Executive Master's Degree

MBA in Corporate Sustainability Management

MBACSM

tech global university

Executive Master's Degree
MBA in Corporate Sustainability Management

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

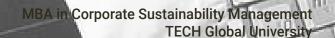Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-corporate-sustainability-management**

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01
Welcome

The growing global concern about pollution and climate change in today's society has generated a demand for professionals capable of designing and developing strategies to reduce organizations' environmental impact. For this reason, considering today's companies' needs, TECH offers this program that delves into corporate sustainability and energy efficiency. Therefore, all aspects related to management systems and environmental impact assessment will be taught, and energy management systems and the essential tools to promote energy efficiency standards will be explained in detail. This is in addition to exclusive Masterclasses led by an international expert of great prestige.

MBA in Corporate Sustainability Management
TECH Global University

An intensive and 100% online program where your skills will be expanded through 10 exclusive Masterclasses given by an outstanding International Guest Director"

Why Study at TECH?

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

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

At TECH Global University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

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

Economy of Scale

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

Learn with the best

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

Teachers representing 20 different nationalities.

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

03
Why Our Program?

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

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

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04
Objectives

This TECH Executive Master's Degree is designed to strengthen the skills of business professionals, who will find in this program a unique opportunity to improve in a sector of great importance in today's society. In addition, this program will allow students to learn about and apply environmental policies that promote the reduction of the consumption of natural resources and the use of renewable energies. Undoubtedly, a fundamental area today.

"
Achieve your academic goals by completing this Executive Master's Degree"

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

This **MBA in Corporate Sustainability Management** will enable students to:

01 Gain an in-depth understanding into business organization and climate change mitigation strategies

04 Master the most commonly used fuels and fuel consuming equipment

02 Develop a solid understanding of the main energy sources used globally and innovations in the energy industry

03 Gain an in-depth understanding of electrical energy, breaking down the main consuming equipment and its applications

05 Manage both environmental and energy tools

06 Conduct energy audits

08 Develop and implement environmental and energy improvements

09 In-depth breakdown of water and waste management to enable the learner to plan management plans and operational improvements

07 Conduct environmental impact assessments

10 Gain an in-depth understanding of the applicable legislation and regulatory framework for each of the program's topics

RECYCLE

11 Carry out the calculation of the carbon and water footprint of different facilities

12 Carry out product life cycle analysis

13 Develop a solid understanding of energy and environmental certifications

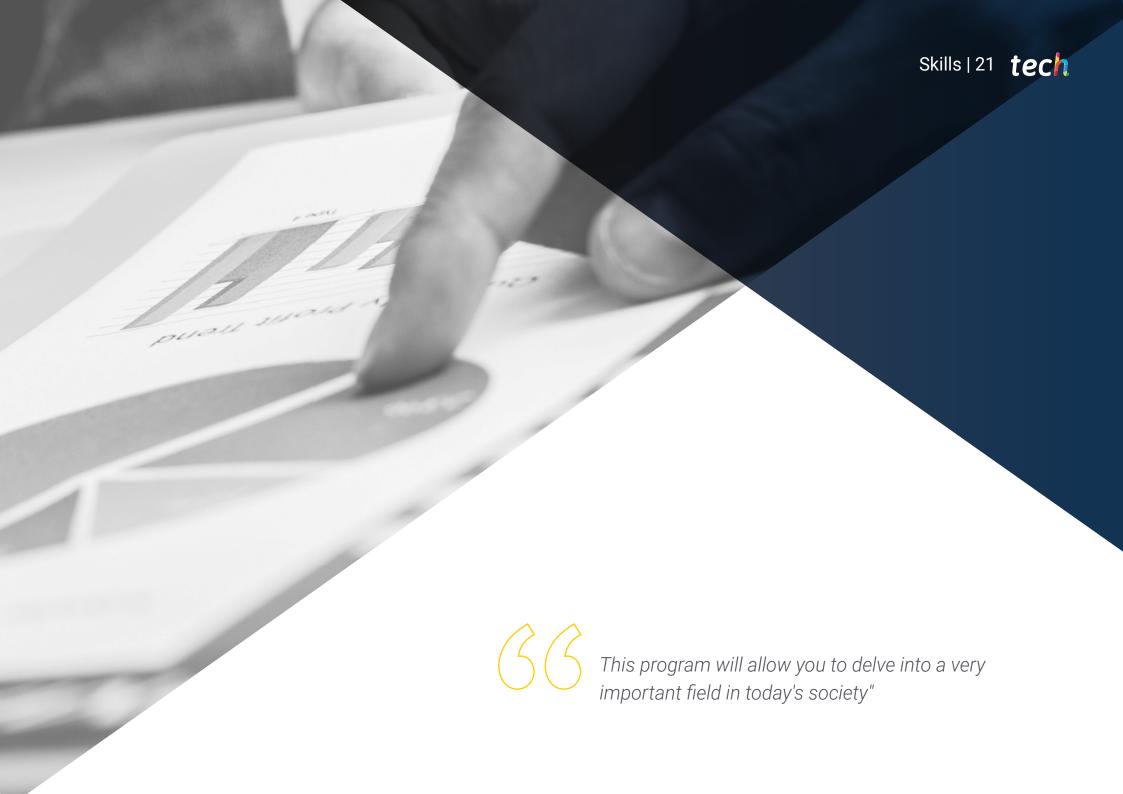**14** Develop and implement an ISO 14001 environmental management system

