

# Advanced Master's Degree Senior Strategy Management

A M D S S M





## Advanced Master's Degree Senior Strategy Management

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

Website: [www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-strategy-management](http://www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-strategy-management)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 22*

06

Structure and Content

---

*p. 28*

07

Methodology

---

*p. 42*

08

Our Students' Profiles

---

*p. 50*

09

Course Management

---

*p. 54*

10

Impact on Your Career

---

*p. 58*

11

Benefits for Your Company

---

*p. 62*

12

Certificate

---

*p. 66*

# 01

# Welcome

Company managers should aim to achieve the objectives set at the corporate level, however, in order to do so, it is essential to have an adequate business strategy to direct business movements towards achieving the company's goals. TECH has set out to give the student the keys to become a successful manager with this Advanced Master's Degree that unites the best content on business management with the most specific concepts of strategic business management.



Advanced Master's Degree in Senior Strategy Management.  
TECH - Technological University



“

*Today's society demand executives with a new profile, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

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 centre for intensive managerial skills training.



“

*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 combines 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.

**+100,000**

executives trained 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.



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



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Re-learning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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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 Harvard Business School case studies"*

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 training 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**

### You will develop a strategic and global vision of companies.

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

*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 areas 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 professors from the most prestigious universities in the world: the TECH Global University community.

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

# 04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Senior Strategy Management** will equip the student to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

03

Follow the sustainability criteria set by international standards when developing a business plan

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives





06

Develop the skills required to manage business activities strategically

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

09

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes



11

Be able to manage the company's economic and financial plan

14

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

12

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately



13

Be able to apply information and communication technologies to the different areas within a company

15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

16

Define the elements of strategy as the main foundation of strategic management

18

Analyze the strategic behavior of an organization at different levels

19

Develop and implement the most appropriate strategy to meet the company's objectives

17

Acquire knowledge of the different types of strategy that can be implemented in a company

20

Describe the logic of the strategic management process and the meaning of each of its phases



21

Define the basic relationships of the company with its environment

24

Apply theoretical knowledge to real situations through case studies

22

Analyze the influence of stakeholders on the company



23

Identify the different growth paths that companies can choose to pursue

25

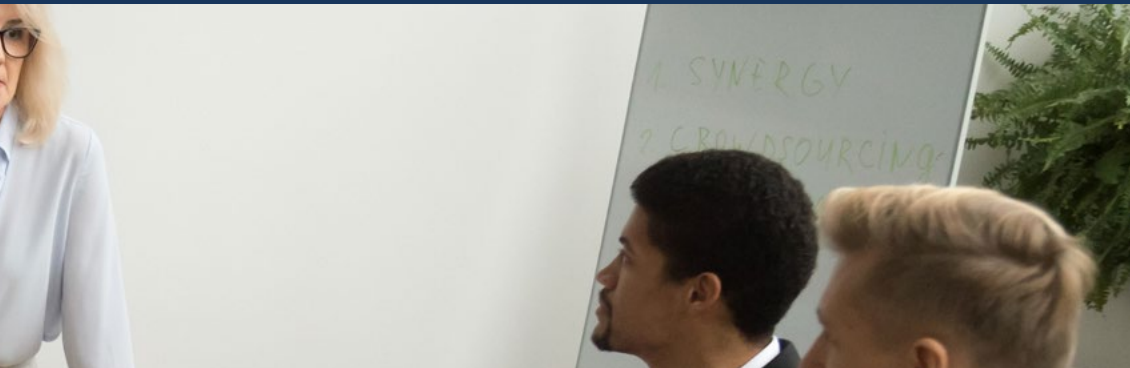
Describe the features, problems and human, economic, political-legal and organizational implications of the different modalities of strategic development

26

Develop strategies and methodologies to carry out decision-making processes in critical or decisive situations

28

Apply marketing techniques that boost company visibility



29

Properly manage purchasing and supply chain management

27

Develop leadership skills that lead to increased team motivation

30

Understand the globalized environment in which the company operates and to develop strategies that favor company globalization

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Strategy Management, the professional will have acquired the skills required for quality and up-to-date practice based on the most innovative didactic methodology.





