

# Executive Master's Degree

## MBA in Business Intelligence Management

M B A B I M



## Executive Master's Degree MBA in Business Intelligence Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who need to update, deepen and improve their skills and knowledge

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-mba-business-intelligence-management](http://www.techtute.com/us/school-of-business/executive-master-degree/master-mba-business-intelligence-management)

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# 01 Welcome

The popularization of new technologies and the emergence of new data and information generation systems make it necessary to apply tools and techniques capable of managing and synthesizing their multiple actions and that are effective in streamlining business tasks. In this context, Business Intelligence systems are presented as key tools in business environments with the objective of favoring control and strategic decision making. This TECH program includes innovative and exclusive multimedia content in the form of 10 Masterclasses. These complementary lessons, taught by a prestigious international expert in Business Intelligence, will provide entrepreneurs with the skills they need to achieve the best academic results and succeed in their careers.



MBA in Business Intelligence Management  
TECH Global University



“

*Reach the top of your career and achieve success thanks to TECH! You will have access to 10 unique Masterclasses, designed by an internationally renowned Business Intelligence specialist"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000** executives prepared each year  
**+200** different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



# ANALYTICS DASHBOARD

Last Updated:  
3 min ago

92%

Data Availability



More info

95%

Actual vs Target



More info



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



### Analysis

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



### Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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



### Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

02

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

03

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

04

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This program is designed to strengthen the skills of the MBA student in Business Intelligence Management, in addition to developing new skills that will be essential in their professional development and success in this field. After the program, the professional will be able to make global BI decisions with digital thinking, from an innovative perspective and with a unique business vision.



“

*One of our fundamental objectives is to guide you to achieve excellent skills, and to this end we have developed the best Business Intelligence program on the market today"*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **MBA in Business Intelligence Management** will enable the student to:

01

Design the possible applications of Business Intelligence (BI) in the company

04

Establish a basis for the exploration and exploitation of the organization's information (internal and external)

02

Examine advanced solutions to problems that may arise in companies, integrating techniques and methods studied

03

Develop Business Vision, Management, Decision Making

05

Analyze digital marketing, drive and types of campaigns





06

Establish best practices in campaign data management and analyze the achievement of campaign targets

08

Analyze data visualization, its types and sets



09

Identify the different types of representation most commonly used in data analysis and the tools that exist to apply them

07

Determine the phases of a customer's life cycle and their relationship to a digital marketing strategy

10

Develop an *end-to-end* process to draw conclusions from the exploitation of the information

11

Analyze the sessions of a website in order to better understand your customers

14

Identify the principles that should guide any processing of personal data

12

Develop skills related to data exploration and modeling (with R)



13

Analyze the regulatory framework for data protection and its relationship with the future regulation of artificial intelligence-based systems

15

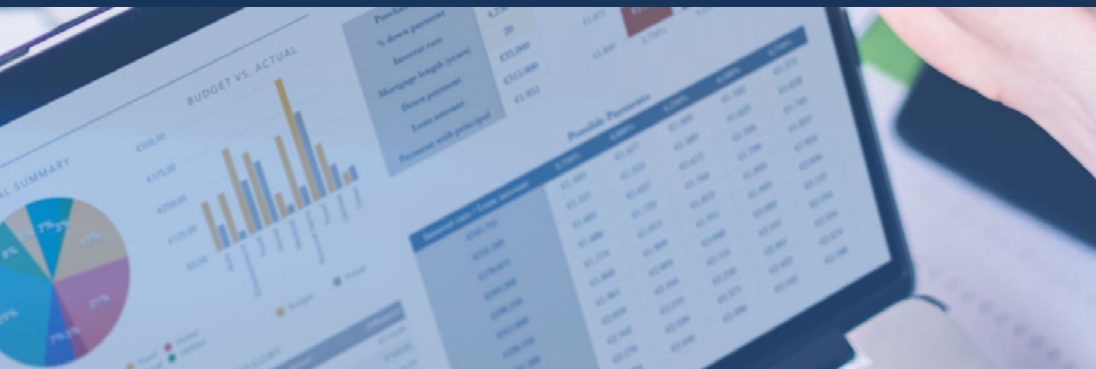
Fundamentals of the use of personal data in Big Data projects

16

Assess and manage the risks of Big Data projects involving personal data

18

Assess the potential consequences and risks of implementing AI technologies



19

Establish the appropriate guidelines for the company's adaptation to the changing society

17

Determine what specific applications AI currently has in different sectors and how they are being utilized

20

Propose a dynamic business model that supports its growth in intangible resources

# 05 Skills

Throughout this program the student will develop the ability to understand the basics and principles of traditional marketing, and will be able to apply in those areas that are strategically necessary; but also will approach those digital tools that will allow them to be the professional demanded in the 21st century, mastering the latest trends oriented to process automation and product sustainability. Likewise, the development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face economic and social changes with agility.





“

*This program will help you  
acquire the skills you need  
to excel in your daily work”*

01

Establish change strategies and practices for digital business transformation through the advanced application of analytical techniques

02

Examine management at the strategic, organizational and project levels, from the point of view of value proposition to the design of business transformation strategies

03

Submit a base system for business information analysis

04

Analyze the phases of a customer's *journey* and the type of campaigns associated with each one

05

Develop goal achievement metrics associated with a digital marketing strategy and analyze them in digital dashboards  
Develop the concept of redemption



06

Identify patterns and techniques appropriate to known problems in data analysis

08

Substantiate the best combination of techniques to maximize the quality of the results



09

Establish the technical implementation of a modeling problem using programming languages

07

Develop the ability to draw conclusions after pre-processing and modeling a dataset

10

Develop the most important concepts related to metrics and parameterization

11

Examine the configuration of the Google Analytics tool

14

Determine the mechanisms to guarantee the availability, integrity and confidentiality of the information

12

Determine the difference between Universal Analytics and Google Analytics 4

13

Evaluate the information obtained from data measurement to optimize the marketing strategy: retention, loyalty and conversions

15

Analyze tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient





16

Establish the bases that legitimize the processing of personal data

18

Introduce a leadership model based on accompaniment and support as an evolution of the traditional authoritarian methodology

