

Executive Master's Degree MBA in Logistics and Operations Management (COO, Chief Operating Officer)

TECH is a member of:

A photograph of a man with a grey beard, wearing a blue suit, white shirt, and blue tie, and a yellow hard hat. He is looking down at a tablet computer he is holding. The background shows a warehouse with high shelves and a forklift operator in the distance.

tech global
university



Executive Master's Degree MBA in Logistics and Operations Management (COO, Chief Operating Officer)

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

Website: www.techtute.com/us/school-of-business/executive-master/master-mba-logistics-operations-management-coo-chief-operating-officer

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01

Introduction to the Program

In Logistics and Operations Management, multiple strategic, organizational, and technological processes converge, all essential to ensuring business performance. Currently, digitalization and advanced tools, such as data analytics and automation, have revolutionized operational management. In this context, the role of the Chief Operating Officer becomes critically important in coordinating supply chains, optimizing resources, and ensuring the efficiency of logistical flows. Therefore, this program at TECH represents a unique opportunity to expand knowledge and develop strategic skills in the logistics field. Through an updated approach, key trends and innovative tools are explored, enabling enhanced decision-making and improving business competitiveness in globalized environments.



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With this 100% online MBA, you will master the most innovative operational strategies to optimize the production and logistics processes of organizations”

Logistics and Operations Management is a fundamental pillar in business development, as it encompasses multiple strategic, organizational, and technological processes that ensure operational efficiency. Moreover, the increasing digitalization in the corporate world has driven the need for executives to acquire new skills to optimize logistical flows, reduce costs, and improve decision-making. In this context, automation, data analytics, and artificial intelligence have transformed operations, enabling companies to be more competitive and respond more agilely to market changes.

As a result, professionals in the sector are faced with the challenge of updating their knowledge and expanding their strategic vision to take on higher-responsibility roles within their organizations. This need gives rise to the MBA in Logistics and Operations Management (COO, Chief Operating Officer) at TECH Global University. The curriculum delves into key aspects of supply chain management, including optimization methodologies, strategic planning, and leadership in logistics environments. Thus, upon completing the program, professionals will be prepared to occupy high-level positions in global companies, increasing their value in the labor market.

At the same time, this MBA features a 100% online methodology, enabling participants to study without relinquishing their professional or personal responsibilities. Additionally, the content is available 24/7, and can be accessed from any device with internet connectivity, with the option to download for offline consultation.

Moreover, a prestigious International Guest Director will deliver 10 comprehensive Masterclasses.

This **Executive Master's Degree in MBA in Logistics and Operations Management (COO, Chief Operating 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 Logistics and Operations Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its strong focus on innovative methodologies in Logistics and Operations Management
- ♦ 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



A renowned International Guest Director will offer 10 groundbreaking Masterclasses on the latest trends in Logistics and Operations Management”

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You will apply innovative strategies and advanced tools to optimize logistics and operational management in highly competitive business environments”

The program includes a faculty of professionals from the field of Logistics and Operations Management, who bring their real-world experience into the program, alongside 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 learning experience designed to prepare for real-life situations.

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

You will be capable of effectively managing the supply chain, from sourcing inputs to product distribution.

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



02

Why Study at TECH?

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



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

The world's best online university, according to FORBES

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

Forbes

The best online university in the world

The most complete **syllabus**

The most complete syllabuses on the university scene

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

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio 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.

TOP
international faculty

The most effective methodology

A unique learning method

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

The world's largest online university

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

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

The official online university of the NBA

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

Leaders in employability

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



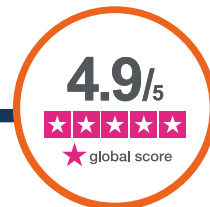
Google Premier Partner

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



The 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.



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.



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.

03 Syllabus

The content of this MBA in Logistics and Operations Management (COO, Chief Operating Officer) has been designed by specialists in business management, logistics, and operations. Throughout the program, key strategies will be analyzed to optimize the supply chain, improve operational efficiency, and apply innovative methodologies such as Lean Management and Supply Chain Management. Additionally, digital tools and emerging technologies that are transforming logistics management in highly dynamic environments will be explored.




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You will implement emerging technological tools, such as Big Data, to optimize logistics and operational processes”

Module 1. Business Vision

- 1.1. Corporate Mission, Vision and Values
 - 1.1.1. Mission, Vision and Values
 - 1.1.2. Relationship between Mission, Vision, and Values with the Role of the Chief Operating Officer
 - 1.1.3. Examples of Mission, Vision, and Values in Leading Companies
- 1.2. Business Organization: Key Departments
 - 1.2.1. Overview of the Key Departments
 - 1.2.2. Governing Bodies
 - 1.2.3. Influence of the Chief Operating Officer on the Departments
- 1.3. Commercial Organization: Sales and Commercial Administration
 - 1.3.1. Commercial Department
 - 1.3.2. Commercial Administration Department
 - 1.3.3. Coordination Between the Commercial Area and the Rest of the Business
- 1.4. Industrial and Logistics Organization
 - 1.4.1. Industrial Organization Department
 - 1.4.2. Internal Logistics Department
 - 1.4.3. External Logistics Department
- 1.5. Executive Functions and Competencies
 - 1.5.1. Department Managed by the Chief Operating Officer
 - 1.5.2. Functions of a Chief Operating Officer
 - 1.5.3. Focus on Competencies
 - 1.5.4. Leadership
- 1.6. Human Resources and Team Management. Occupational Risk Prevention (PRL)
 - 1.6.1. Human Resources Management
 - 1.6.2. Team Management
 - 1.6.3. Occupational Risk Prevention Plan
- 1.7. Horizontal and Vertical Communication
 - 1.7.1. Horizontal Communication
 - 1.7.2. Vertical Communication
 - 1.7.3. Communication with Senior Management



- 
- 1.8. Costs
 - 1.8.1. Accounting of Costs
 - 1.8.2. Differences Between Spending, Purchasing, Investment, Payment and Cost
 - 1.8.3. Typology and Classification of Costs
 - 1.9. Information Systems
 - 1.9.1. Concept of a Marketing Information System (MIS)
 - 1.9.2. Characteristics of SIM
 - 1.9.3. The Information in the MIS
 - 1.10. Industry 4.0 in the Short to Medium Term
 - 1.10.1. Big Data
 - 1.10.2. IoT
 - 1.10.3. Additive Manufacturing
 - 1.11. Industry 4.0. Long-Term
 - 1.11.1. Machine Learning
 - 1.11.2. Collaborative Robotics
 - 1.11.3. Augmented Reality, Virtual Reality and Cybersecurity

