows to Certainty Conditions
 - 18.6.3. Scenario Simulation
- 18.7. Cash Flows in Investment Projects
 - 18.7.1. Financial Modeling
 - 18.7.2. Discounted Cash Flows
 - 18.7.3. Analysis of Working Capital Cash Flows
 - 18.7.4. Taxes and Inflation
- 18.8. Stock Markets
 - 18.8.1. Companies' Access to the Stock Exchange

- 18.8.2. International Stock Exchanges Operation
- 18.8.3. Stock Market Indexes

Module 19. International Finance

- 19.1. *Business and International Strategy*
 - 19.1.1. Internationalization
 - 19.1.2. Globalization
 - 19.1.3. *Growth & Development in Emerging Markets*
 - 19.1.4. International Monetary System
- 19.2. Foreign Exchange Market
 - 19.2.1. Foreign Exchange Transactions
 - 19.2.2. The Forward Foreign Exchange Market
 - 19.2.3. Derivative Instruments for Hedging Exchange Rate and Interest Rate Risks
 - 19.2.4. Currency Appreciation and Depreciation
- 19.3. International Payment and Collection Methods
 - 19.3.1. Bills, Personal Check and Bank Check
 - 19.3.2. Transfer, Payment Order and Remittance
 - 19.3.3. Documentary Clauses and Credits
 - 19.3.4. Factoring, International Swap and Other Means
- 19.4. Financing Operations in International Markets
 - 19.4.1. *Incoterms*
 - 19.4.2. Derivative Instruments to Hedge Possible Fluctuations in the Price of Raw Materials
 - 19.4.3. Export Credits With Official Support
 - 19.4.4. Hedging with Swap Contracts
 - 19.4.5. The OECD Consensus
- 19.5. International Financial Institutions
 - 19.5.1. The Fund for the Internationalization of the Company
 - 19.5.2. The World Bank Group
 - 19.5.3. The Inter-American Development Bank
 - 19.5.4. Caribbean Development Bank
- 19.6. Formation of Exchange Rates
 - 19.6.1. Interest Rate Parity Theory

- 19.6.2. Theory of Exchange Rate Expectations
- 19.6.3. Purchasing Power Parity (PPP) Theory
- 19.6.4. Capital Market Balance
- 19.7. Debt Conversion Programs
 - 19.7.1. Operation
 - 19.7.2. Conversion of Debt into Public Investments
 - 19.7.3. Conversion of Debt into Private Investments
- 19.8. International Stock Market
 - 19.8.1. Wall Street Market (New York)
 - 19.8.2. Gold Market
 - 19.8.3. World External Debt
 - 19.8.4. Paris Club
 - 19.8.5. ADR and GDR Securities Market

Module 20. *Executive Coaching*

- 20.1. *Neuromanagement*
 - 20.1.1. Self-Control and Self-Efficacy
 - 20.1.2. *Coaching*
 - 20.1.3. Positive Psychology
 - 20.1.4. Management and Emotional Intelligence
 - 20.1.5. Empathy and Collaboration
 - 20.1.6. Time Management

Module 21. Change Management

- 21.1. Organizational Changes
 - 21.1.1. The Transformation Process
 - 21.1.2. Anticipation and Action
 - 21.1.3. Organizational Learning
 - 21.1.4. Resistance to Change
- 21.2. Developing High-Performance Teams