19

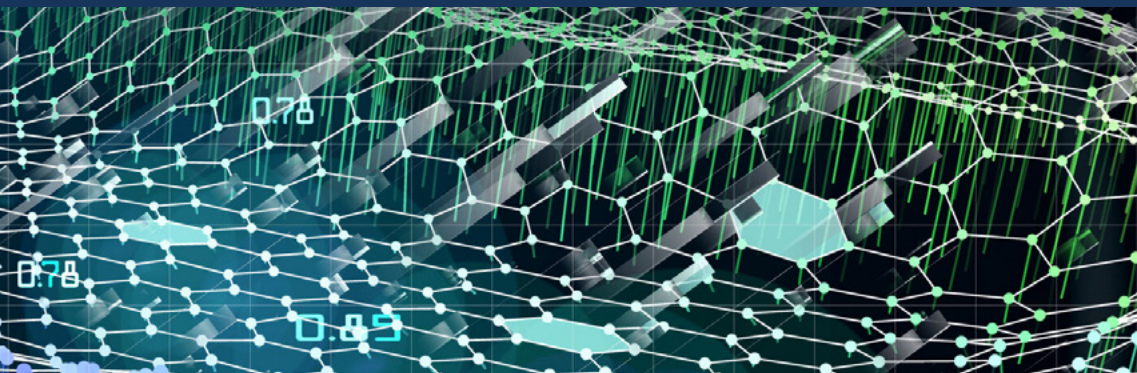
Present *coaching* as a method to enhance the performance of our employees

17

Introducing the rights of individuals in the field of data protection, their exercise and attention

20

Develop concepts of NLP as a practical skill that ensures the desired results by setting goals for each situation, mentally sharpening to perceive the changes produced and adapting to obtain those results



06

# Structure and Content

The MBA in Business Intelligence Management is an exceptional program that challenges the professional by directing their attention to success in the business world and the quality of services and human capital. It is a program that has been structured in such a way that the student not only acquires all the knowledge and skills sought, but also presents a unique and stimulating experience that will take them to the top of their professional capacity.



“

*You will learn how to base the management of emotions as a basic tool to influence the results of the company and your professional future"*

## Syllabus

The MBA in Business Intelligence Management at TECH Global University is an intensive program that prepares students to face challenges and business decisions in the field of technology and within data and information generation systems.

The content of the MBA in Business Intelligence Management is designed to promote control and strategic decision making in a successful business environment.

Over the course of 2,700 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

Therefore, this Executive Master's Degree deals in depth with the concept of Business Intelligence from a disruptive, complete and up-to-date perspective, focused on solving the real needs of the business world. It is designed to train professionals who understand Business Intelligence with a strategic, international and innovative approach.

A plan fully designed for the student, focused on their professional improvement, preparing them to achieve excellence in the field of Business intelligence. A program that understands both the needs of the student and the company, through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty.

This MBA takes place over 12 months and is divided into 15 modules:

<b>Module 1</b>	Enterprise Business Intelligence
<b>Module 2</b>	Business Perspective
<b>Module 3</b>	Data-Driven Business Transformation
<b>Module 4</b>	Data Visualization
<b>Module 5</b>	Programming for Data Analysis
<b>Module 6</b>	Digital Marketing Analytics
<b>Module 7</b>	Data Management
<b>Module 8</b>	Business Intelligence and Artificial Intelligence: Strategies and Applications
<b>Module 9</b>	Optimization of the Company's Human Capital
<b>Module 10</b>	Leadership, Ethics and Social Responsibility in Companies
<b>Module 11</b>	People and Talent Management
<b>Module 12</b>	Economic and Financial Management
<b>Module 13</b>	Commercial Management and Strategic Marketing
<b>Module 14</b>	Executive Management



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Business Intelligence in the Company**

**1.1. Corporate Business Intelligence**

- 1.1.1. The World of Data
- 1.1.2. Relevant Concepts.
- 1.1.3. Main Characteristics
- 1.1.4. Solutions in Today's Market
- 1.1.5. Overall Architecture of a BI Solution
- 1.1.6. Cybersecurity in BI and Data Science

**1.2. New Business Concept**

- 1.2.1. Why BI
- 1.2.2. Obtaining Information
- 1.2.3. BI in the Different Departments of the Company
- 1.2.4. Reasons to Invest in BI

**1.3. Data Warehouse**

- 1.3.1. Definition and Objectives Data Warehouse and Data Mart
- 1.3.2. Architecture
- 1.3.3. Dimensional Modeling and its Types of Diagrams
- 1.3.4. Extraction, Transformation and Loading Process (ETL)
- 1.3.5. Metadata

**1.4. Big Data and Data Capture**

- 1.4.1. Capture
- 1.4.2. Transformation
- 1.4.3. Storage

**1.5. Reporting Business Intelligence (BI)**

- 1.5.1. Database Structures
- 1.5.2. OLTP and OLAP Databases
- 1.5.3. Examples

**1.6. Dashboards or Balanced Scorecards**

- 1.6.1. Control Panels
- 1.6.2. Decision Support Systems
- 1.6.3. Executive Information Systems

**1.7. Deep Learning**

- 1.7.1. Deep Learning
- 1.7.2. Deep Learning Applications

**1.8. Machine Learning**

- 1.8.1. Machine Learning
- 1.8.2. Machine Learning Utilities
- 1.8.3. Deep Learning vs. Machine Learning

**1.9. BI Tools and Solutions**

- 1.9.1. Choosing the Best Tool
- 1.9.2. Microsoft Power BI, MicroStrategy y Tableau
- 1.9.3. SAP BI, SAS BI and Qlikview
- 1.9.4. Prometheus

**1.10. BI Project Planning and Management**

- 1.10.1. First Steps to Define a BI Project
- 1.10.2. BI Solution for the Company
- 1.10.3. Requirements and Objectives

**Module 2. Business Perspective**
**2.1. The Company**

- 2.1.1. Venture Capital Theory
- 2.1.2. Organizational Morphology: Size, Shape, Activity and Sectors
- 2.1.3. Organization and Resources
- 2.1.4. Management and Their Needs

**2.2. The Company: Market and Customer**

- 2.2.1. Market and Customer
- 2.2.2. Market Analysis and Segmentation
  - 2.2.2.1. Direct and Indirect Competition
  - 2.2.2.2. Competitive Advantage.

**2.3. SWOT Analysis**

- 2.3.1. Business Strategy
- 2.3.2. DAFO Analysis
- 2.3.3. Objectives and Deadlines (SMART, C/M/L/P, Cascading).
- 2.3.4. Measuring Results: Knowing the Reality
- 2.3.5. Key Performance Indicators (KPI)

**2.4. Information as an Asset**

- 2.4.1. Information and Management
- 2.4.2. Life Cycle Information
- 2.4.3. Operational System and Strategic System

**2.5. Integral Control Panel**

- 2.5.1. Control Panels: Operational, Tactical and Strategic
- 2.5.2. CMI Definition
- 2.5.3. Financial Perspective
- 2.5.4. Customer Perspective
- 2.5.5. Internal Processes Perspective
- 2.5.6. Learning and Growth Perspective

**2.6. Productivity Analysis**

- 2.6.1. Income, Expenditures, Investment and Consumption
- 2.6.2. Cost Analysis and Allocation
- 2.6.3. ROI and Others Ratios of Interest