Module 2. Production Organization, Procurement, and Warehousing

- 2.1. Structure and Types of Production (MTS, MTO, ATO, ETO etc.)
 - 2.1.1. Production Systems and Strategies
 - 2.1.2. Inventory Management System
 - 2.1.3. Production Indicators
- 2.2. Sales Structure, Types and Channels
 - 2.2.1. Structure of Sales: Organization, Channels and Sector
 - 2.2.2. Structure of Sales: Offices and Sales Groups
 - 2.2.3. Determining a Sales Structure
- 2.3. Structure and Types of Procurement
 - 2.3.1. Function of Procurement
 - 2.3.2. Procurement Management
 - 2.3.3. The Buying Decision Process
- 2.4. Design of Production Plants
 - 2.4.1. Industrial Architecture and Plant Layout
 - 2.4.2. Basic Types of Plant Layout
 - 2.4.3. Characteristics for an Appropriate Plant Distribution

- 2.5. Economic Control of Purchasing
 - 2.5.1. Advanced Warehouse Design
 - 2.5.2. Picking and Sorting
 - 2.5.3. Material Flow Control
- 2.6. Process Design
 - 2.6.1. Definition of Process Design
 - 2.6.2. Principles of Process Design
 - 2.6.3. Process Modeling
- 2.7. Resource Allocation
 - 2.7.1. Introduction to Resource Allocation
 - 2.7.2. Project Management
 - 2.7.3. Resource Distribution
- 2.8. Industrial Operations Control
 - 2.8.1. Process Control and Its Characteristics
 - 2.8.2. Examples of Industrial Processes
 - 2.8.3. Industrial Controls
- 2.9. Warehouse Operations Control
 - 2.9.1. Warehouse Operations
 - 2.9.2. Inventory Control and Location Systems
 - 2.9.3. Stock Management Techniques
- 2.10. Maintenance Operations
 - 2.10.1. Industrial Maintenance and Typology
 - 2.10.2. Maintenance Planning
 - 2.10.3. Management of Computer-Assisted Maintenance

Module 3. Logistics Organization

- 3.1. Introduction to Logistics Systems
 - 3.1.1. Introduction to Logistics Systems
 - 3.1.2. Design of Logistics Systems
 - 3.1.3. Logistics Information Systems
- 3.2. Topologies of the Supply Chain (SCM)
 - 3.2.1. Supply Chain
 - 3.2.2. Benefits of Supply Chain Management
 - 3.2.3. Logistical Management in the Supply Chain

- 3.3. Internal Logistics
 - 3.3.1. Advanced Warehouse Design
 - 3.3.2. Picking and Sorting
 - 3.3.3. Material Flow Control
- 3.4. Distribution and Transport
 - 3.4.1. Functions of Distribution and Transport
 - 3.4.2. Types of Distribution Networks
 - 3.4.3. Design of Distribution Networks
- 3.5. Logistical Operations Control
 - 3.5.1. Logistical System
 - 3.5.2. Benefits of Logistical Operations Control
 - 3.5.3. Logistics Operations Dashboard
- 3.6. Interactions Between the SCM and All Other Departments
 - 3.6.1. Areas to Consider in the Interaction
 - 3.6.2. SCM Interrelations
 - 3.6.3. Integration Problems in the SCM
- 3.7. Logistics Costs
 - 3.7.1. Costs to Consider According to Each Area
 - 3.7.2. Problems with Logistics Costs
 - 3.7.3. Optimizing Logistic Costs
- 3.8. Information Systems
 - 3.8.1. Map of Base Systems
 - 3.8.2. Typology of Information Systems
 - 3.8.3. Information Systems in the Supply Chain

Module 4. Operations Management I: Planning, Manufacturing and Warehousing

- 4.1. Demand Forecasting
 - 4.1.1. Planning System and Production Control
 - 4.1.2. Demand and Types of Demand
 - 4.1.3. Demand Forecasting and Methodology
- 4.2. Resource Planning and Manufacturing. Capacity
 - 4.2.1. Aggregate Production Planning
 - 4.2.2. Master Production Planning System
 - 4.2.3. Approximate Capacity Planning System

- 4.3. Sequencing
 - 4.3.1. Material Requirements Planning
 - 4.3.2. Capacity Requirements Planning
 - 4.3.3. Manufacturing Resources Planning (MRPII)
- 4.4. Manufacturing Preparation
 - 4.4.1. Launching and Control System for Production Activities
 - 4.4.2. Production Programming
 - 4.4.3. Sequencing. Production Control
- 4.5. Maintenance Control
 - 4.5.1. Maintenance Control
 - 4.5.2. Maintenance Control Cycle
 - 4.5.3. Designing a Maintenance Plan
- 4.6. *Lean Warehouse*
 - 4.6.1. Introduction to Lean Manufacturing
 - 4.6.2. Structure of the Lean System
 - 4.6.3. *Lean* Techniques
- 4.7. Warehouse Design and Management
 - 4.7.1. Advanced Warehouse Design
 - 4.7.2. Picking and Sorting
 - 4.7.3. Material Flow Control
- 4.8. Manufacturing Costs
 - 4.8.1. Production Costs
 - 4.8.2. Other General Manufacturing Costs
 - 4.8.3. Cost Systems
- 4.9. Warehouse Costs
 - 4.9.1. Introduction to Warehousing Costs
 - 4.9.2. Classification of Warehousing Costs
 - 4.9.3. Inventory Assessments
- 4.10. Information Systems in Planning and Manufacturing
 - 4.10.1. General Information Systems
 - 4.10.2. Information Systems in Planning and Manufacturing
 - 4.10.3. Market Operations

- 4.11. Information Systems in Warehouses
 - 4.11.1. Information Systems in Warehouses
 - 4.11.2. Information Technology in Warehouses
 - 4.11.3. Market Options