- 21.2.1. Personal Factors and Motivation for Successful Work
- 21.2.2. Integrating a High Performance Team
- 21.2.3. People and Business Change and Development Projects
- 21.2.4. Financial Keys for HR: Business and People
- 21.3. Workgroup Management
 - 21.3.1. Group Synergy
 - 21.3.2. The Group's Life Cycle
 - 21.3.3. Groups and Motivation
 - 21.3.4. Groups and Innovation
- 21.4. Group Dynamics
 - 21.4.1. The Roles of People in Groups
 - 21.4.2. Group Leadership
 - 21.4.3. Group Rules
 - 21.4.4. Group Cohesion
- 21.5. Responsibility and Group Management
 - 21.5.1. Decision Making
 - 21.5.2. Unconscious Reasons in Decision Making
 - 21.5.3. Personal Responsibility and Accountability
- 21.6. Managing People in the Digital Age
 - 21.6.1. Impact of IT on Intellectual Capital
 - 21.6.2. Reputation in Social Networks and Personal Branding
 - 21.6.3. Recruitment and Human Resources 2.0
- 21.7. Human Resources and Total Quality
 - 21.7.1. Quality Costs
 - 21.7.2. The Importance of Quality
 - 21.7.3. From Total Quality to Innovation

Module 22. Planning and Execution of Supply Chain Management

- 22.1. Production Planning
 - 22.1.1. Advanced Techniques and Systems for Production and Quality Management
 - 22.1.2. Effective Demand Planning and Management
 - 22.1.3. Advanced Sales & Operations Planning
 - 22.1.4. Programming and Production Control

- 22.2. Demand Management from a Lean Perspective
 - 22.2.1. Master Planning Plan
 - 22.2.2. Lean Design of Product and Process Structures
- 22.3. *Lean Planning*
 - 22.3.1. *Value Stream Map*
 - 22.3.2. Planning and Scheduling in Lean Systems
 - 22.3.3. Lean Planning and Scheduling Techniques
- 22.4. Planning and Scheduling of Operations
 - 22.4.1. Materials Planning
 - 22.4.2. Resource Planning
 - 22.4.3. Distribution Planning
 - 22.4.4. Computerized Planning Systems
- 22.5. Structure and Types of Production
 - 22.5.1. Production to Order Characteristics
 - 22.5.2. Characteristics of Process-Oriented Production
 - 22.5.3. Characteristics of Product-Oriented Production
- 22.6. *Supplier Relationship Management*
 - 22.6.1. *Customer Service Global Management*
 - 22.6.2. *Efficient Consumer Response*
 - 22.6.3. Customer-Supplier Collaboration Programs

Module 23. Supply Chain and Demand Management

- 23.1. Supply Chain Design and Management
 - 23.1.1. Environmental Conditions
 - 23.1.2. Competitiveness Factors
 - 23.1.3. Innovation, Challenges and Shortcomings
- 23.2. Demand Management and Resource Planning
 - 23.2.1. Operations and Supply Chain Analysis by Sector
 - 23.2.2. Stock Management by Reorder Point
- 23.3. Key Aspects of the Supply Chain
 - 23.3.1. Order Penetration Points
 - 23.3.2. Stock Points
 - 23.3.3. Customization Points
 - 23.3.4. Sales Forecasting Tip
- 23.4. Supply Chain and Customer Service Excellence
 - 23.4.1. Efficient Manufacturing and Delivery
 - 23.4.2. Excellence in Customer Service as a Competitive Advantage
 - 23.4.3. Tools for Measuring Customer Service Excellence
- 23.5. Innovation and Product Engineering
 - 23.5.1. Product Development Management
 - 23.5.2. Prototypes
- 23.6. Organizations and Product Development
 - 23.6.1. Systems Engineering
 - 23.6.2. Purchasing in Product Development
 - 23.6.3. Industrialization and Manufacturing
- 23.7. Strategic Planning Design throughout the Supply Chain
 - 23.7.1. Bottleneck Planning
 - 23.7.2. Uncoupling Points
 - 23.7.3. Pull Systems
- 23.8. Establishment of the Work Sequence
 - 23.8.1. Process Grouping in Loops
 - 23.8.2. Sizing and Role of Stocks
 - 23.8.3. Leveling and Sequencing
- 23.9. Reverse Logistics and Sustainability
 - 23.9.1. Returns, Rejections and Refunds
 - 23.9.2. Management of Household Collection
 - 23.9.3. Warehouse Management
 - 23.9.4. Reverse Flow Traceability
- 23.10. Customer Service
 - 23.10.1. Customer Service as a Winning Strategy