**2.7. Distribution and Sales**

- 2.7.1. Relevance of the Department
- 2.7.2. Channels and Equipment
- 2.7.3. Types of Sales and Consumption

**2.8. Other Common Areas**

- 2.8.1. Production and Service Delivery
- 2.8.2. Distribution and Logistics
- 2.8.3. Commercial Communication
- 2.8.4. Inbound Marketing

**2.9. Data Management**

- 2.9.1. Roles and Responsibilities (Managerial Roles and Technical Roles)
- 2.9.2. Stakeholder Identification
- 2.9.3. Information Management Systems (Intro and Types, without Technology Details)
- 2.9.4. Type of Operating Systems
- 2.9.5. Strategic or Decision Support Systems
- 2.9.6. Platforms for Information: Cloud Computing vs On Premise

**2.10. Exploring the Information:**

- 2.10.1. Intro SQL: Relational Databases Basic Concepts (DDL and DML, PK, FK, JOINS)
- 2.10.2. Networks and Communications: Public/Private Networks, Network/Subnet/Router Address and DNS. VPN Tunnel and SSH
- 2.10.3. Operating System: Standardized Data Models.
- 2.10.4. Strategic System: Multidimensional Modeling, OLAP and Graphic Dashboards
- 2.10.5. Strategic Analysis of BB.DD. and Report Composition

**Module 3. Data-Driven Business Transformation**

**3.1. Big Data**

- 3.1.1. Big Data in Companies
- 3.1.2. Concept of Value
- 3.1.3. Value Project Management

**3.2. Customer Journey**

- 3.2.1. Customer Life Cycle
- 3.2.2. Association of Campaigns to the Life Cycle
- 3.2.3. Campaign Metrics

**3.3. Data Management for Campaigns**

- 3.3.1. Datawarehouse and Datalab
- 3.3.2. Campaign Creation Tools
- 3.3.3. Drive Methods

**3.4. Digital Marketing GDPR**

- 3.4.1. Data Anonymization and Manipulation of Personal Data
- 3.4.2. Robinson Concept
- 3.4.3. Exclusion Lists

**3.5. Control Panels**

- 3.5.1. KPIs
- 3.5.2. Audience
- 3.5.3. Tools
- 3.5.4. Storytelling

**3.6. Customer Analysis and Characterization**

- 3.6.1. 360° Customer Vision
- 3.6.2. Relation of Analysis to Tactical Actions
- 3.6.3. Analysis Tools

**3.7. Business Examples Applying Big Data Techniques**

- 3.7.1. Upselling/Cross-Selling
- 3.7.2. Propensity Models
- 3.7.3. Risk Models
- 3.7.4. Predictions
- 3.7.5. Image Processing



**Module 4. Data Visualization****4.1. Data Visualization**

- 4.1.1. Data visualization
- 4.1.2. Importance of Data Analysis and Visualization
- 4.1.3. Evolution

**4.2. The Design**

- 4.2.1. Use of Color
- 4.2.2. Composition and Typography
- 4.2.3. Recommendations

**4.3. Types of Data**

- 4.3.1. Qualitative
- 4.3.2. Quantitative
- 4.3.3. Temporary Data

**4.4. Data Sets**

- 4.4.1. Files
- 4.4.2. Databases
- 4.4.3. Open Data
- 4.4.4. Streaming Data

**4.5. Common Types of Representation**

- 4.5.1. Columns
- 4.5.2. Bars
- 4.5.3. Lines
- 4.5.4. Areas
- 4.5.5. Dispersion

**4.6. Advanced Types of Representation**

- 4.6.1. Circulars
- 4.6.2. Rings
- 4.6.3. Bubbles
- 4.6.4. Maps

**4.7. Application by Area**

- 4.7.1. Political Science and Sociology
- 4.7.2. Science
- 4.7.3. Marketing
- 4.7.4. Health and Well-being
- 4.7.5. Meteorology
- 4.7.6. Business and Finance

**4.8. Storytelling**

- 4.8.1. Importance of Storytelling
- 4.8.2. History of Storytelling
- 4.8.3. Application of Storytelling

**4.9. Visualization Software**

- 4.9.1. Commercials
- 4.9.2. Free
- 4.9.3. *Online*
- 4.9.4. Free Software

**4.10. The Future of Data Visualization**

- 4.10.1. Virtual Reality
- 4.10.2. Augmented Reality
- 4.10.3. Artificial Intelligence

## Module 5. Programming for Data Analysis

### 5.1. Programming for Data Analysis

- 5.1.1. Language for Data Analysis
- 5.1.2. Evolution and Characteristics of the Main Tools
- 5.1.3. Installation and Configuration

### 5.2. Types of Data

- 5.2.1. Basic Types
- 5.2.2. Complex Types
- 5.2.3. Other Structures

### 5.3. Structures and Operations

- 5.3.1. Data Operations
- 5.3.2. Control Structures
- 5.3.3. File Operations

### 5.4. Data Extraction and Analysis

- 5.4.1. Statistical Summaries
- 5.4.2. Univariate Analysis
- 5.4.3. Multivariate Analysis

### 5.5. Visualization

- 5.5.1. Univariate Graphs
- 5.5.2. Multivariable Graphs
- 5.5.3. Other Charts of Interest

### 5.6. Pre-processing

- 5.6.1. The Importance of Data Quality
- 5.6.2. Outlier Detection and Analysis
- 5.6.3. Other Dataset Quality Factors

### 5.7. Advanced Pre-processing

- 5.7.1. Subsampling
- 5.7.2. Resampling
- 5.7.3. Dimensionality Reduction

### 5.8. Data Modeling

- 5.8.1. Modeling Phases
- 5.8.2. Division of the Data Set
- 5.8.3. Metrics for Prediction

### 5.9. Advanced Data Modeling

- 5.9.1. Unsupervised Models
- 5.9.2. Supervised Models
- 5.9.3. Libraries for Modeling

### 5.10. Tools and Good Practices

- 5.10.1. Best Practices for Modeling
- 5.10.2. The Tools of a Data Analyst
- 5.10.3. Conclusion and Bookstores of Interest

**Module 6. Digital Marketing Analytics****6.1. Web Analytics**

- 6.1.1. Web Analytics Use
- 6.1.2. History
- 6.1.3. Applicable Methodology

**6.2. Google Analytics**

- 6.2.1. About Google Analytics
- 6.2.2. Metrics vs. Dimensions
- 6.2.3. Measurement Objectives

**6.3. Conversion Metrics**

- 6.3.1. Basic Metrics.
- 6.3.2. Advanced Metrics or KPIs (Key Performance Indicators)
- 6.3.3. Conversions

**6.4. Dimensions**

- 6.4.1. Campaign/Keyword
- 6.4.2. Source/Media
- 6.4.3. Content

**6.5. Universal Analytics vs. Google Analytics 4**

- 6.5.1. Differences UA vs. GA4.
- 6.5.2. Advantages and Limitations
- 6.5.3. Use of UA and GA4 Tools