“

*Develop the skills required to successfully carry out the strategic management of your company”*

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company





06

Control the company's logistics processes, as well as purchasing and procurement

08

Apply the most appropriate strategies to support e-commerce of the company's products



09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the company

11

Lead the different projects in a company

14

Carry out the financial management of the company

12

Commit to sustainably developing the company ,  
avoiding environmental impacts

15

Design and carry out strategic planning that meets the  
company's objectives and current sustainability criteria

13

Explore new business opportunities and focus on  
innovation and entrepreneurship

16

Conduct internal and external strategic analysis

17

Develop strategies for risk prevention and control

20

Implement an international strategy to increase the company's profits

18

Develop the managerial skills needed to manage all company departments

21

Design a purchasing and procurement strategy to improve the company's profitability

19

Analyze the company's strategy data

22

Apply coaching and emotional intelligence techniques to manage and promote employee performance

06

# Structure and Content

The Advanced Master's Degree in Senior Strategy Management is a tailor-made program that is delivered 100% online so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundations for success as a manager and entrepreneur.



“

*A syllabus that is strategically designed to support your learning”*

## Syllabus

This Advanced Master's Degree in Senior Strategy Management from TECH - Technological University is an intense program that prepares you to face challenges and business decisions both on a national and international level. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 3,000 hours, you will analyze a multitude of practical cases through individual work, achieving intensive learning that will be very useful for your daily work. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Strategy Management provides in-depth coverage of the main areas of business, and is designed to enable executives to understand business management from a strategic, international and innovative perspective.

A plan focused on your professional improvement and that prepares the professional to achieve excellence in the field of management and business management. A program that understands both its students' and their companies', needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 17 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	Strategic Direction and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing, and Corporate Communication
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	<i>Management and Strategy</i>
<b>Module 10</b>	Strategic Development Methods
<b>Module 11</b>	Strategic Planning and Financial Management Control
<b>Module 12</b>	Organizational Behavior
<b>Module 13</b>	Strategic People Management
<b>Module 14</b>	Managerial Skills
<b>Module 15</b>	<i>Strategy in Marketing Management</i>
<b>Module 16</b>	Business Strategy and Operations Strategy
<b>Module 17</b>	<i>Business and International Strategy</i>



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

TECH offers the possibility of taking this program completely online. Over the course of the 24 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. Leadership, Ethics, and CSR.**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs.

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

**Module 2. Strategic Direction and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies.
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

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

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making



**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Executive Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. *Chief Financial Officer (CFO): Managerial Skills*

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. *The Banking Business: Current Environment*
- 4.10.2. *Risk Analysis and Management*

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

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

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management (I)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management (II) Implementation**

- 5.4.1. *Lean Manufacturing/Lean Thinking*
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service.

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies.**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business.**

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

**Module 7. Commercial Management, Marketing, and Corporate Communication****7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

**7.3. Strategic Marketing Management**

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management****8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

**8.2. Innovation Strategy**

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

**8.3. Business Model Design and Validation**

- 8.3.1. The Lean Startup Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

**8.4. Project Management**

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

## Module 9. Management and Strategy

### 9.1. Strategic Thinking

- 9.1.1. The Strategy and its Purpose
- 9.1.2. *Strategic Thinking and Strategist Skills*
- 9.1.3. Lateral Thinking and Blue Ocean Strategy
- 9.1.4. Neuroscience Applied to Strategy

### 9.2. Strategic Decisions and Decision Makers

- 9.2.1. Corporate governance
- 9.2.2. Management Teams
- 9.2.3. Creating Value

### 9.3. Competitive Strategy

- 9.3.1. Market Analysis
- 9.3.2. Sustainable Competitive Advantage
- 9.3.3. Return on Investment

### 9.4. Corporate Strategy

- 9.4.1. *Driving Corporate Strategy*
- 9.4.2. *Pacing Corporate Strategy*
- 9.4.3. *Framing Corporate Strategy*

### 9.5. Planning and Strategy

- 9.5.1. The Relevance of Strategic Direction in the Management Control Process
- 9.5.2. Analysis of the Environment and the Organization

### 9.6. Strategy Implementation

- 9.6.1. Indicator Systems and Process Approach
- 9.6.2. Strategic Map
- 9.6.3. Differentiation and Alignment

### 9.7. Strategic Analysis Models

- 9.7.1. Internal Analysis
- 9.7.2. External Analysis
- 9.7.3. Sources of Competitive Advantage in the Sector
- 9.7.4. Advantages, Disadvantages and Effectiveness of Strategic Analysis