- 23.10.2. Customer Communication Channels
- 23.10.3. Integration with the Online Store
- 23.10.4. Online Service Centers

Module 24. Strategic Procurement Management

- 24.1. Strategic Procurement Management
 - 24.1.1. New Challenges in Purchasing, Sourcing and Procurement Management
 - 24.1.2. Purchasing Function in Companies and in the Supply Chain
 - 24.1.3. Purchasing Function as a Resource Provider
 - 24.1.4. Legal Aspects of Purchasing Function
- 24.2. Lean Management in Purchasing Processes
 - 24.2.1. *Lean Buying*
 - 24.2.2. Outsourcing in the SCM
 - 24.2.3. *Lean Supplying*
- 24.3. Purchasing Strategy Design
 - 24.3.1. Externalization
 - 24.3.2. Process Outsourcing
 - 24.3.3. Globalization
 - 24.3.4. Relocation
- 24.4. *Outsourcing-Insourcing*
 - 24.4.1. Purchasing Models and Processes
 - 24.4.2. Segmentation Models
 - 24.4.3. Role of e-Procurement
- 24.5. Strategic Sourcing
 - 24.5.1. Supplier Selection and Development
 - 24.5.2. Value Generation from Strategic Procurement
 - 24.5.3. Logistic Operators in Procurement
- 24.6. Warehouse Design and Management
 - 24.6.1. Advanced Warehouse Design
 - 24.6.2. Picking and Sorting

- 24.6.3. Material Flow Control
- 24.7. *Lean Warehouse*
 - 24.7.1. The Fundamentals of Lean Warehousing
 - 24.7.2. Inventory Management Systems
 - 24.7.3. Radio Frequency in Warehouse Design
- 24.8. Transportation and Distribution Management
 - 24.8.1. Coordination Between Transport and Warehousing
 - 24.8.2. Logistics Activity Zones (LAZ)
 - 24.8.3. Air and Inland Freight Transport Regulations and Agreements
- 24.9. Internal Logistics
 - 24.9.1. Calculation of Requirements
 - 24.9.2. Typology of Warehouses in a JIT System
 - 24.9.3. DOUKI SEISAN Supplies
 - 24.9.4. *Lean Materials Handling*



You will delve into Human Resources management, addressing techniques for employee selection, training, and motivation, as well as the management of hiring processes and workforce restructuring”

04

Teaching Objectives

This postgraduate program has been designed to strengthen leadership skills, develop decision-making strategies in complex contexts, and provide in-depth knowledge of the essential logistics operations required for efficient management. In this way, entrepreneurs will be able to design and implement business plans, apply digital marketing and sales techniques, conduct market research, manage pricing strategies, and improve financial efficiency through innovative policies. In addition, they will acquire comprehensive expertise in accounting, financial risk management, and responsible investing. Finally, graduates will master Human Resources management, including selection, training, motivation, and personnel administration processes.



“

This Advanced Master's in Global MBA (CEO, Chief Executive Officer) will provide you with comprehensive, in-depth training that will enable you to lead successfully in a globalized business environment”



General Objectives

- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ♦ Develop the key leadership skills that should define working professionals
- ♦ Develop strategies to carry out decision-making in a complex and unstable environment
- ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
- ♦ Be able to develop all the phases of a business idea: Design, feasibility plan, implementation, follow-up
- ♦ Develop techniques and strategies in the digital environment associated with marketing, sales and communication
- ♦ Develop marketing, market research and communication projects
- ♦ Conduct market research to understand the environment and the opportunities it offers for business success
- ♦ Know the logistic processes of the company
- ♦ Apply pricing policies
- ♦ Gain in-depth knowledge of how marketing techniques can be applied to different sectors
- ♦ Know the main international distribution channels.
- ♦ Develop skills to design financial strategies aligned with the company's strategy
- ♦ Design innovative strategies and policies to improve management and financial efficiency
- ♦ Obtain in-depth knowledge in accounting, both financial and managerial
- ♦ Understand the financial risks associated with certain transactions
- ♦ Understand and analyze all the company's financial information
- ♦ Understand investment risks and be able to control them



Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- ♦ Develop ethical leadership skills, integrating principles of social responsibility in business decision making
- ♦ Train in the creation of policies and strategies that promote sustainability and social welfare within organizations

Module 2. Strategic Management and Executive Management

- ♦ Delve into the creation and execution of business strategies oriented to growth and competitiveness
- ♦ Obtain skills to manage management teams and make decisions that align resources and efforts with the company's strategic objectives

Module 3. People and Talent Management

- ♦ Train in human resources management, focusing on attraction, retention and development of talent
- ♦ Create an inclusive and motivating work environment, aligned with the organizational culture

Module 4. Economic and Financial Management

- ♦ Manage advanced tools for strategic financial decision making, managing the company's resources efficiently
- ♦ Delve into the analysis and control of financial flows to ensure the profitability and economic stability of the organization

Module 5. Operations and Logistics Management

- ♦ Develop skills for supply chain management and logistics operations, optimizing resources and processes
- ♦ Delve into decision making to increase operational efficiency and cost reduction

Module 6. Information Systems Management

- ♦ Address the strategic management of information systems that support decision making and organizational performance
- ♦ Examine the implementation of emerging technologies to improve the efficiency and competitiveness of the company

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- ♦ Acquire skills in the creation and execution of commercial, marketing and corporate communication strategies to improve the company's image and positioning
- ♦ Delve into the management of the relationship with the different stakeholders, improving the visibility and reputation of the brand

Module 8. Market Research, Advertising and Commercial Management

- ♦ Train in market research to identify trends and business opportunities
- ♦ Develop skills to lead effective advertising campaigns and manage the business relationship with clients and strategic partners

Module 9. Innovation and Project Management

- ♦ Analyze the management of innovative projects that drive competitiveness and the development of new opportunities in the market
- ♦ Delve into the planning and execution of projects, ensuring their alignment with organizational objectives

Module 10. Executive Management

- ♦ Develop skills in leadership and management of management teams, promoting strategic decision making that favors the growth of the company
- ♦ Research the management of human and financial resources to optimize organizational performance

Module 11. Operational Marketing

- ♦ Be able to implement marketing tactics that contribute to achieving short and long term business objectives
- ♦ Obtain skills to manage marketing campaigns, adapting them to changing market needs

Module 12. Sectorial Marketing

- ♦ Develop skills in the creation of specific marketing strategies for industrial sectors, adapting tactics to the particularities of the market
- ♦ Train in the analysis of sector markets and in the customization of strategies to improve competitiveness

Module 13. International Marketing

- ♦ Delve into the design and implementation of international marketing strategies, adapting campaigns to the cultural and economic characteristics of each market
- ♦ Delve into the management of the global expansion of brands, ensuring consistency with corporate values and identity

Module 14. Digital Marketing and E-Commerce

- ♦ Examine the creation and management of digital marketing strategies that optimize the brand's presence on online platforms
- ♦ Develop skills to manage e-commerce, optimizing user experience and increasing conversion rate

Module 15. Social Media and Community Management

- ♦ Delve into the management of social networks and online communities, creating content that encourages interaction and engagement with the brand
- ♦ Train in the planning and execution of social media strategies that improve visibility and customer loyalty

Module 16. Banking and Financial Markets

- ♦ Have a comprehensive knowledge of financial markets and banking operations, including investment management and associated risks
- ♦ Delve into strategic financial decision making to maximize returns and reduce risks in investments

Module 17. Financial Risk and Corporate Finance

- ♦ Analyze the identification and management of financial risks within companies
- ♦ Develop skills to design strategies to mitigate financial risks and ensure long-term economic sustainability

Module 18. Feasibility of the Investment Projects

- ♦ Obtain skills to analyze the economic viability of investment projects, using financial evaluation tools such as cash flow analysis and return on investment
- ♦ Train in decision making to select profitable projects that are aligned with the business strategy