Module 5. Operations Management II: SCM Logistics

- 5.1. Supply Chain Design and Management
 - 5.1.1. Introduction to the Supply Chain: Components
 - 5.1.2. Supply Chain Design
 - 5.1.3. Supply Chain Management
- 5.2. Key Aspects of the Supply Chain
 - 5.2.1. Evolution of the Supply Chain
 - 5.2.2. Key Aspects of the Supply Chain
 - 5.2.3. Scenario Evaluation
- 5.3. Strategic Planning Design throughout the Supply Chain
 - 5.3.1. Strategic Design of Supply Chain
 - 5.3.2. Planning of the Supply Chain
 - 5.3.3. Methodology for the Strategic Design of the Supply Chain
- 5.4. Order Preparation
 - 5.4.1. Introduction to Order Preparation
 - 5.4.2. Basic Considerations for Order Preparation
 - 5.4.3. Phases of Order Preparation
- 5.5. Resource Management. Capacity and Schedules
 - 5.5.1. Resources Management and Training
 - 5.5.2. Techniques for Resource Management
 - 5.5.3. Schedules
- 5.6. External Logistical Planning
 - 5.6.1. Introduction to Integral Logistics
 - 5.6.2. Importance of Logistical Planning
 - 5.6.3. Key Aspects of Logistical Planning
- 5.7. Reverse Logistics and Sustainability
 - 5.7.1. Sustainable Development
 - 5.7.2. Reverse Logistics
 - 5.7.3. Green Logistics

- 5.8. International Logistics Distribution
 - 5.8.1. Advanced Warehouse Design
 - 5.8.2. Picking and Sorting
 - 5.8.3. Material Flow Control
- 5.9. Customer Service
 - 5.9.1. Methods
 - 5.9.2. Indicators
 - 5.9.3. Relationship with Logistics
- 5.10. *Lean Management*
 - 5.10.1. Lean Basis with Application in International Logistics
 - 5.10.2. Main Implications and Requirements
 - 5.10.3. Other Methodologies to Improve the Process
- 5.11. Supply Chain Costs
 - 5.11.1. Cost Cutting Projects
 - 5.11.2. Stages
 - 5.11.3. Practical Case
- 5.12. Information Systems
 - 5.12.1. Amazon Case Study
 - 5.12.2. Integration with Amazon
 - 5.12.3. Message Flow

Module 6. Operations Management III: Strategic Procurement Management

- 6.1. Strategic Procurement Management
 - 6.1.1. Strategic Management: Benefits and Models
 - 6.1.2. Strategic Purchasing Management and its Factors
 - 6.1.3. Purchasing Strategies
- 6.2. Lean Management in Purchasing Processes
 - 6.2.1. *Lean Buying*
 - 6.2.2. Outsourcing in the SCM
 - 6.2.3. *Lean Supplying*

- 6.3. Purchasing Strategy Design
 - 6.3.1. Externalization
 - 6.3.2. Process Outsourcing
 - 6.3.3. Globalization
 - 6.3.4. Relocation
- 6.4. Outsourcing-Insourcing
 - 6.4.1. Purchasing Models and Processes
 - 6.4.2. Segmentation Models
 - 6.4.3. Role of e-Procurement
- 6.5. Strategic Sourcing
 - 6.5.1. Supplier Selection and Strategy
 - 6.5.2. Value Generation from Strategic Procurement
 - 6.5.3. Logistic Operators in Procurement
- 6.6. Transportation and Distribution Management
 - 6.6.1. Coordination Between Transport and Warehousing
 - 6.6.2. Logistics Activity Zones (LAZ)
 - 6.6.3. BORRAR
- 6.7. *Global Supply Chain*
 - 6.7.1. Introduction and Classification of the Complexity of Supply Chains
 - 6.7.2. Areas of Opportunity in Global Supply Chains
 - 6.7.3. Trends in Global Supply Chains
- 6.8. Import Management
 - 6.8.1. Customs, Export and Import Processes
 - 6.8.2. International Commerce Institutions and Agreements
 - 6.8.3. BORRAR
 - 6.8.4. Plant Management and International Purchasing
- 6.9. Incoterms and International Document Management
 - 6.9.1. Exportation or Implantation
 - 6.9.2. Agency, Distribution and International Sales and Purchase Agreements
 - 6.9.3. Industrial and Intellectual Property
 - 6.9.4. Taxes and Tariffs Classification

- 6.10. Methods and Means of International Payment
 - 6.10.1. Payment Method Selection
 - 6.10.2. Documentary Credit
 - 6.10.3. Bank Guarantee and Documentary Credit
- 6.11. Purchasing Strategic Management Costs
 - 6.11.1. Value Chain
 - 6.11.2. Procurement Costs
 - 6.11.3. Inventory Valuation
- 6.12. Information Systems in Purchasing
 - 6.12.1. Master Data
 - 6.12.2. Processes
 - 6.12.3. EDI Messages

Module 7. Operations Management IV: Quality

- 7.1. Principles of Statistics Applied to Quality Control
 - 7.1.1. Introduction
 - 7.1.2. Measures of Central Tendency
 - 7.1.3. Measures of Dispersion
- 7.2. Operational Defect Definition
 - 7.2.1. Evolution of Quality in the SCM
 - 7.2.2. Defect Definition, Control and Cataloging
 - 7.2.3. Criteria for Acceptance or Rejection of a Product
- 7.3. Basic Concepts of Control
 - 7.3.1. Definitions
 - 7.3.2. ISO 9001 Standard
 - 7.3.3. Requirements of ISO 9001
- 7.4. Control Charts by Variables and Attributes
 - 7.4.1. Control by Variable and by Attributes
 - 7.4.2. Control Charts
 - 7.4.3. OC Chart
- 7.5. Sampling Inspection
 - 7.5.1. Types
 - 7.5.2. Methodology
 - 7.5.3. Sample Size

- 7.6. Process Capability
 - 7.6.1. Associated Statistics
 - 7.6.2. Variability
 - 7.6.3. Cp Index
- 7.7. Six Sigma. Methodology and Strategy
 - 7.7.1. Definition of Six Sigma
 - 7.7.2. Methodology of Six Sigma
 - 7.7.3. Structure of Six Sigma
- 7.8. Quality Cost
 - 7.8.1. Types of Viability Study
 - 7.8.2. Viability Technique Study
 - 7.8.3. Use Case
- 7.9. Information Systems
 - 7.9.1. Implementation of Quality in the ERP
 - 7.9.2. Quality Control in Events
 - 7.9.3. Periodic Controls