**6.6. Setting up Google Analytics**

- 6.6.1. Installation and Integration
- 6.6.2. Universal Analytics Structure: Accounts, Properties and Views
- 6.6.3. Conversion Goals and Funnels

**6.7. Reports**

- 6.7.1. Real-Time Analytics
- 6.7.2. Audience Analytics
- 6.7.3. Purchase Analytics
- 6.7.4. Behavior Analytics
- 6.7.5. Conversion Analytics

**6.8. Advanced Reports**

- 6.8.1. Panels
- 6.8.2. Personalized Reports
- 6.8.3. APIs

**6.9. Segments**

- 6.9.1. Difference between Segment and Filter
- 6.9.2. Types of Segments: Predefined/Customized
- 6.9.3. Remarketing

**6.10. Digital Analytics**

- 6.10.1. Measurement
- 6.10.2. Implementation
- 6.10.3. Conclusions

**Module 7. Data Management**

**7.1. Statistics**

- 7.1.1. Statistics: Descriptive Statistics, Statistical Inferences
- 7.1.2. Population, Sample, Individual
- 7.1.3. Variables: Definition, Measurement Scales

**7.2. Types of Data Statistics**

- 7.2.1. According to Type
  - 7.2.1.1. Quantitative: Continuous Data and Discrete Data
  - 7.2.1.2. Qualitative: Binomial Data, Nominal Data and Ordinal Data
- 7.2.2. According to Its Form: Numerical, Text, Logical
- 7.2.3. According to Their Source: Primary, Secondary

**7.3. Data Management Planning**

- 7.3.1. Definition of Objectives
- 7.3.2. Determination of Available Resources
- 7.3.3. Establishment of Time Lapses
- 7.3.4. Data Structure

**7.4. Data Collection**

- 7.4.1. Methodology of Data Collection
- 7.4.2. Data Collection Tools
- 7.4.3. Data Collection Channels

**7.5. Data Cleaning**

- 7.5.1. Phases of Data Cleansing
- 7.5.2. Data Quality
- 7.5.3. Data Manipulation (with R)

**7.6. Data Analysis, Interpretation and Evaluation of Results**

- 7.6.1. Statistical Measures
- 7.6.2. Relationship Indexes
- 7.6.3. Data Mining

**7.7. Data Visualization**

- 7.7.1. Suitable Display According to Data Type
- 7.7.2. End-User Considerations
- 7.7.3. Executive Models of Results Presentation

**7.8. Data Warehouse**

- 7.8.1. Elements that Comprise it
- 7.8.2. Design
- 7.8.3. Aspects to Consider

**7.9. Data Availability**

- 7.9.1. Access
- 7.9.2. Uses
- 7.9.3. Security/Safety

**7.10. Practical Applications**

- 7.10.1. Data Exploration
- 7.10.2. Manipulation and Adjustment of Patterns and Structures
- 7.10.3. Test Application and Modeling

**Module 8. Strategies and Applications****8.1. Financial Services**

- 8.1.1. The Implications of Artificial Intelligence (AI) in Financial Services. Opportunities and Challenges
- 8.1.2. Case Uses
- 8.1.3. Potential Risks Related to the Use of AI
- 8.1.4. Potential Future Developments/Uses of AI

**8.2. Implications of Artificial Intelligence in the Healthcare Service**

- 8.2.1. Implications of AI in the Healthcare Sector. Opportunities and Challenges
- 8.2.2. Case Uses

**8.3. Risks Related to the Use of AI in the Health Service**

- 8.3.1. Potential Risks Related to the Use of AI
- 8.3.2. Potential Future Developments/Uses of AI

**8.4. Retail**

- 8.4.1. Implications of AI in Retail. Opportunities and Challenges
- 8.4.2. Case Uses
- 8.4.3. Potential Risks Related to the Use of AI
- 8.4.4. Potential Future Developments/Uses of AI

**8.5. Industry 4.0**

- 8.5.1. Implications of AI in the 4.0 Industry. Opportunities and Challenges
- 8.5.2. Case Uses

**8.6. Potential Risks Related to the use of AI in the 4.0 Industry**

- 8.6.1. Case Uses
- 8.6.2. Potential Risks Related to the Use of AI
- 8.6.3. Potential Future Developments/Uses of AI

**8.7. Public Administration.**

- 8.7.1. Implications of AI in Public Administration: Opportunities and Challenges
- 8.7.2. Case Uses
- 8.7.3. Potential Risks Related to the Use of AI
- 8.7.4. Potential Future Developments/Uses of AI

**8.8. Education**

- 8.8.1. Implications of AI in Educational: Opportunities and Challenges
- 8.8.2. Case Uses
- 8.8.3. Potential Risks Related to the Use of AI
- 8.8.4. Potential Future Developments/Uses of AI

**8.9. Forestry and Agriculture**

- 8.9.1. Implications of AI in Forestry and Agriculture. Opportunities and Challenges
- 8.9.2. Case Uses
- 8.9.3. Potential Risks Related to the Use of AI
- 8.9.4. Potential Future Developments/Uses of AI

**8.10. Human Resources**

- 8.10.1. Implications of AI for Human Resources Opportunities and Challenges
- 8.10.2. Case Uses
- 8.10.3. Potential Risks Related to the Use of AI
- 8.10.4. Potential Future Developments/Uses of AI

**Module 9. Optimization of the Company's Human Capital**

**9.1. Human Capital in the Company**

- 9.1.1. Value of Human Capital in the Technological World
- 9.1.2. Managerial Skills
- 9.1.3. Paradigm Shift in Management Models

**9.2. Manager's Skills**

- 9.2.1. Management Process
- 9.2.2. Management Functions
- 9.2.3. Group Leadership Management in Companies: Group Relations

**9.3. Communication in the Company**

- 9.3.1. The Company's Communication Process
- 9.3.2. Interpersonal Relations in the Company
- 9.3.3. Communication Techniques for Change
  - 9.3.3.1. *Storytelling*
  - 9.3.3.2. Assertive Communication Techniques. Feedback, Consensus

**9.4. Business Coaching**

- 9.4.1. Business Coaching
- 9.4.2. The Practice of Coaching
- 9.4.3. Types of Coaching and Coaching in Organizations
  - 9.4.3.1. Coaching as a Leadership Style

**9.5. Business Mentoring**

- 9.5.1. Mentoring in the Company
- 9.5.2. The 4 Processes of a Mentoring Program
- 9.5.3. Benefits of this Business Tool

**9.6. Mediation and Conflict Resolution in the Company**

- 9.6.1. The Conflicts
- 9.6.2. Preventing, Addressing and Resolving Conflict
- 9.6.3. Stress and Work Motivation