Module 19. International Finance

- ♦ Delve into the management of global business finances, addressing the complexities of international financial markets and foreign exchange management
- ♦ Acquire skills in financial planning for expansion and growth in international markets

Module 20. Executive Coaching

- ♦ Master executive coaching techniques to develop the potential of leaders within the organization
- ♦ Approach the use of coaching tools to improve the performance and leadership of work teams

Module 21. Change Management

- ♦ Train in organizational change management, developing strategies to implement effective transformations in the company
- ♦ Develop skills to lead teams during change processes, ensuring the acceptance and success of the transformation

Module 22. Planning and Execution of Supply Chain Management

- ♦ Delve into supply chain planning, execution and optimization to improve operational efficiency
- ♦ Delve into inventory management, distribution and logistics to ensure the smooth flow of supply chain processes

Module 23. Supply Chain and Demand Management

- ♦ Train in supply chain management, with a focus on demand forecasting and inventory optimization
- ♦ Develop skills to ensure that the company can meet customer needs in an efficient and timely manner

Module 24. Strategic Procurement Management

- ♦ Analyze strategic procurement management, optimizing costs and improving supplier relations
- ♦ Create strategies that favor sustainability and efficient sourcing of products and services within the of products and services within the organization





“

This Advanced Master's will offer you a practical approach through real cases and impact studies. By joining, you will gain the necessary tools to transform your career as a CEO”

05

Career Opportunities

Thanks to this academic pathway, professionals will be able to take on strategic leadership roles in multinational companies, manage international expansion projects, or assume positions of responsibility in key decision-making within complex organizations. They will also be prepared to hold executive positions such as Chief Executive Officer, Chief Operating Officer, or Chief Marketing Officer, where they will apply their expertise in management, finance, marketing, human resources, and logistics. In addition, graduates will have the ability to create and manage new businesses, lead innovation or digital transformation processes, and develop strategies that strengthen competitiveness in global markets.



“

This university degree, specializing in the role of the CEO, will prepare you to access a wide range of high-level professional opportunities”

Graduate Profile

Graduates will possess a comprehensive strategic vision, enabling them to successfully manage all areas of a company, from finance and marketing to human resources and logistics. They will be prepared to make decisions in complex and constantly changing environments, inspiring teams and fostering innovation. These experts will also be able to design and execute effective business strategies, identify growth opportunities, and manage risks responsibly. They will have a strong ethical foundation and an entrepreneurial mindset, capable of addressing challenges both in established companies and in new business ventures.

By specializing with this postgraduate degree, you will stand out as a highly qualified professional capable of leading organizations in a globalized and competitive environment.

- ♦ **Leadership and Team Management:** Inspire, motivate, and lead multidisciplinary teams in a dynamic environment, managing change and fostering a positive organizational culture.
- ♦ **Strategic Decision-Making:** Make informed and effective decisions in complex and uncertain contexts, assessing risks and opportunities at a global level.
- ♦ **Global Vision and Innovation:** Develop business strategies that integrate a global vision, adapt to technological and market trends, and promote innovation within the organization.
- ♦ **Financial Management and Sustainability:** Design and implement financial strategies aligned with business objectives, managing risks and optimizing resources in an ethical and responsible manner.



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

- 1. Chief Executive Officer (CEO):** Oversees all areas of the company, sets long-term objectives, and ensures the fulfillment of the corporate vision.
- 2. Chief Operating Officer (COO):** Works closely with the CEO to implement organizational strategies and ensure operational efficiency.
- 3. Chief Financial Officer (CFO):** Oversees the company's financial management, including financial planning, risk analysis, cost control, and investment management.
- 4. Chief Marketing Officer (CMO):** Responsible for designing and executing the company's marketing strategy, leading advertising, branding, digital marketing campaigns, and market analysis.
- 5. Corporate Strategy Director:** Defines and leads the company's long-term strategies, conducting market and competitor analyses to create plans that ensure the organization's growth and profitability.
- 6. Chief Human Resources Officer (CHRO):** Leads talent management, including recruitment policies, training, development, compensation, and employee well-being.
- 7. Innovation and Development Director:** Promotes innovation within the company, managing research projects and the development of new products or services.
- 8. Logistics and Supply Chain Director:** Manages the efficient operation of the supply chain, from procurement to product distribution, ensuring that logistics processes are efficient, cost-effective, and meet quality standards.
- 9. Strategic Consultant:** Advises companies on designing and implementing business strategies, optimizing processes, and improving competitiveness in the global market.
- 10. Entrepreneur or Startup Founder:** Leads new business ventures, identifying opportunities, creating viable strategies, and managing resources to successfully launch new initiatives.