Module 8. Strategic Planning and IT Project Management

- 8.1. Global Map of IT Systems (I): ERP, MRP, SGA, MES
 - 8.1.1. Description of Each System
 - 8.1.2. Market Options
 - 8.1.3. Implantation Processes
- 8.2. Global Map of IT Systems (II): eCommerce, Corporate Website, BI, Simulation, Machine Learning, and CMMS (Computerized Maintenance Management System)
 - 8.2.1. Description of Each System
 - 8.2.2. Market Options
 - 8.2.3. Implantation Processes
- 8.3. IT Systems: High Availability, Security and Maintenance
 - 8.3.1. Aspects to Consider
 - 8.3.2. Market Options
 - 8.3.3. Implementation Processes

- 8.4. IS Strategic Planning
 - 8.4.1. Aspects to Consider
 - 8.4.2. Technological Resources Management
 - 8.4.3. Adjacent Processes: Reporting and Assessment
- 8.5. IT Project Management
 - 8.5.1. General Methodology
 - 8.5.2. Agile Manifesto
 - 8.5.3. SCRUM
- 8.6. Corporate Social Responsibility in IT Projects
- 8.7. Finance and Responsible Investment in IT Projects
- 8.8. Business and the Environment in IT Projects
- 8.9. Systems and Tools for Responsible Management in IT
- 8.10. Business Ethics in IT Projects

Module 9. Financial Supply Chain Management

- 9.1. Global Economic Environment
 - 9.1.1. The Fundamentals of the Global Economy
 - 9.1.2. The Globalization of Companies and Financial Markets
 - 9.1.3. *Growth & Development in Emerging Markets*
 - 9.1.4. International Monetary System
- 9.2. Financial Accounting in Supply Chain Management
 - 9.2.1. Situation Balance
 - 9.2.2. Losses and Gains
 - 9.2.3. Ratio Interpretation
- 9.3. Accounting Management in the Supply Chain
 - 9.3.1. Measurable: Productivity
 - 9.3.2. Efficiency and Profitability
 - 9.3.3. Ratios and Management
- 9.4. Analysis and Financial Planning of the Supply Chain
 - 9.4.1. Definitions
 - 9.4.2. Planning
 - 9.4.3. Examples of Financial Planning

- 9.5. Financial Diagnosis
 - 9.5.1. Indicators for Analyzing Financial Statements
 - 9.5.2. Profitability Analysis
 - 9.5.3. Economic and Financial Profitability of a Company
- 9.6. Economic Analysis of Decisions
 - 9.6.1. Budget Control
 - 9.6.2. Competitive Analysis. Comparative Analysis
 - 9.6.3. Decision-Making. Business Investment or Divestment
- 9.7. Key Financial Aspects in Operations Management in the Supply Chain
 - 9.7.1. Introduction to Order Preparation
 - 9.7.2. Key Aspects
 - 9.7.3. Ratio Interpretation
- 9.8. Tools for Operations Management in the Supply Chain in Times of Crisis
 - 9.8.1. Definition of Tools and Benefits
 - 9.8.2. Management Tools
 - 9.8.3. Market Operations
- 9.9. Profitability and Efficiency of Logistics Chains: KPIs
 - 9.9.1. Profitability and Efficiency of Mediations
 - 9.9.2. General Indicators of Logistic Chains
 - 9.9.3. Specific Indicators

Module 10. Operative Strategy and LEAN Management Methodologies

- 10.1. *Lean Management*
 - 10.1.1. The Basic Principles of Lean Management
 - 10.1.2. Improvement and Problem-Solving Groups
 - 10.1.3. New Forms of Maintenance and Quality Management
- 10.2. Implantation of the Global Lean Methodology
 - 10.2.1. Lean Methodology
 - 10.2.2. Implementation Processes
 - 10.2.3. Continuing Improvement
- 10.3. Process Improvement and Rapid Response Manufacturing (RRM) Techniques
 - 10.3.1. Identifying Points for Improvement
 - 10.3.2. BPM, Simulation and Digital Twin
 - 10.3.3. Choosing the Necessary Tool



- 10.4. Innovation and Product Engineering in Logistics. Organizations and Product Development
 - 10.4.1. Aspects to Consider
 - 10.4.2. Organizations and Market Development
 - 10.4.3. Market Options
- 10.5. Total Quality Management and Advanced Management of Logistics Projects
 - 10.5.1. Assessment of Total Quality
 - 10.5.2. Identifying Points for Improvement
 - 10.5.3. Advanced Project Management
- 10.6. Market Trends Analysis in Logistics
 - 10.6.1. Trend Analysis
 - 10.6.2. Guidelines
 - 10.6.3. Market Options
- 10.7. IS Trend Analysis
 - 10.7.1. IS Latest Trend Analysis
 - 10.7.2. Tools
 - 10.7.3. Market Options



You will promote the development of innovative solutions in Operations and Logistics management, tailored to the new demands of the global market”

04

Teaching Objectives

This program at TECH Global University is designed to provide professionals with the key tools to optimize logistics and operational management in highly competitive business environments. Throughout the academic journey, advanced strategies for supply chain management, process automation, financial analysis in operations, and leadership in global environments are covered. Furthermore, it delves into strategic planning, digital transformation in logistics, and the development of efficient distribution models.





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You will develop advanced leadership skills that will allow you to manage large-scale operational processes and make strategic decisions that positively impact institutional performance”



General Objectives

- ◆ Develop strategic skills for operations and logistics management, optimizing processes in the supply chain using innovative methodologies and advanced digital tools
- ◆ Implement operational efficiency models by applying Lean Management, Supply Chain Management, and digital transformation to improve profitability and business competitiveness
- ◆ Enhance leadership and decision-making capacity, managing multidisciplinary teams and logistics projects in dynamic and globalized environments
- ◆ Integrate new technologies in logistics and operations, using automation, artificial intelligence, and big data to optimize resources and improve traceability in business management



You will learn valuable lessons through real cases in simulated learning environments"





Specific Objectives

Module 1. Business Vision

- ♦ Gain a solid understanding of the fundamental principles of business strategy
- ♦ Acquire advanced leadership skills for long-term strategic decision-making

Module 2. Production Organization, Procurement, and Warehousing

- ♦ Delve into the most innovative techniques to evaluate production processes in order to improve operational efficiency
- ♦ Create effective procurement strategies to optimize resources