### 9.8. Total Quality Management and Advanced Project Management

- 9.8.1. TQM (*Total Quality Management*)
- 9.8.2. *Six Sigma* as a Business Management System
- 9.8.3. EFQM Model

### 9.9. Lean Management

- 9.9.1. The Basic Principles of *Lean Management*
- 9.9.2. Improvement and Problem-Solving Groups
- 9.9.3. New Forms of Maintenance and Quality Management

### 9.10. Ethics and Strategic Management

- 9.10.1. Integration of Ethics and Strategy
- 9.10.2. Human Motivation and Ethics
- 9.10.3. Ethical Quality of Organizations

## Module 10. Strategic Development Methods

### 10.1. Strategic Partnerships.

- 10.1.1. *Joint Ventures*
- 10.1.2. Export Consortiums
- 10.1.3. Purchasing Centers
- 10.1.4. Other Types of Cooperation

### 10.2. Corporate Enterprise

- 10.2.1. Exploration of New Business Opportunities
- 10.2.2. Prototyping and In-house Development
- 10.2.3. Agents of Internal Change
- 10.2.4. Emerging Projects and Disruption

### 10.3. Strategic Innovation

- 10.3.1. Open Innovation and Triple Helix
- 10.3.2. Innovation Success and Failure Factors
- 10.3.3. Impact of Innovation Management on Business Performance
- 10.3.4. Creative Thinking and *Design Thinking*

### 10.4. Investment Policies

- 10.4.1. Company Valuation Methods
- 10.4.2. Strategy and Risk Control
- 10.4.3. Sources of Financing

### 10.5. Mergers and Acquisitions

- 10.5.1. Financial and Organizational Implications of Mergers and Acquisitions
- 10.5.2. Analysis and Evaluation of Synergies
- 10.5.3. Negotiation Techniques and Approaches

### 10.6. Diversification Strategies

- 10.6.1. Specialization vs. Diversification
- 10.6.2. Choice of Diversification Entry Mode
- 10.6.3. Business Diversification and Results
- 10.6.4. Business Portfolio Restructuring Strategies

**Module 11. Strategic Planning and Financial Management Control**
**11.1. Management Control**

- 11.1.1. Financial Policy and Growth
- 11.1.2. Information as a Management Control Tool
- 11.1.3. Management Control as a Planning and Management System
- 11.1.4. Functions of the *Controller*
- 11.1.5. Scope of Management Control

**11.2. Financial Information and Management Decisions**

- 11.2.1. Financial or Legal Accounting
- 11.2.2. Analytical or Cost Accounting
- 11.2.3. Control Accounting

**11.3. Treasury Management**

- 11.3.1. Accounting Working Capital and Required Working Capital
- 11.3.2. Calculation of Operating Cash Requirements
- 11.3.3. *Credit Management*
- 11.3.4. Fund, Wealth and *Family Office* Management

**11.4. Cash Management**

- 11.4.1. Bank Financing of Working Capital
- 11.4.2. Treasury Department Organization
- 11.4.3. Centralized Treasury Management

**11.5. Planning and Control of Responsibility Centers**

- 11.5.1. Design of a Management Control System
- 11.5.2. Management Control Deviations

**11.6. The Process of Strategic Formulation and Planning**

- 11.6.1. Formulation and Content of the Strategic Plan
- 11.6.2. *Balanced Scorecard*
- 11.6.3. Terminology and Basic Concepts

**11.7. Organizational Planning**

- 11.7.1. Business Units and Transfer Pricing
- 11.7.2. Manufacturing, Production, Support and Sales Centers
- 11.7.3. Roles and Responsibilities of Financial Management

**11.8. Indicators as a Control Tool**

- 11.8.1. Control Panel
- 11.8.2. Number and Format of Indicators
- 11.8.3. Strategic Planning

**Module 12. Organizational Behavior**
**12.1. Organizational Behavior**

- 12.1.1. Organizations
- 12.1.2. Organizational Theory
- 12.1.3. Organizations, People and Society
- 12.1.4. Historical Evolution of Organizational Behavior

**12.2. Organizational Culture**

- 12.2.1. Values and Organizational Culture
- 12.2.2. Key Components for Change in Organizations
- 12.2.3. The Evolution of Scientific Thought and the Organization as a System
- 12.2.4. Culture and Transformation