You will be equipped with the tools to manage organizations strategically, sustainably, and competitively, addressing both global and local perspectives. What are you waiting for to enroll?"

06 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.

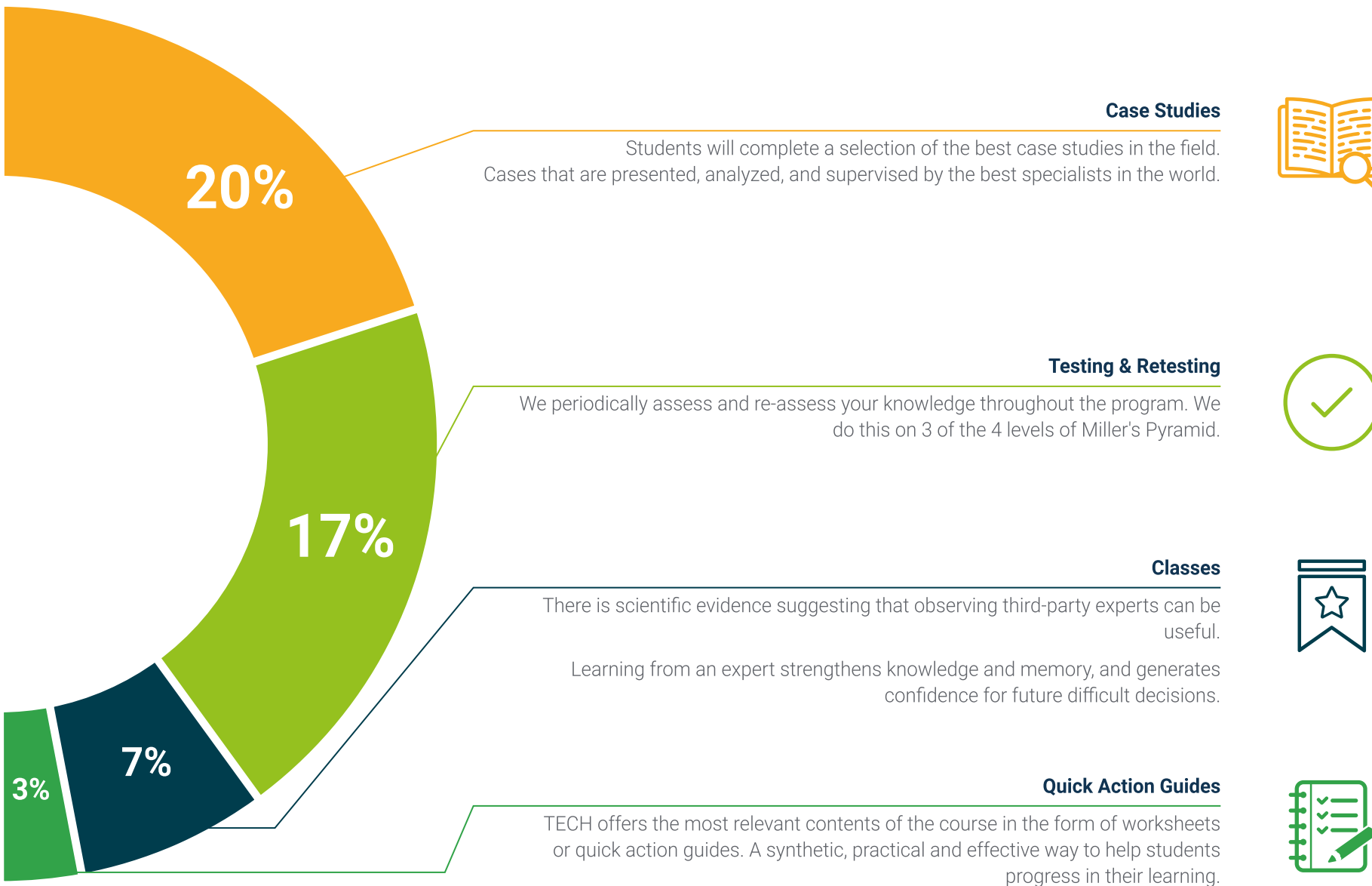
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