Module 3. Logistics Organization

- ♦ Analyze the principles of modern logistics and its impact on business competitiveness
- ♦ Implement highly effective transportation and storage systems

Module 4. Operations Management I: Planning, Manufacturing and Warehousing

- ♦ Develop production plans aligned with market demand
- ♦ Manage the flow of materials in various warehouses optimally

Module 5. Operations Management II: SCM Logistics

- ♦ Dive into the fundamentals of supply chain management
- ♦ Optimize the integration of logistics processes in the value chain

Module 6. Operations Management III: Strategic Procurement Management

- ♦ Master cutting-edge procurement strategies aligned with business objectives
- ♦ Evaluate supplier relationships to improve efficiency

Module 7. Operations Management IV: Quality

- ♦ Address quality management principles applied to operations
- ♦ Integrate quality control systems into various production processes

Module 8. Strategic Planning and IT Project Management

- ♦ Apply agile methodologies for project management, ensuring proper resource management and adherence to deadlines
- ♦ Incorporate state-of-the-art technological tools to automate complex routine tasks

Module 9. Financial Supply Chain Management

- ♦ Examine the specifics of financial management in the supply chain
- ♦ Improve cash flow through efficient supply chain management

Module 10. Operative Strategy and LEAN Management Methodologies

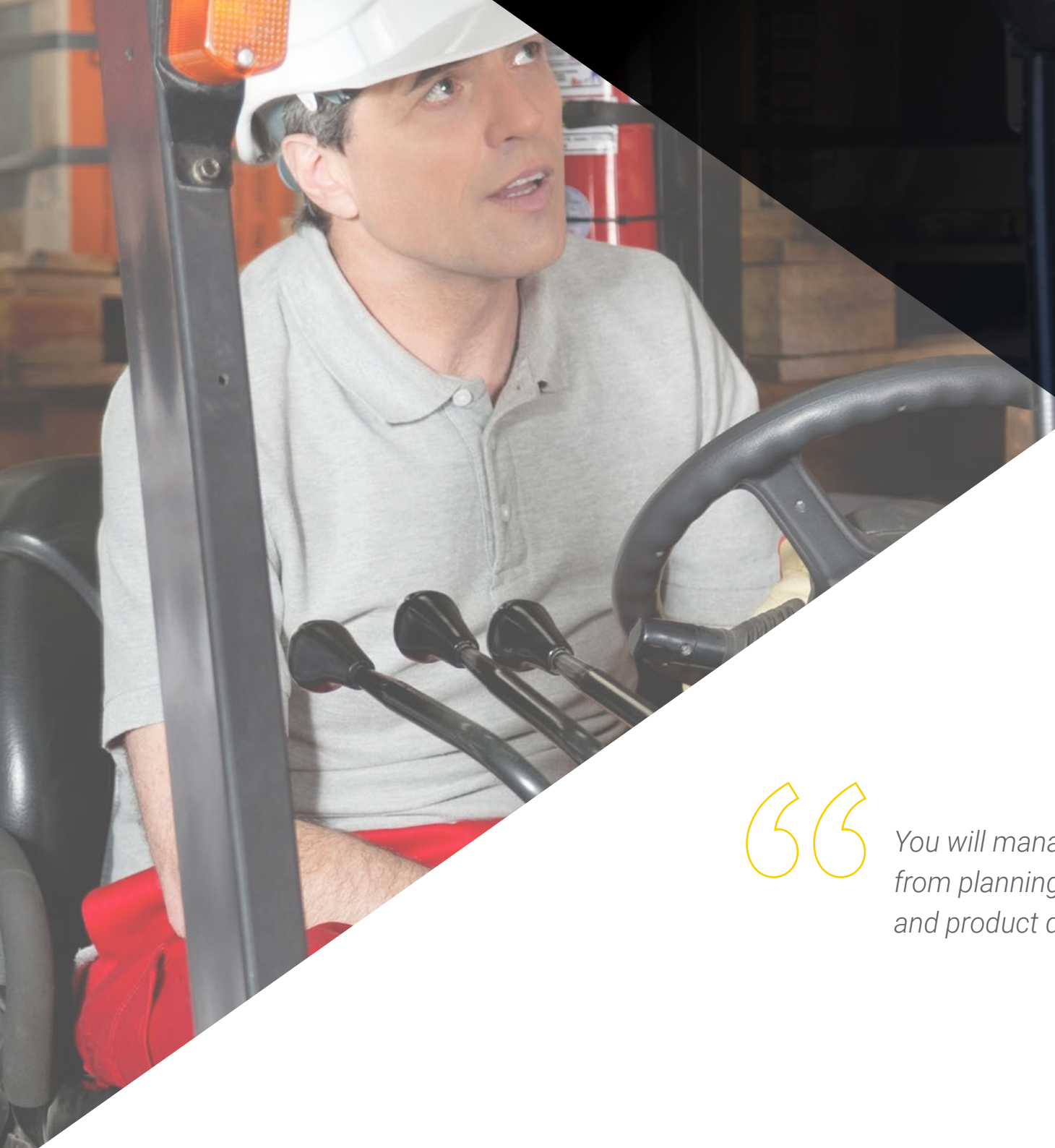
- ♦ Apply LEAN methodology principles in operational processes
- ♦ Design operational strategies that increase profitability and productivity

05

Career Opportunities

This program at TECH represents an unparalleled opportunity for professionals who wish to enhance their profile in Logistics and Operations Management. Through mastery of advanced strategies, emerging technologies, and methodologies such as Lean Management, Supply Chain Management, and strategic planning, graduates will be equipped to access key roles in highly competitive sectors. Throughout the program, real-life cases and innovative tools will be covered, enabling students to optimize the supply chain, improve operational efficiency, and strengthen leadership abilities in business environments that are constantly evolving.





“

You will manage the flow of operations, from planning to controlling production and product delivery”

Graduate Profile

The graduate of this MBA in Logistics and Operations Management (COO, Chief Operating Officer) will be a highly skilled professional capable of managing high-impact logistics processes, developing efficient operational strategies, and applying innovative technologies to optimize the supply chain. They will have the ability to design and implement advanced solutions to improve resource management, reduce costs, and enhance operational efficiency. Furthermore, they will be prepared to take on executive roles in multinational companies, leading teams and projects with a strategic and global vision.