**9.7. Negotiation Techniques**

- 9.7.1. Negotiation at the Managerial Level in Technology Companies
- 9.7.2. Strategies and Main Types of Negotiation
- 9.7.3. The Figure of the Negotiator

**9.8. Enterprise Change Management**

- 9.8.1. Factors of Organizational Change
- 9.8.2. Strategic Planning
- 9.8.3. Organizational Change Management
  - 9.8.3.1. For Intangible Change: Teams, Communication, Culture, Leadership
  - 9.8.3.2. For basic or Tangible Change: Goal Setting, Performance Measurement, Learning, Recognition and Rewards

**9.9. Techniques for Improving Equipment Performance**

- 9.9.1. Teamwork Techniques
- 9.9.2. Delegating in Work Teams

**9.10. Group Dynamics. Classification**

- 9.10.1. The Role of the Dynamizer
- 9.10.2. Group Dynamics Techniques
  - 9.10.2.1. Brainstorming+
  - 9.10.2.2. Philips 6/6
  - 9.10.2.3. Hot Air Balloon D

**Module 10. Leadership, Ethics and Social Responsibility in Companies**
**10.1. Globalization and Governance**

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

**10.2. Leadership**

- 10.2.1. Leadership. A Conceptual Approach
- 10.2.2. Leadership in Companies
- 10.2.3. The Importance of Leaders in Business Management

**10.3. Cross-Cultural Management**

- 10.3.1. Concept of Cross-Cultural Management
- 10.3.2. Contributions to the Knowledge of National Cultures
- 10.3.3. Diversity Management

**10.4. Management and Leadership Development**

- 10.4.1. Concept of Management Development
- 10.4.2. Concept of Leadership
- 10.4.3. Leadership Theories
- 10.4.4. Leadership Styles
- 10.4.5. Intelligence in Leadership
- 10.4.6. The Challenges of Today's Leader

**10.5 Business Ethics**

- 10.5.1. Ethics and Morality
- 10.5.2. Business Ethics
- 10.5.3. Leadership and Ethics in Companies

**10.6. Sustainability**

- 10.6.1. Sustainability and Sustainable Development
- 10.6.2. The 2030 Agenda
- 10.6.3. Sustainable Companies

**10.7. Corporate Social Responsibility**

- 10.7.1. International Dimensions of Corporate Social Responsibility
- 10.7.2. Implementing Corporate Social Responsibility
- 10.7.3. The Impact and Measurement of Corporate Social Responsibility

**10.8. Responsible Management Systems and Tools**

- 10.8.1. CSR: Corporate Social Responsibility
- 10.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 10.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 10.8.4. Tools and Standards of CSR

**10.9. Multinationals and Human Rights**

- 10.9.1. Globalization, Multinational Corporations and Human Rights
- 10.9.2. Multinational Corporations and International Law
- 10.9.3. Legal Instruments for Multinationals in the Field of Human Rights

**10.10. Legal Environment and Corporate Governance**

- 10.10.1. International Rules on Importation and Exportation
- 10.10.2. Intellectual and Industrial Property
- 10.10.3. International Labor Law

**Module 11. People and Talent Management**

**11.1. Strategic People Management**

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

**11.2. Human Resources Management by Competencies**

- 11.2.1. Analysis of the Potential
- 11.2.2. Remuneration Policy
- 11.2.3. Career/Succession Planning

**11.3. Performance Evaluation and Compliance Management**

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

**11.4. Innovation in Talent and People Management**

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

**11.5. Motivation**

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

**11.6. Developing High Performance Teams**

- 11.6.1. High-Performance Teams: Self-Managing Teams
- 11.6.2. Methodologies for Managing High Performance Self-Managed Teams

**11.7. Productivity, Attraction, Retention and Activation of Talent**

- 11.7.1. Productivity
- 11.7.2. Talent Attraction and Retention Levers



**Module 12. Economic and Financial Management****12.1. Economic Environment**

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

**12.2. Executive Accounting**

- 12.2.1. Basic Concepts
- 12.2.2. The Company's Assets
- 12.2.3. The Company's Liabilities
- 12.2.4. The Company's Net Worth
- 12.2.5. The Income Statement

**12.3. Information Systems and *Business Intelligence***

- 12.3.1. Fundamentals and Classification
- 12.3.2. Cost Allocation Phases and Methods
- 12.3.3. Choice of Cost Center and Impact

**12.4. Budget and Management Control**

- 12.4.1. The Budgetary Model
- 12.4.2. The Capital Budget
- 12.4.3. The Operating Budget
- 12.4.5. The Cash Budget
- 12.4.6. Budget Monitoring

**12.5. Financial Management**

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

**12.6. Financial Planning**

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

**12.7. Corporate Financial Strategy**

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

**12.8. Strategic Financing**

- 12.8.1. Self-financing
- 12.8.2. Increase in Shareholder's Equity
- 12.8.3. Hybrid Resources
- 12.8.4. Financing through Intermediaries

**12.9. Financial Analysis and Planning**

- 12.9.1. Analysis of the Balance Sheet
- 12.9.2. Analysis of the Income Statement
- 12.9.3. Profitability Analysis

**12.10. Analyzing and Solving Cases/  
Problems**

- 12.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

**Module 13. Commercial Management and Strategic Marketing**

**13.1. Commercial Management**

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

**13.2. Marketing**

- 13.2.1. The Concept of Marketing
- 13.2.2. The Basic Elements of Marketing
- 13.2.3. Marketing Activities in Companies

**13.3. Strategic Marketing Management**

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

**13.4. Digital Marketing and e-Commerce**

- 13.4.1. Objectives of Digital Marketing and e-Commerce
- 13.4.2. Digital Marketing and the Media It Uses
- 13.4.3. E-Commerce. General Context
- 13.4.4. Categories of e-Commerce
- 13.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

**13.5. Digital Marketing to Reinforce a Brand**

- 13.5.1. Online Strategies to Improve Brand Reputation
- 13.5.2. *Branded Content and Storytelling*

**13.6. Digital Marketing to Attract and Retain Customers**

- 13.6.1. Loyalty and Engagement Strategies Using the Internet
- 13.6.2. *Visitor Relationship Management*
- 13.6.3. Hypersegmentation

**13.7. Digital Campaign Management**

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

**13.8. Sales Strategy**

- 13.8.1. Sales Strategy
- 13.8.2. Sales Methods

**13.9. Corporate Communication**

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

**13.10. Digital Communication and Reputation**

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

**Module 14. Executive Management****14.1. General Management**

- 14.1.1. The Concept of General Management
- 14.1.2. The Role of the CEO
- 14.1.3. The CEO and their Responsibilities
- 14.1.4. Transforming the Work of Management