The professors are renowned professionals with extensive experience in the business world, who have held leadership positions in large corporations at the international level. As such, these experts will not only provide a solid theoretical foundation, but also valuable practical experience, allowing them to offer highly relevant training applied to the current challenges of the global market. In addition to their academic knowledge, they are specialists in key areas such as business strategy, finance, Digital Marketing, innovation, Human Resources and logistics, which will ensure a comprehensive and up-to-date view of business management.

“

The pedagogical approach of the faculty will provide you with the most effective tools to make sound strategic decisions and successfully lead in changing environments”

International Guest Director

Erdi Karaca is a prominent leader in **banking** and **financial product** development, specialized in **digital strategies**, **data** and **Artificial Intelligence**. With a focus on creating innovative solutions, he has contributed to the advancement of **digital banking** and the implementation of **emerging technologies** in the **financial sector**. In fact, his interests include the integration of **AI** to improve **customer experience** and the optimization of **banking processes**, as well as the design of strategies for **banking products**.

Throughout his career, he has held leadership positions in global institutions such as **HSBC Kinetic**, where he has worked as **Head of Mobile Banking** and **Co-Head of Corporate Banking**, where he has led teams in the development of **HSBC Kinetic** and **mobile services** for **corporate banking** in the **United Kingdom**. In addition, his management has focused on the creation of innovative **digital products**, such as **payment solutions**, **cards**, **loans** and **financial management tools**. He has also been **Head of Banking and Beyond Banking**, where he has overseen projects that have transformed **SME banking** through **digital products**.

Internationally, Erdi Karaca has been recognized for his ability to lead complex teams and develop strategies that have driven innovation in **digital banking**. He has led global programs that have promoted **smart banking** and **technology** integration in diverse markets. His work has been instrumental in the implementation of **AI-driven smart banking solutions** and in the management of **financial products** for business customers globally. He has also contributed to the **research** of multiple products for the financial sector, publishing **articles** on the implementation of **AI** in **banking**, as well as presenting his work at **international conferences**.



Mr. Karaca, Erdi

- Head of Mobile Banking at HSBC Kinetic, London, United Kingdom
- Co-Head of Corporate Banking at HSBC Kinetic
- Head of Banking and Beyond Banking at HSBC Kinetic
- CDO (Chief Data Officer) of Global Commercial Banking at HSBC Kinetic
- Innovation, Strategy and Innovation in Commercial Banking at NatWest Group
- Digital Strategy and Product Development Manager at NatWest Group
- Master's Degree in Business from Oxford University
- Course in Artificial Intelligence: Implications for Business Strategy from the MIT Sloan School of Management
- Master's Degree in International Politics from the University of Surrey
- Bachelor's Degree in Social Sciences from Oxford Technical College

“

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

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within *Fortune 500* companies such as NBCUniversal and Comcast. Her background has allowed her to excel in competitive, high-growth environments.

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

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

On the other hand, 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 occupational wellness programs that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, 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

“

TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the leading companies in the global market"

International Guest Director

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

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

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



Mr. Gauthier, Rick

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

“

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

International Guest Director

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

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

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

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



Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



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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 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 **television commercials** and *trailers*.