**12.3. Organization Management**

- 12.3.1. Levels and Managerial Qualities
- 12.3.2. The Function of Planning and Organization
- 12.3.3. The Function of Management and Control
- 12.3.4. The New Role of the HR Manager

**12.4. Knowledge Management.**

- 12.4.1. Collective Intelligence vs. Knowledge Management
- 12.4.2. Perspectives and Tools for Knowledge Management
- 12.4.3. Collaborative Environments and Learning Communities

**12.5. People in Organizations.**

- 12.5.1. Quality of Work Life and Psychological Well-Being
- 12.5.2. Work Teams and Meeting Management
- 12.5.3. *Coaching and Team Management*

**12.6. Organizational Structure.**

- 12.6.1. Main Coordination Mechanisms
- 12.6.2. Departments and Organization Charts
- 12.6.3. Authority and Responsibility
- 12.6.4. *Empowerment*

**Module 13. Strategic People Management**

**13.1. Strategic Leadership for Intangible Asset Economy**

- 13.1.1. Cultural Alignment Strategies
- 13.1.2. Corporate and Differentiating Leadership
- 13.1.3. Change and Transformation Agent

**13.2. Strategic Thinking and Systems**

- 13.2.1. The Company as a System
- 13.2.2. Strategic Thinking Derived from Corporate Culture
- 13.2.3. The Strategic Approach From a People Management Perspective
- 13.2.4. Design and Implementation of Personnel Policies and Practices

**13.3. Strategic Organizational Design**

- 13.3.1. *Business Partners* Model
- 13.3.2. *Share Services*
- 13.3.3. *Outsourcing*

**13.4. HR Analytics**

- 13.4.1. *Big Data* and *Business Intelligence. (BI)*
- 13.4.2. HR Data Analysis and Modeling
- 13.4.3. Designing and Development of a HR Plan

**13.5. Strategic Leadership**

- 13.5.1. Leadership Models
- 13.5.2. *Coaching*
- 13.5.3. *Mentoring*
- 13.5.4. Transformational Leadership

**13.6. Audit and Strategic Control in People Management**

- 13.6.1. Reasons for Auditing
- 13.6.2. Data Collection and Analysis Tools
- 13.6.3. Audit Report

**Module 14. Managerial Skills**

**14.1. Public Speaking and Spokesperson Training**

- 14.1.1. Interpersonal Communication
- 14.1.2. Communication Skills and Influence
- 14.1.3. Communication Barriers

**14.2. Communication and Leadership**

- 14.2.1. Leadership and Leadership Styles
- 14.2.2. Motivation
- 14.2.3. Skills and Abilities of the Leader 2.0

**14.3. Personal Branding**

- 14.3.1. Strategies for Personal Brand Development
- 14.3.2. *Personal Branding* Laws
- 14.3.3. Tools for Creating Personal Brands

**14.4. Team Management**

- 14.4.1. Work Teams and Management Meetings
- 14.4.2. Managing Change Processes
- 14.4.3. Managing Multicultural Teams
- 14.4.4. *Coaching*

**14.5. Negotiation and Conflict Resolution**

- 14.5.1. Effective Negotiation Techniques
- 14.5.3. Interpersonal Conflicts
- 14.5.3. Intercultural Negotiation

**14.6. Emotional Intelligence**

- 14.6.1. Emotional Intelligence and Communication
- 14.6.2. Assertiveness, Empathy, and Active Listening
- 14.6.3. Self-Esteem and Emotional Language

**14.7. Relational Capital: Coworking**

- 14.7.1. Managing Human Capital
- 14.7.2. Performance Analysis
- 14.7.3. Managing Equality and Diversity
- 14.7.4. Innovation in People Management

**14.8. Time Management**

- 14.8.1. Planning, Organisation and Control
- 14.8.2. The Methodology of Time Management
- 14.8.3. Action Plans
- 14.8.4. Tools for Efficient Time Management

**Module 15. Strategy in Marketing Management**
**15.1. Marketing Management**

- 15.1.1. *Positioning and Value Creation*
- 15.1.2. Company's Marketing Orientation and Positioning.
- 15.1.3. Strategic Marketing Operational Marketing
- 15.1.4. Objectives in Marketing Management
- 15.1.5. Integrated Marketing Communications