**14.2. Operations Management**

- 14.2.1. The Importance of Management
- 14.2.2. Value Chain
- 14.2.3. Quality Management

**14.3. Public Speaking and Spokesperson Education**

- 14.3.1. Interpersonal Communication
- 14.3.2. Communication Skills and Influence
- 14.3.3. Communication Barriers

**14.4. Personal and Organizational Communication Tools**

- 14.4.1. Interpersonal Communication
- 14.4.2. Interpersonal Communication Tools
- 14.4.3. Communication in the Organization
- 14.4.4. Tools in the Organization

**14.5. Communication in Crisis Situations**

- 14.5.1. Crisis
- 14.5.2. Phases of the Crisis
- 14.5.3. Messages: Contents and Moments

**14.6. Preparation of a Crisis Plan**

- 14.6.1. Analysis of Possible Problems
- 14.6.2. Planning
- 14.6.3. Adequacy of Personnel

**14.7. Emotional Intelligence**

- 14.7.1. Emotional Intelligence and Communication
- 14.7.2. Assertiveness, Empathy, and Active Listening
- 14.7.3. Self-Esteem and Emotional Communication

**14.8. Personal Branding**

- 14.8.1. Strategies for Personal Brand Development
- 14.8.2. Personal Branding Laws
- 14.8.3. Tools for Creating Personal Brands

**14.9. Leadership and Team Management**

- 14.9.1. Leadership and Leadership Styles
- 14.9.2. Leadership Skills and Challenges
- 14.9.3. Managing Change Processes
- 14.9.4. Managing Multicultural Teams

07

# Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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

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





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

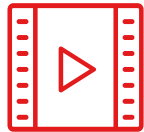
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

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



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



### Study Material

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

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



### Classes

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

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



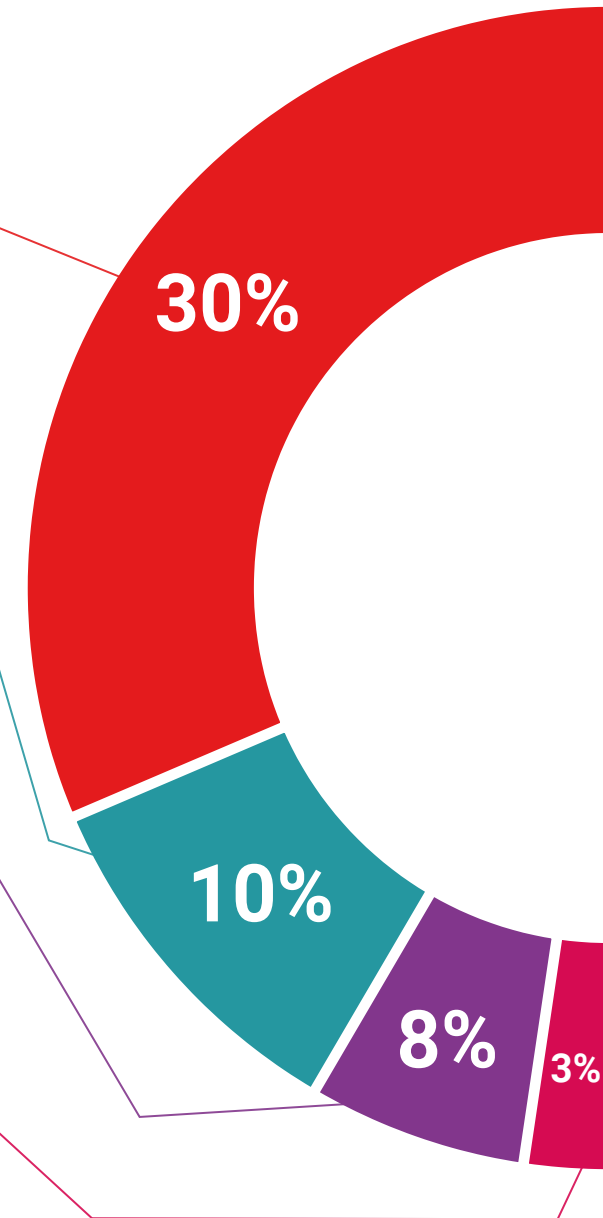
### Management Skills Exercises

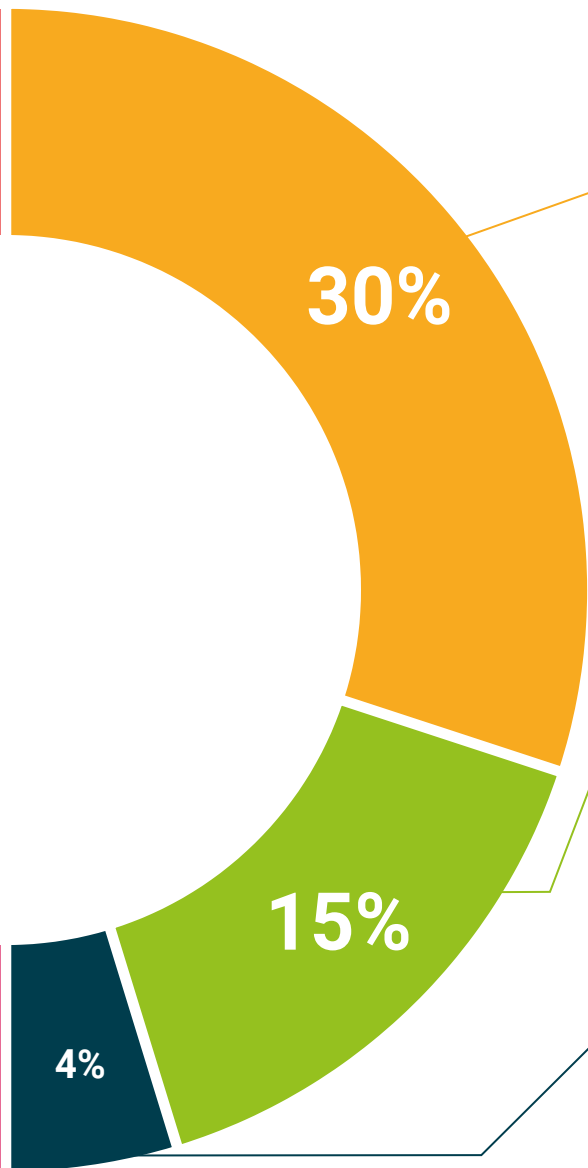
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

The MBA in Business Intelligence Management is aimed at computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who need to update, deepen and improve their skills and knowledge.

On the other hand, the diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, with global involvement.

In addition, the Executive Master's Degree may also be studied by professionals who, being university graduates in any area, have two years of work experience in the field of BI.