15 Develop and implement an ISO 50001 energy management system

16 Be able to carry out internal audits of management systems of organizations

05
Skills

This MBA in Corporate Sustainability Management has been designed with the changes taking place in today's society in mind. Sustainability is becoming increasingly important in all professional fields and, therefore, higher education will be essential in the coming years, as it will allow professionals to provide extra skills that will set them apart from the rest of the experts in the sector.

tech

This program will allow you to delve into a very important field in today's society"

01 Know the applicable regulatory framework in reference to energy and environmental management and sustainability

02 Master terminology in the field of energy (generation and consumption), renewable energies and electrical, thermal and lighting installations

03 Accurately conduct energy audits, sustainability certifications, and carbon and water footprint calculations for organizations and/or products

04 Control environmental and energy management processes in any type of organization

05 Recognize the differences and advantages of different energy sources

06 Consider the appropriate uses of electrical energy from the point of view of environmental and energy management

07   Incorporate the consideration of the European energy framework into the management of organizations

08   Know how to apply adaptation strategies to climate change from the point of view of the environmental impact most appropriate to the standard and to the current situation

09   Work to reduce pollution through proper water and waste management

10   Implement energy management systems adapted to ISO 50001: 2018 and ISO 50001: 2011

11   Apply ISO 14001 environmental management systems

06
Structure and Content

Nowadays, practically all companies are including environmental criteria in their action plans, aimed at promoting more sustainable actions that not only benefit the company, but society as a whole. For this reason, more and more business professionals wish to specialize in this field, through high-quality programs like TECH's specific program on Corporate Sustainability Management, which provides all the latest information in this field.

Completing this program will be fundamental to your development in the field of environmental and energy management"

Syllabus

This MBA in Corporate Sustainability Management at TECH Global University is an intensive program that prepares students to face challenges and business decisions in the field of environmental management. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout the 2,700 hours of study, students will review a multitude of practical cases through individual work, which will allow to them to acquire the necessary skills to develop successfully in their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals with different areas of the company in depth and is designed for managers to understand environmental management from a strategic, international and innovative perspective.

A plan designed especially for the students, focused on their professional improvement and preparing them to achieve excellence in the environmental and energy management field. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

The program takes place over 12 months and is divided into 15 modules:

Module	Title
Module 1	Environmental and Energy Management of Organizations
Module 2	Energy sources
Module 3	Electrical energy
Module 4	Energy Management Tools
Module 5	Environmental Impact Assessment and Climate Change Adaptation Strategies
Module 6	Pollution and Water and Waste Management
Module 7	Environmental Management Tools
Module 8	Energy Management Systems
Module 9	Environmental Management systems
Module 10	Management systems audits
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Commercial Management and Strategic Marketing
Module 15	Executive Management

Where, When and How is it Taught?

TECH offers the possibility of developing this Professional Master's Degree in Corporate Sustainability Management completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Environmental and Energy Management of Organizations

1.1. Organizational and Business Fundamentals
1.1.1. Organizational Management
1.1.2. Types and Structure of an Organization
1.1.3. Standardization of Business Management

1.2. Sustainable Development: Business and the Environment
1.2.1. Sustainable Development. Objectives and Goals
1.2.2. Economic Activity and its Impact on the Environment
1.2.3. Corporate Social Responsibility

1.3. Environmental and Energy Issues. Scope and Current Framework
1.3.1. Major Current Environmental Problems: Waste, Water, Food
1.3.2. Energy Issues. Demand, Consumption and Source Distributions
1.3.3. Current Energy Projections

1.4. Legal Framework: The Five Producing Levels of Environmental Regulations
1.4.1. Competence Framework: The Distribution of Competencies in Environmental Matters
1.4.2. Public Actions and Competencies in Environmental Matters and Regulation of Classified Activities