**15.2. The Function of Strategic Marketing**

- 15.2.1. Main Marketing Strategies
- 15.2.2. Segmentation, *Targeting*, and Positioning
- 15.2.3. Managing Strategic Marketing

**15.3. Marketing Strategy Dimensions**

- 15.3.1. Necessary Resources and Investments
- 15.3.2. Fundamentals of Competitive Advantage
- 15.3.3. The Company's Competitive Behavior
- 15.3.4. *Focus Marketing*

**15.4. New Product Strategy Development**

- 15.4.1. Creativity and Innovation in Marketing
- 15.4.2. Generation and Filtering of Ideas
- 15.4.3. Commercial Viability Analysis
- 15.4.4. Development, Market Testing, and Commercialization

**15.5. Pricing Policies**

- 15.5.1. Short and Long-Term Aims
- 15.5.2. Types of Pricing
- 15.5.3. Factors that Affect Pricing

**15.6. Promotion and Merchandising Strategies**

- 15.6.1. Advertising Management
- 15.6.2. Communication and Media Plan
- 15.6.3. *Merchandising* as a Marketing Technique
- 15.6.4. *Visual Merchandising*

**15.7. Distribution, Expansion, and Intermediation Strategies**

- 15.7.1. Outsourcing of Sales Force and Customer Service
- 15.7.2. Commercial Logistics in Product and Service Sales Management
- 15.7.3. Sales Cycle Management

**15.8. Developing the Marketing Plan**

- 15.8.1. Analysis and Diagnosis
- 15.8.2. Strategic Decisions
- 15.8.3. Operational Decisions

**Module 16. Business Strategy and Operations Strategy**
**16.1. New Scenarios in Supply Chain Management**

- 16.1.1. Management in Multicultural Environments
- 16.1.2. Innovation in SCM
- 16.1.3. Orientation to Demand through Flexible Operations
- 16.1.4. Philosophies and Techniques Used in Japan

**16.2. Global Vision of Supply Chain Management**

- 16.2.1. SCM Opportunities and Threats
- 16.2.2. Strategic *Supply Chain* Design
- 16.2.3. Tendencies

**16.3. Operations Strategy**

- 16.3.1. Introduction to Strategy and Strategic Levels
- 16.3.2. Process Management
- 16.3.3. Stocks Management

**16.4. Logistics Decision-Making**

- 16.4.1. Analysis of Decisions
- 16.4.2. Global Operations Management and Planning
- 16.4.3. Risk Management in SC
- 16.4.4. *Hard and Soft* Decision-Making

**16.5. Lean Operations Strategy**

- 16.5.1. Strategic Synergies with Functional Areas
- 16.5.2. Logistics Operators
- 16.5.3. Process-Product Matrix

**16.6. Strategic Purchasing Management**

- 16.6.1. New Challenges in Purchasing, *Sourcing* and Procurement Management
- 16.6.2. Purchasing Function in Companies and in the Supply Chain
- 16.6.3. Purchasing Function as a Resource Provider
- 16.6.4. Legal Aspects of Purchasing Function

**16.7. Strategic Sourcing**

- 16.7.1. Supplier Selection and Development
- 16.7.2. Value Generation from Strategic Procurement
- 16.7.3. Logistic Operators in Procurement

**16.8. Purchasing Strategy Design**

- 16.8.1. Externalization
- 16.8.2. Process Outsourcing
- 16.8.3. Globalization
- 16.8.4. Relocation

**Module 17. Business and International Strategy**

**17.1. Business and International Strategy**

- 17.1.1. Internationalisation.
- 17.1.2. *Growth & Development in Emerging Markets*
- 17.1.3. International Monetary System

**17.2. Strategic Management of International Business**

- 17.2.1. Internationalization in the New World Order
- 17.2.2. The Influence of Culture on International Business
- 17.2.3. Market and Country Selection
- 17.2.4. *Offshoring*

**17.3. Internationalization Strategies**

- 17.3.1. Reasons and Requirements for Foreign Market Expansion
- 17.3.2. Strategic Partnerships in the International Expansion Process
- 17.3.3. Ways to Enter New International Markets

**17.4. Internationalization Decisions**

- 17.4.1. Market Research and Decision-Making
- 17.4.2. Choice of Location and Mode of Operation
- 17.4.3. Choice of the Appropriate Legal Form