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



Mr. Stevenson, Scott

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

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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. Domingo Folgado, Javier

- ♦ Head of Corporate Development & Investor Relations at White Investing
- ♦ Founding Director of Reliance
- ♦ Head of the Analysis Department at Aznar Patrimonio
- ♦ Founding Partner at Finance Business School
- ♦ Head of Private Banking at Degroof Petercam
- ♦ Doctorate in Advanced Mathematics Applied to Economics from UNED
- ♦ Bachelor's Degree in Economics and Business Administration from the University of Valencia
- ♦ Master's Degree in Portfolio Management from the Institute of Advanced Finance



Mr. González Ferrer, Óliver

- ♦ Director of Strategic Planning for Professional Recruitment at ManpowerGroup
- ♦ Director of Communication - Strategic Project Planning at Trabajando.com
- ♦ Marketing and Communication Manager at Trabajando.com
- ♦ Sociologist at the Fuerteventura Council
- ♦ Master's Degree in Advertising and Communication from the Pontificia Comillas University
- ♦ Bachelor's Degree in Sociology from the University of La Laguna

Teachers

Mr. López Rausell, Adolfo

- ♦ Independent Consultant at KMC
- ♦ Commercial and Research Technician at Investgroup
- ♦ Marketing Consultant at Alcoworking
- ♦ Manager of the Innovation Club of the Valencian Community
- ♦ Bachelor's Degree in Economics and Business Administration from the University of Valencia
- ♦ Diploma in Marketing from ESEM Business School
- ♦ Member of: AECTA (member of the Board of Directors for communication), AINACE (member of the Board of Directors), Marketing Club Valencia (Former President)

Ms. Cañas García, Ana

- ♦ Interim Chief of Staff at Jotelulu
- ♦ Partner-Consultant and Digital Talent Area Coordinator at Coherentis
- ♦ Digital Talent Consultant at Talenttics
- ♦ International Recruitment Consultant at Binternational Group
- ♦ Recruitment Consultant at ARG Human Resources Advisor
- ♦ Bachelor's Degree in Law from the Charles III University
- ♦ Diploma in Labor Relations from the Charles III University

Ms. Olmos Otero, Leire

- ♦ HR Manager at Sea & Ports MGM
- ♦ HR Manager at Marguisa Shipping Lines
- ♦ HR Technician at Prodemsas Asesores Legales y Tributales
- ♦ Master's Degree in Labor Law Consultancy
- ♦ Diploma in Labor Relations from Rey Juan Carlos University

Mr. Caparrós Jiménez, Javier

- ♦ Head of Professional Recruitment at ManpowerGroup
- ♦ International Director from HR Consulting at Universia
- ♦ General Director of Recruitment at Hay Group
- ♦ Director of Key Accounts - Area Manager at Ajilon
- ♦ Master's Degree in Legal Practice at Colex
- ♦ Law Degree from the Autonomous University of Madrid

Ms. Lago Burgos, Iria

- ♦ Communication Manager at Obremo Group
- ♦ Communication, Marketing and Events at Innova&acción
- ♦ Corporate Communication and Marketing Coordinator at Trabajando.com
- ♦ Social Media Manager & Content Creator at MaDI
- ♦ Advanced Protocol in Communication, Marketing and Protocol
- ♦ Bachelor's Degree in Journalism from the Charles III University

Dr. Ruíz Rodríguez, Raquel

- ♦ Director at Rétate School Talent and Science Consultancy
- ♦ Radio collaborator in the program "Rompiendo las Reglas"
- ♦ Director of Career Development
- ♦ HR Manager at Bureau Veritas
- ♦ Doctorate in Business Leadership from Rey Juan Carlos University
- ♦ Official Master's Degree in Neuromanagement from the Rey Juan Carlos University
- ♦ Gold level Master's Degree in Coaching at IEC
- ♦ Master's Degree in Human Resources at IMF
- ♦ Degree in Labor Relations from the University of Valencia

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