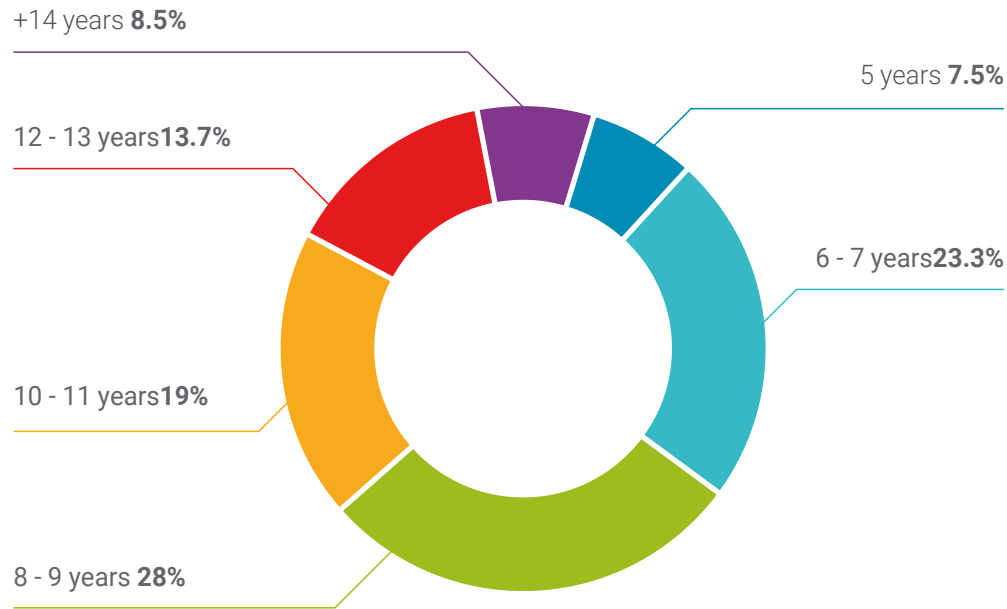
“

*If you have experience in Business Intelligence and are looking for a boost in your career, do not hesitate to study this program"*

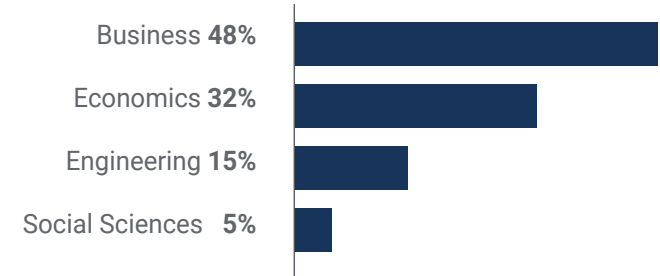
### Average Age

Between **35** and **45** years old

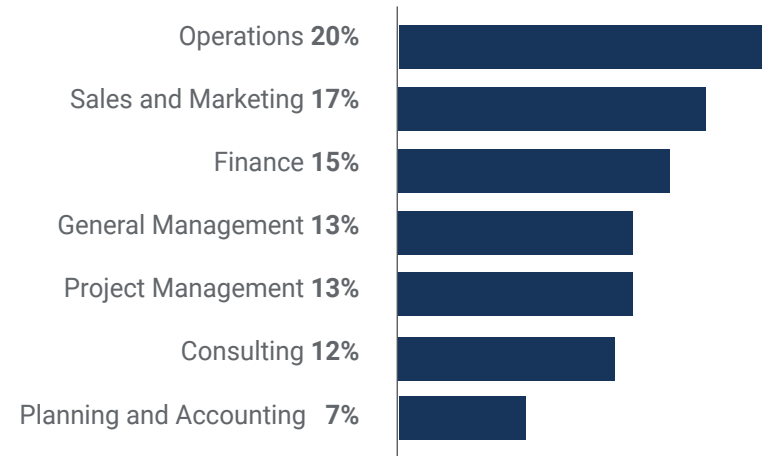
### Years of Experience



### Training

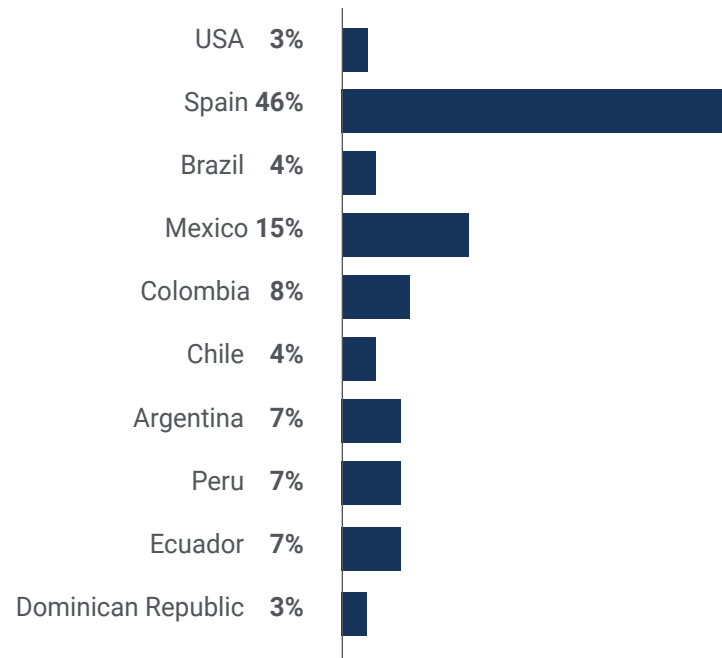


### Educational Profile



## Geographical Distribution

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## Antonio Usera

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Data Analyst

*"Thanks to this program I immersed myself in Business Intelligence like never before and learned how to elaborate strategies by analyzing data in a way that I had not contemplated before, in a way that has helped to improve the commercial department of the company"*

09

# Course Management

This TECH program is a unique opportunity for business professionals, managers and entrepreneurs seeking to expand their leadership skills based on Business Intelligence criteria. For this reason, the degree provides a faculty of excellence composed of true experts in the executive context. Each of the members of this teaching team accumulates elite experience in the implementation of business strategies and business analytics. In addition, with their academic mentoring, graduates will achieve rigorous competencies in a faster and more flexible way.





“

*Get the maximum specialization in  
Business Intelligence Management  
with a faculty of excellence"*

## International Guest Director

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

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

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR 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 is now a graduate of the University of Miami.