1.5. European Summits and the Paris Agreement
1.5.1. EU Climate Targets
1.5.2. European Summits
1.5.3. The Paris Agreement

1.6. The 2030 Agenda and the Sustainable Development Goals
1.6.1. The 2030 Agenda: Background, Approval Process and Content
1.6.2. The 17 Sustainable Development Goals (SDGs)
1.6.3. SDG Compass Guide

1.7. Roadmap 2050 Objectives. Key Points
1.7.1. Economic, Industrial and Social Transition

1.8. Health and Economic Impacts of the PNIEC 2021-2030
1.8.1. Objectives and Results of the National Integrated Energy and Climate Plan, 2021-2030

1.9. Circular Economy
1.9.1. The Circular Economy
1.9.2. Legislation and Strategies to Support the Circular Economy
1.9.3. Circular Economy System Diagrams

1.10. Sustainability Reports
1.10.1. Communication of Social Responsibility Management
1.10.2. The Process of Preparing a Sustainability Report according to GRI

Module 2. Energy sources

2.1. Fossil Fuels
2.1.1. Coal
2.1.2. Natural Gas
2.1.3. Oil

2.2. Electricity
2.2.1. Electricity
2.2.2. Electricity Generation
2.2.3. Uses of Electricity

2.3. Nuclear Energy
2.3.1. Nuclear Energy
2.3.2. Nuclear Power Plants
2.3.3. Environmental Opportunities
2.3.4. Environmental Risks
2.3.5. Nuclear Waste Treatment

2.4. Solar Energy
2.4.1. Electricity Generation
2.4.2. Thermal Generation
2.4.3. Solar Power Plants
2.4.4. Risks and Opportunities

2.5. Wind Energy
2.5.1. Wind Farms
2.5.2. Advantages and Disadvantages
2.5.3. Microgeneration

2.6. Biomass
2.6.1. Thermochemical and Biochemical Methods
2.6.2. The Biomass Market
2.6.3. Advantages and Disadvantages

2.7. Geothermal Energy
2.7.1. Geothermal Deposits
2.7.2. Electricity Generation
2.7.3. Advantages and Disadvantages

2.8. Other Renewable Energies
2.8.1. Hydraulic Energy
2.8.2. Tidal Energy
2.8.3. Wave Energy

2.9. Energy Sources in Development
2.9.1. Green Hydrogen
2.9.2. Tidal Energy
2.9.3. Biogas and Biomethane

2.10. Energy Sources for Mobility
2.10.1. Electric Vehicles
2.10.2. CNG Vehicles
2.10.3. Other Alternatives for Sustainable Mobility

Module 3. Electrical energy

3.1. Electrical Energy Voltage, Current, Power and Energy
3.1.1. Voltage and Current
3.1.2. Active, Reactive and Apparent Energy
3.1.3. Electrical Power. Load Curves

3.2. Energy Transformation
3.2.1. Power Transformers
3.2.2. Electricity Transportation
3.2.3. Electricity Distribution

3.3. Electrical Energy Consuming Systems: Electric Motors
3.3.1. Applications, Pumps, Fans and Compressors
3.3.2. Frequency Inverters
3.3.3. Motor-Based Consumer Systems: Heat Pump Air Conditioning

3.4. Other Electricity Consuming Systems
3.4.1. Joule Effect
3.4.2. Lighting
3.4.3. Direct Current Powered Systems

3.5. Units of Measurement of Fuel Consumption and their Transformation into Energy Units
3.5.1. Energy Produced by Heat of Combustion: HHV and LLV
3.5.2. Volumetric Measurements of Combustible Liquids
3.5.3. Volumetric Measurements of Combustible Gases. Establishment and Calculation of Normal Conditions

3.6. Combustion Systems and Fuel Elements
3.6.1. Combustion Efficiency
3.6.2. Burners
3.6.3. Heat Transfer

3.7. Boilers
3.7.1. Calculation of Boiler Efficiency by Direct and Indirect Method
3.7.2. Types of Heat Transfer Fluids
3.7.3. Steam Boilers

3.8. Other Fuel-Consuming Equipment
3.8.1. Ovens
3.8.2. Engines
3.8.3. Generating Sets

Module 4. Energy Management Tools

4.1. Energy Regulatory Framework
4.1.1. Main Energy Regulations

4.2. Regulatory Inspections
4.2.1. Air Conditioning Inspections
4.2.2. High/Low Voltage Inspections
4.2.3. Other Regulatory Inspections