You will lead logistics operations with an innovative and strategic approach, ensuring process efficiency in a globalized environment.

- ♦ **Comprehensive Supply Chain Management:** Ability to optimize logistics processes, from raw material acquisition to final distribution
- ♦ **Implementation of Advanced Methodologies:** Application of Lean Management, Six Sigma, and Supply Chain Management to improve productivity and reduce costs
- ♦ **Leadership and Strategic Decision-Making:** Development of executive skills to lead teams and manage operations on a global level
- ♦ **Innovation in Logistics Processes:** Use of digital tools, automation, and artificial intelligence to optimize operational management.
- ♦ **Financial Analysis in Operations:** Evaluation and cost control in the supply chain to maximize profitability
- ♦ **Market Expansion and Development:** Identification of growth opportunities and internationalization strategies
- ♦ **Resilience and Change Management:** Adaptation to dynamic environments and the application of strategies to handle logistics crises
- ♦ **Negotiation and Supplier Relations:** Ability to manage commercial agreements and optimize relationships with strategic partners
- ♦ **Digitalization and Technological Transformation:** Implementation of innovative solutions to improve traceability and operational efficiency
- ♦ **Sustainability and Green Logistics:** Development of responsible strategies to minimize the environmental impact in logistics management



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

1. **Chief Operating Officer:** Responsible for the planning, execution, and supervision of global business operations.
2. **Logistics and Supply Chain Director:** In charge of managing the supply chain, optimizing inventories, and reducing logistics costs.
3. **Industrial Operations Manager:** Leader in the implementation of efficient production processes in the manufacturing sector.
4. **Director of Digital Transformation in Logistics:** Responsible for integrating emerging technologies such as AI, automation, and blockchain into the supply chain.
5. **Logistics and Operations Strategy Consultant:** Advisor to companies on optimizing logistics processes and improving operational performance.
6. **Transportation and Distribution Manager:** Specialist in planning and optimizing transportation networks, ensuring the efficient delivery of products.
7. **Logistics Project Management Leader:** Responsible for implementing strategic initiatives that optimize productivity and operational efficiency.
8. **Sustainability and Green Logistics Specialist:** In charge of developing responsible strategies to reduce the environmental impact in the supply chain.
9. **International Trade and Customs Director:** Responsible for managing imports, exports, and regulatory compliance in global operations.
10. **Strategic Procurement and Sourcing Manager:** In charge of optimizing the procurement process, negotiating with suppliers, and managing costs.

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

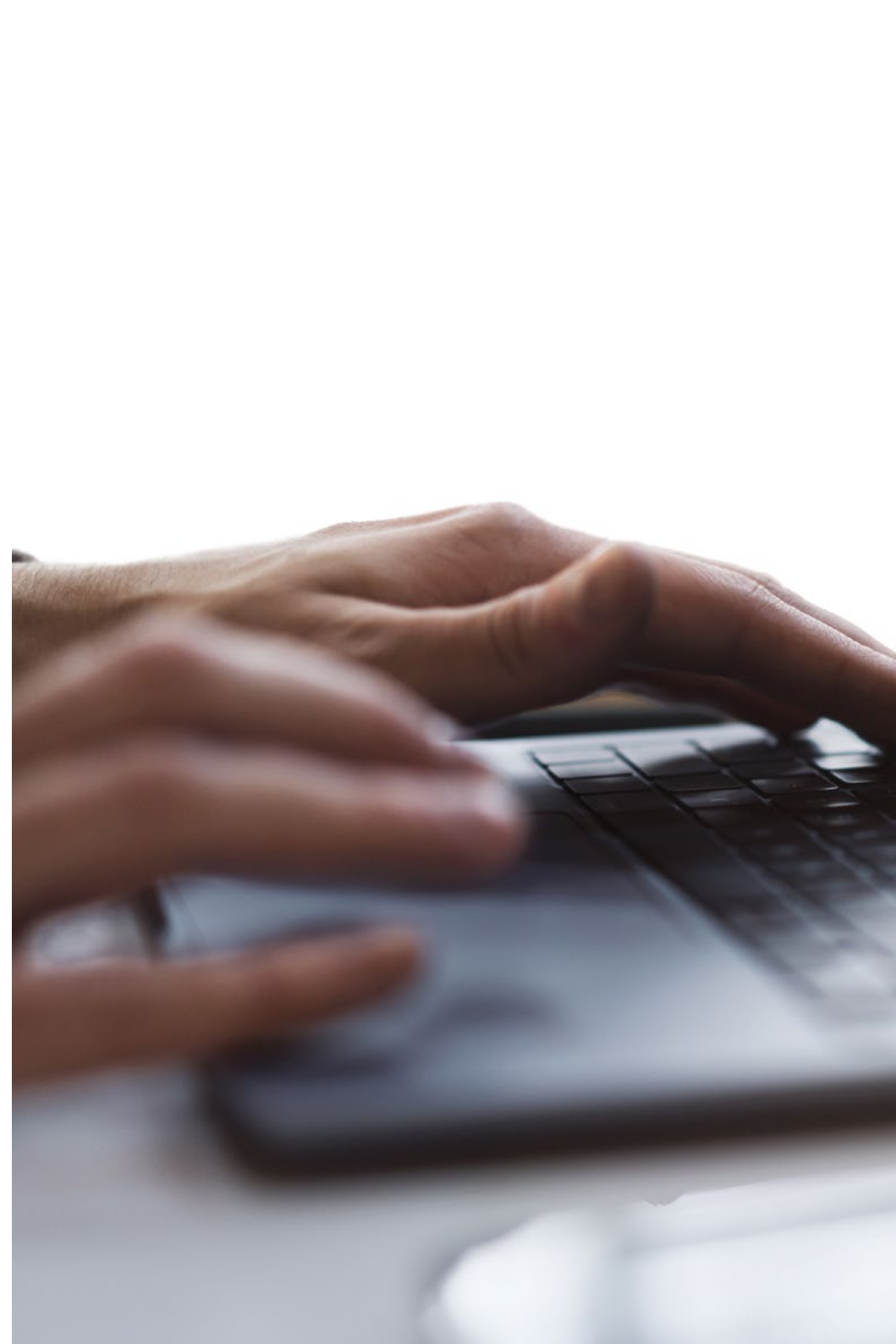
In TECH's study methodology, the student is the main protagonist.