**17.5. Stages of the Internationalization Process**

- 17.5.1. International Demand Analysis
- 17.5.2. Export Potential Diagnosis
- 17.5.3. Internationalization Planning
- 17.5.4. Export Stages

**17.6. Internationalization by Type of Company**

- 17.6.1. Product Companies and Service Companies
- 17.6.2. Internationalized Companies and Multinational Corporations
- 17.6.3. SMEs and their Internationalization Model

**17.7. Obstacles to Internationalization**

- 17.7.1. Legal Restrictions
- 17.7.2. Logistical, Financial and Commercial Obstacles
- 17.7.3. Obstacles to Direct Investment

**17.8. Cross-Cultural Management**

- 17.8.1. Cultural Dimension of International Management
- 17.8.2. Globalization in Business Management
- 17.8.3. Intercultural Leadership



*A high-level program in which you will find the latest information on the market"*





07

# Methodology

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

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 Re-learning, 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"*

### At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this area, both nationally and internationally.

We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“

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

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

The case method has been the most widely used learning system among the world's leading 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.

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*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 Re-learning.

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.

*Re-learning 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.



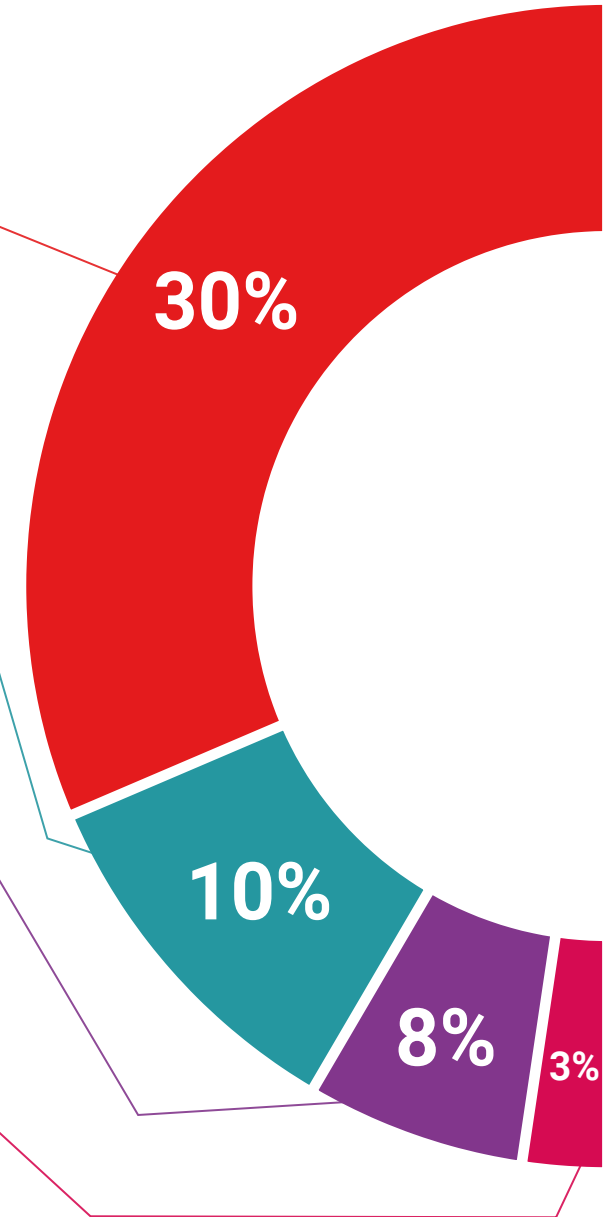
### Management Skills Exercises

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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



08

# Our Students' Profiles

Our Advanced Master's Degree in Senior Strategy Management is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*We are looking for highly experienced professionals who wish to specialize in a sector that is indispensable at a business level"*