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



## Ms. Dove, Jennifer

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

“

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

## International Guest Director

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

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

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



## Mr. Gauthier, Rick

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



*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**. Thus, 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

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

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

## International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global 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, 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

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

“

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## 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 **Products, Merchandising and Communication**. All of this linked to with 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 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**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to **boost the structure, and development of different collections**. 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

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

“

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

## International Guest Director

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

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

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

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, 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

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

“

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

## International Guest Director

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

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

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

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



## Mr. Stevenson, Scott

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

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

## International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

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

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

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





## Mr. Nyquist, Eric

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

“

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

## Management



### **Dr. Peralta Martín-Palomino, Arturo**

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

## Professors

### Ms. Pedrajas Parabá, María Elena

- ◆ New Technologies and Digital Transformation Consultant en Management Solutions
- ◆ Researcher in the Department of Computer Science and Numerical Analysis at the University of Cordoba
- ◆ Researcher at the Singular Center for Research in Intelligent Technologies in Santiago de Compostela
- ◆ Degree in Computer Engineering from the University of Cordoba
- ◆ Master's Degree in Data Science and Computer Engineering from the University of Granada
- ◆ Master's Degree in Business Consulting at the Pontificia Comillas University

### Ms. Palomino Dávila, Cristina

- ◆ Data Protection and Information Security Consultant in Grupo Oesía
- ◆ Deputy Director of Auditing at the General Secretariat of the Compañía Logística de Hidrocarburos CLH
- ◆ Consultant in the Area of Corporate Legal Relations at Canal de Isabel II
- ◆ Consultant and Auditor at Helas Consultores S.L.
- ◆ Consultant and Auditor in Alaro Avant
- ◆ Lawyer in the area of New Technologies at Lorenzo Abogados.
- ◆ Graduate in Law from the University of Castilla- La Mancha
- ◆ Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa
- ◆ Advanced Course in Digital Security and Crisis Management by the University of Alcalá and the Spanish Security and Crisis Alliance( AESYC)
- ◆ Member of: Spanish Professional Privacy Association (APEP) and ISMS Forum

### Mr. Fondón Alcalde, Rubén

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

### Ms. Martínez Cerrato, Yésica

- ◆ Business Analytics and Information Systems Management Expert
- ◆ Product Manager in Electronic Security at Securitas Direct
- ◆ Project Manager of the Major Accounts Integration Area at Correos
- ◆ Business Intelligence Analyst at Ricopia Technologies
- ◆ Lecturer in undergraduate and postgraduate studies
- ◆ Graduate in Telecommunications Engineering at Alcalá University.

**Ms. García La O, Marta**

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

**Mr. García Niño, Pedro**

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

**Mr. Catalán Ramírez, Raúl Luis**

- ◆ Graphic Designer
- ◆ Interface Designer and Programmer at Prometheus Global Solutions
- ◆ Designer at Mille Cunti Association
- ◆ Graduated in Graphic Design at the EA



**Ms. Fernández Meléndez, Galina**

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

**Mr. Nafría Sanz, Alfonso**

- ◆ Marketing and Business Development Consultant specializing in SMEs
- ◆ Business Intelligence Consultant at Korporate Technologies Group SL
- ◆ Degree in Marketing and Technical Market Research from CEU San Pablo University
- ◆ Master's Degree in Business Intelligence and Big Data from the Universitat Oberta de Catalunya

10

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of making this great effort should be to achieve professional growth, so that the professional's job placement or promotion is in line with their expectations. TECH is committed to this objective and achieves it through the design of competitive programs with the best experts in the sector.



“

*TECH wants to see you grow, wants to be part of your professional success. That's why we are fully committed to offering you the best educational programs on the market today"*

## Are you ready to take the leap? Excellent professional development awaits

The MBA in Business Intelligence Management at TECH is an intensive program that prepares the student to face challenges and creative and strategic decisions to achieve their goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him.

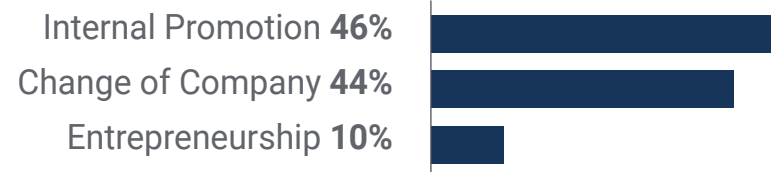
*Do not miss the opportunity that TECH offers and invest in your future.*

*If you want to make a positive change in your profession, the MBA in Business Intelligence Management will help you achieve it.*

### Time of Change



### Type of change





## Salary increase

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This program represents a salary increase of more than **25.26%** for our students.



11

# Benefits for Your Company

The MBA in Business Intelligence Management will contribute to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this MBA, is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*Enter the new business concept,  
specialize in Intelligence  
Management with TECH!"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

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

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The MBA in Business Intelligence Management guarantees, in addition to the most rigorous and up-to-date education, access to a Executive Master's Certificate Degree issued by TECH Global University.



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*Successfully complete this program and receive your university degree without the hassle"*

This private qualification will allow you to obtain an **MBA in Business Intelligence Management** endorsed by **TECH Global University**, the world's largest online university.

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

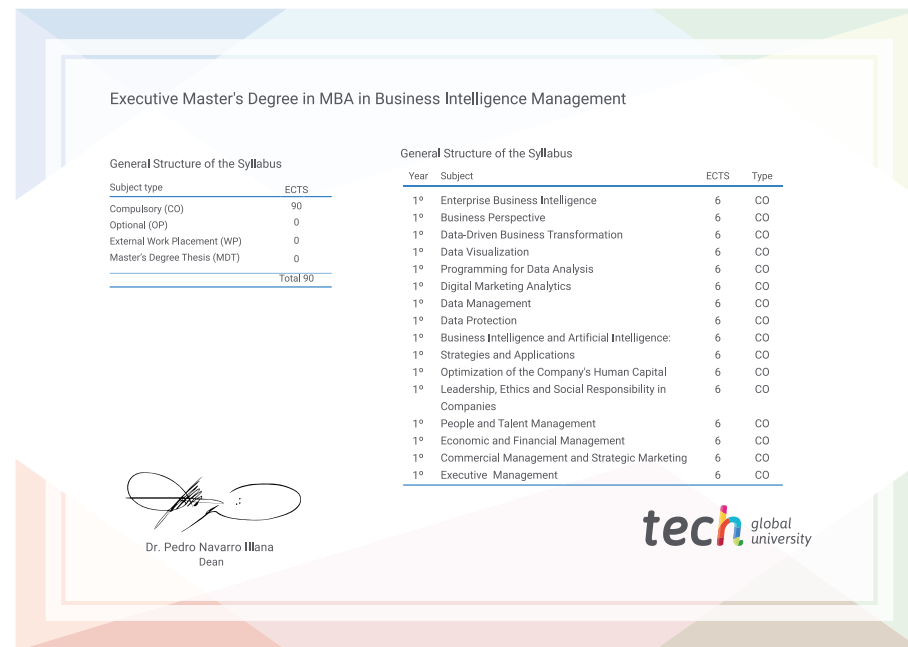
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Business Intelligence Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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





## Executive Master's Degree MBA in Business Intelligence Management

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

# Executive Master's Degree

## MBA in Business Intelligence Management

M B A D B I