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

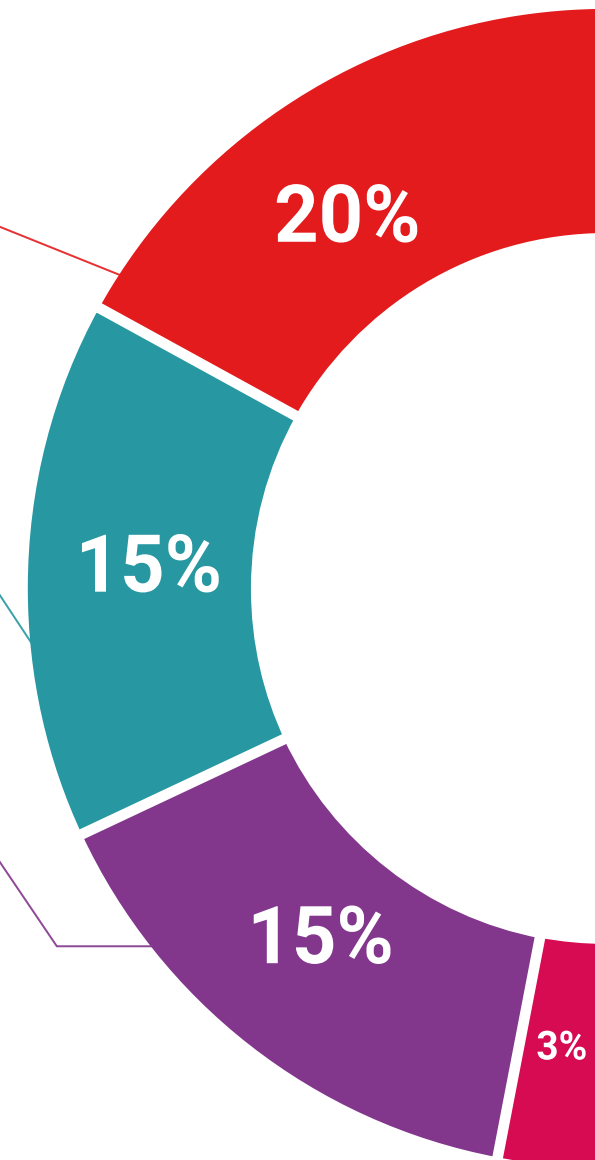
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

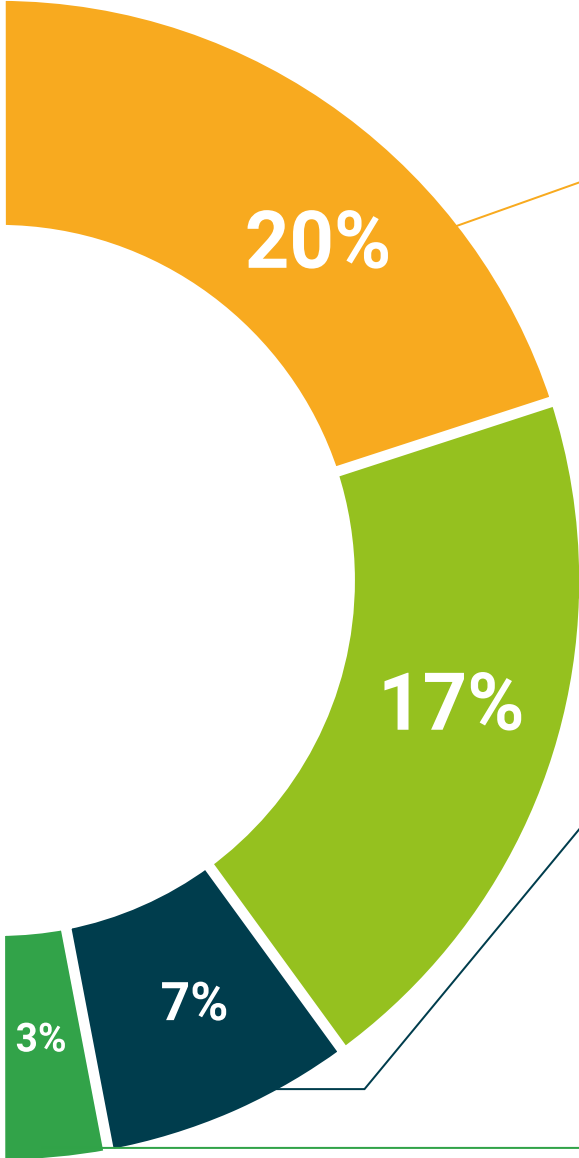
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





Case Studies

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



Testing & Retesting

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



Classes

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



Quick Action Guides

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



07

Teaching Staff

The faculty selected by TECH Global University for this MBA in Logistics and Operations Management (COO, Chief Operating Officer) offers an exceptional combination of academic expertise and a proven track record in operational and logistics management within leading global companies. They have held strategic positions in sectors such as manufacturing, retail, transportation, technology, automotive, food, and international logistics, managing complex supply chains and optimizing production and distribution processes.



“

You will learn from a highly qualified faculty with extensive experience in Operations and Logistics Management in internationally recognized companies”

International Guest Director

Mahmoud Shama is an executive with **extensive experience in supply chain leadership and management**. His track record is **internationally recognized** for his ability to implement **comprehensive strategies** that **optimize costs, drive efficiencies, ensure regulatory compliance** and deliver a high level of service quality and customer satisfaction.

In his professional career dedicated to the field of logistics, he has worked in a variety of tasks. These include **supply and demand planning**, as well as the application of **S&OP keys, inventory control, purchasing, warehousing, and network analysis**, among others. At the same time, this expert is characterized by an unquestionable capacity for **leadership and motivation** of the employees under his charge. As a result, he has become a reference for the most important **multinationals**- in the world.

With **Red Bull**, Mahmoud Shama has held various positions, mainly as **Senior Supply Chain Director**. Specifically, he has been dedicated to improving **forecast accuracy and minimizing waste**. At the same time, he has ensured the development of rigorous **inventory management**.

Other corporations where this specialist has worked include **Mondelēz International**, as Director of **Demand Planning** for North America and as Senior Manager of **Customer Service and Logistics**. From these positions he has directed **XC&L's global strategy**, also overseeing the outsourced manufacturing of some of the brand's most distinctive products. In addition, his experience in other brands such as **Johnson & Johnson, Kraft Foods Group, Cadbury and PepsiCo**, has allowed him to accumulate knowledge and direct perspectives on the different methodologies and technologies that promote more productive and organized operating environments. Moreover, this executive holds an **MBA in Business**, which, coupled with his technical expertise, reinforces his business acumen.