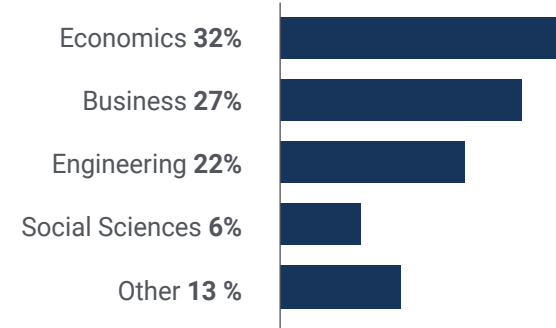
### Average Age

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

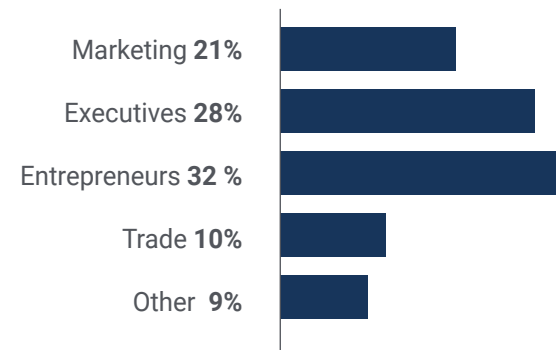
### Years of Experience



### Training

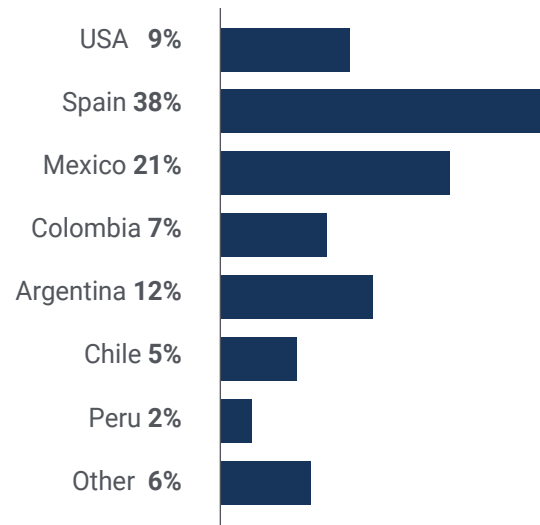


### Academic Profile



## Geographical Distribution

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## Manuel Megolla

Managing director of a multinational company

*"Taking this TECH program has been instrumental in improving my training, and therefore, my confidence, when it comes to developing professionally. At first, I thought it would be impossible to combine this Advanced Master's Degree with my work and private life. However, its 100% online format allowed me to achieve just that. Without a doubt, a program that I would highly recommend to all those who wish to specialize in strategic business management"*

09

# Course Management

The program's faculty includes leading experts in strategic business management, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

*Our teaching team will provide you with the keys you need to run your business successfully”*

## International Guest Director

Ilias Jumadilov is a leading international professional with extensive experience in Europe, Asia and the Americas. In fact, his career has focused on Management, Strategy and Business Development, achieving notable successes in various regions.

As such, he has served as Director of Corporate Strategy at Schneider Electric, where he has led the global strategy process and platform. In this sense, his innovative approach has allowed him to identify more than 100 billion euros in new growth opportunities and has been instrumental in both the construction of forecasting models and the delivery of strategic knowledge, which has strengthened the company's competitive position.

He has also held the position of Director of International Sales Operations and Europe at the same institution, where he has led the commercial transformation in several countries, establishing sales excellence organizations that have significantly increased efficiency and productivity. Notably, more than 10,000 sales representatives worldwide have adopted his ability to implement key sales processes and his focus on customer portfolio segmentation, consolidating his reputation as a leader in sales and digital transformation.

In addition to his career at Schneider Electric, Ilias Jumadilov has advised startups on key topics such as Artificial Intelligence, metaverse and international business, bringing his deep knowledge in AI business applications and his ability to guide competitive strategies. Similarly, his Blockchain expertise has led him to co-found the Central Asian Blockchain Network and contribute significantly to digital currency legislation in Kyrgyzstan. This is in addition to his work for the United Nations Development Programme (UNDP) and other organizations, which has stood out for its impact and relevance in the technological and economic sphere.





## D. Jumadilov, Ilias

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- Director of Corporate Strategy at Schneider Electric, Boston and Hong Kong
- Advisor to startups in Artificial Intelligence, metaverse and international business
- Director of International Sales Operations & Europe at Schneider Electric, Barcelona and Almaty
- Product and Marketing Manager at Schneider Electric, Grenoble
- Co-founder of the Blockchain Network Association of Central Asia
- Master's Degree in Economics from Grenoble Alpes University, France
- University Course in Entrepreneurship Technology from Stanford University, USA
- B.A. in Economics and Management from Kyrgyz National State University, Kyrgyzstan

“

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

## Management



### **Dr. Fernández Curtiella, Francisco Javier**

- ◆ Researcher at ICCI Observatory - International Center for Continuous Innovation
- ◆ Coordinator of the Social Sciences Department- St. Gabriel School. Alcalá de Henares, Madrid
- ◆ Philosophy teacher in a private subsidized educational center. St. Gabriel School. Alcalá de Henares, Madrid
- ◆ Professor of Problem-Based Learning course at the Technical University of Loja (UTPL) 2019
- ◆ Doctorate in Philosophy from the Complutense University of Madrid



10

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

For this reason, TECH puts all its efforts and tools at the student's disposal, so that they can acquire the skills and abilities required to achieve this change.



“

*We put all our academic resources at your fingertips to help you achieve the professional change you desire"*

*Advanced specialization is essential in order to achieve promotion in the workplace. With this in mind, TECH created this high-quality program to help you achieve a better job.*

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

The Advanced Master's Degree in Senior Strategy Management at TECH Global University is an intensive program that prepares students to face business challenges and decisions at both national and international levels. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

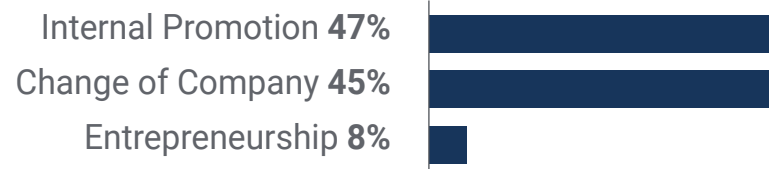
*Don't miss the opportunity to Study at TECH. A unique opportunity to improve employability.*

#### Generating Positive Change

#### When the change occurs



#### Type of change



### Salary increase

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This program represents a salary increase of more than **25%** for our students.



11

# Benefits for Your Company

The Advanced Master's Degree in Senior Strategy Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve students on a personal level, but, above all, on a professional level, enhancing their abilities and improving their managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.







“

*After completing this Advanced Master's Degree, you will bring a new business vision to your company”*

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

01

### **Intellectual Capital and Talent Growth**

The student will bring new concepts, strategies and perspectives to the company 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 executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

The student 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 student will be able to work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

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

# 12 Certificate

The Advanced Master's Degree in Senior Strategy Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree diploma issued by TECH Global University.



“

*Successfully complete this training program  
and receive your university certificate  
without travel or laborious paperwork”*

This private qualification will allow you to obtain an **Advanced Master's Degree diploma in Senior Strategy 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: **Advanced Master's Degree in Senior Strategy Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 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.



## Advanced Master's Degree Senior Strategy Management

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

# Advanced Master's Degree Senior Strategy Management



The image shows two men in business attire looking at a tablet. The tablet displays a table with financial data across five sectors. The table has columns for Sector 1, Sector 2, Sector 3, Sector 4, and Sector 5, with rows of monetary values. The background shows a window with blinds.

Sector 1	Sector 2	Sector 3	Sector 4	Sector 5
\$ 31 555,00	\$ 82 710,00	\$ 38 338,00	\$ 4 132,00	\$ 3 453,00
\$ 56 032,00	\$ 43 685,00	\$ 37 128,00	\$ 14 003,00	\$ 6 995,00
\$ 68 728,00	\$ 34 549,00	\$ 52 101,00	\$ 19 226,00	\$ 22 756,00
\$ 27 892,00	\$ 15 001,00	\$ 7 307,00	\$ 28 764,00	\$ 80 780,00
\$ 21 764,00	\$ 9 822,00	\$ 60 496,00	\$ 38 825,00	\$ 36 000,00
\$ 53 225,00	\$ 30 359,00	\$ 29 905,00	\$ 12 281,00	\$ 68 415,00
\$ 16 477,00	\$ 27 176,00	\$ 92 545,00	\$ 58 929,00	\$ 49 100,00
\$ 47 572,00	\$ 19 118,00	\$ 42 796,00	\$ 79 164,00	\$ 78 919,00
\$ 41 374,00	\$ 38 200,00	\$ 11 922,00	\$ 82 933,00	\$ 73 526,00