Mr. Shama, Mahmoud

- Senior Director of Supply Chain, Red Bull, California, USA
- Director of Demand Planning for North America at Mondelēz International
- Director of Global Planning and S&OP at Johnson & Johnson
- Director of Customer Service and Logistics at Mondelēz International
- Director of Product Supply and S&OP Leader at Kraft Foods Group
- Planning, S&OP and MENA Project Manager at Cadbury
- Director of Materials Planning and Purchasing at PepsiCo
- MBA in Business at Maastricht School of Management
- B.Sc. in Mechanical Engineering from the American University in Cairo

“

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

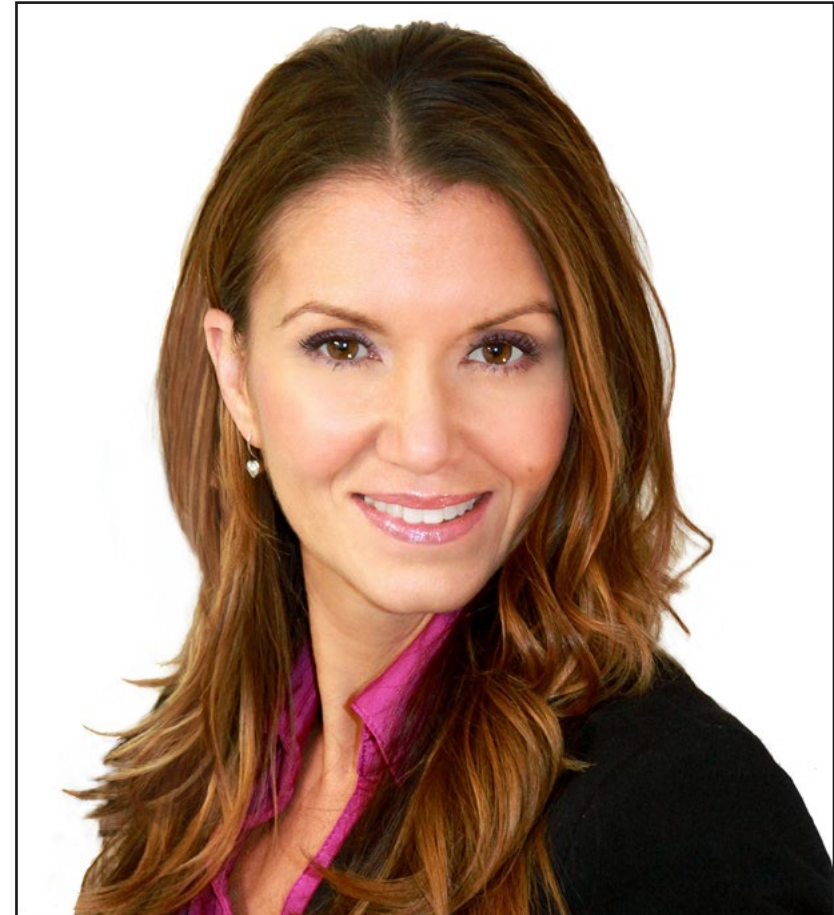
International Guest Director

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

“

TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge 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

“

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

International Guest Director

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

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

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

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



Mr. Arens, Manuel

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

“

Choose TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”

International Guest Director

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

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

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

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

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



Mr. La Sala, Andrea

- ♦ Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A
- ♦ Market Analyst at Fastweb
- ♦ Degree in Business and Economics from the University of Eastern Piedmont

“

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

International Guest Director

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

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

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

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



Mr. Gram, Mick

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

“

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

International Guest Director

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

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

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

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



Mr. Stevenson, Scott

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

“

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

International Guest Director

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

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

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

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



Ms. Thole-Muir, Wendy

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



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08

Certificate

The Executive Master's Degree MBA in Logistics and Operations Management (COO, Chief Operating Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University..



“

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

This private qualification will allow you to obtain a **Executive Master's Degree MBA in Logistics and Operations Management (COO, Chief Operating Officer)** endorsed by **TECH Global University**, the world's largest online university.

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

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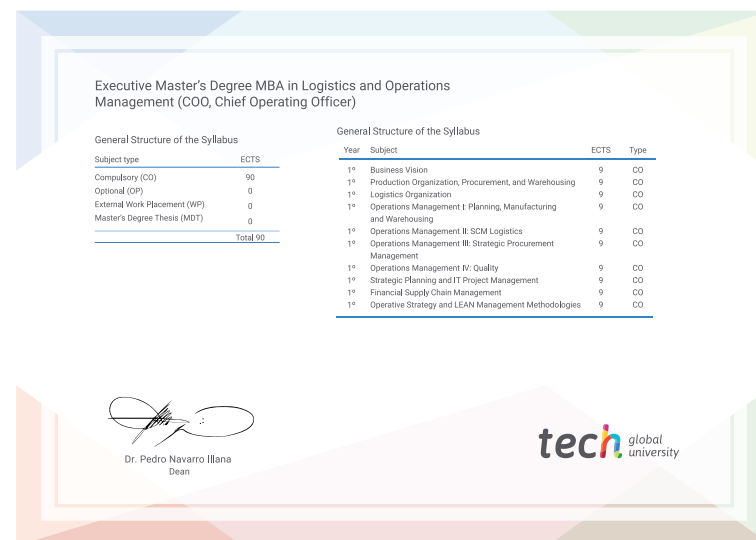


Title: **Executive Master's Degree MBA in Logistics and Operations Management (COO, Chief Operating Officer)**

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 Logistics and
Operations Management
(COO, Chief Operating Officer)

- » Modality: Online
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- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Master's Degree MBA in Logistics and Operations Management (COO, Chief Operating Officer)

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The background of the slide is a photograph of a large warehouse. The warehouse is filled with tall, blue metal shelving units (pallet racks) that are stacked with numerous wooden pallets. The floor is a light-colored concrete. In the distance, a yellow forklift is visible, and a person can be seen operating it. The lighting is bright, coming from overhead industrial lights. The overall scene depicts a busy, organized industrial or logistics environment.

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