4.3. Energy Audits
4.3.1. Energy Audit Development and Improvement Opportunity Identification
4.3.2. UNE EN 16247-1:2012

4.4. Energy Simulation Tools
4.4.1. Light Simulations
4.4.2. Air Conditioning Simulations
4.4.3. Building Energy Demand Simulations

4.5. Supply Management: Monitoring
4.5.1. Types of Monitoring
4.5.2. Energy Management Platforms
4.5.3. Fundamental Equipment

4.6. Energy Services
4.6.1. Energy Services
4.6.2. Energy Services Companies
4.6.3. Types of Contracts

4.7. IPMVP
4.7.1. Calculating Savings Avoided Cost and Standardized Savings Models
4.7.2. Options A, B, C and D
4.7.3. Establishing Baselines

4.8. Energy Efficiency Master Plans
4.8.1. Methodology for Preparing a Master Plan
4.8.2. Management Models
4.8.3. Energy Efficiency within a Master Plan

4.9. Asset Management
4.9.1. What is Asset Management?
4.9.2. ISO 55001 Asset Management
4.9.3. Benefits of Implementing Asset Management

4.10. European Grants and Subsidies
4.10.1. National Grants and Subsidies
4.10.2. Regional Grants and Subsidies

Module 5. Environmental Impact Assessment and Climate Change Adaptation Strategies

5.1. Business Strategies for Climate Change
5.1.1. Greenhouse Effect and Climate Change. Causes and Consequences
5.1.2. Climate Change Projections
5.1.3. Corporate Action against Climate Change. Roadmap for the Integration of Climate Change in Companies

5.2. Environmental Impact Assessment
5.2.1. Administrative Procedure of the Environmental Impact Assessment
5.2.2. Projects Subject to Environmental Assessment

5.3. Identification and Classification of Environmental Factors
5.3.1. Environmental Catalog. Environmental Variables
5.3.2. Search for Environmental Information and Inventory
5.3.3. Inventory Valuation

5.4. Evaluation and Assessment of the Environmental Impacts of a Project
5.4.1. Environmental Analysis of a Project
5.4.2. Pre-Operational Status
5.4.3. Construction, Operation and Abandonment Phase
5.4.4. Quantitative Methods

5.5. Preventive and Corrective Measures
5.5.1. Preventative Actions
5.5.2. Corrective actions
5.5.3. Compensatory Actions

5.6. Environmental Monitoring Program
5.6.1. EMP
5.6.2. Objectives and Structure of an EMP
5.6.3. Phases in the Development of an EMP

5.7. Strategic Environmental Assessment
5.7.1. Modalities for Integrating the Environmental Dimension
5.7.2. Environmental Assessment in the Phases of the Program

5.8. Objectives by Areas of Work

5.9. Analysis of Climate Change Risks and Opportunities
5.9.1. Environmental Risk Analysis and Assessment
5.9.2. Risk Management

5.10. Development of Climate Change Adaptation Plans for Organizations
5.10.1. Adaptation to Climate Change
5.10.2. Climate Change Vulnerability Assessment
5.10.3. Methodology for Prioritizing Climate Change Adaptation Measures

Module 6. Pollution and Water and Waste Management

6.1. Water Management and Pollution
6.1.1. Water Management
6.1.2. Hydrological Water Cycle
6.1.3. Water Diagnostics
6.1.4. Wastewater Characterization
6.1.5. DWTP, WTP and WWTP: Definition and Typical Operating Diagrams

6.2. Legal Framework
6.2.1. Regulatory Hierarchy
6.2.2. European Water Charter
6.2.3. Sanctioning File Processing

6.3. Distribution of Water Uses and Demand
6.3.1. Demand Management
6.3.2. Types of Uses or Demands
6.3.3. Supply. Supply Ratios
6.3.4. Cost of Water and the Energy Derived from Water Heating for DHW

6.4. Measures for Efficient Water Use and Management
6.4.1. "Ecological" Criteria. Consumption Factor (FCO and FCR), Ecological Correction Factor (FCE) and Efficiency Level (NE)
6.4.2. From Resolution MAH/1603/2004 to OGUEA
6.4.3. Facility Management and Optimization

6.5. Sustainable Water Management Plan
6.5.1. Origin of the Sustainable Water Plan. Purpose and Scope
6.5.2. Parts to Include in an ESMP
6.5.3. Organization and Programming
6.5.4. ESMP Implementation
6.5.5. Checks and Corrective Actions

6.6. Solid Waste Management
6.6.1. Residue and By-Product
6.6.2. Types of Waste
6.6.3. Stages of Waste Management

6.7. Waste Regulatory Framework
6.7.1. EU Waste Management Strategies
6.7.2. Future Waste Management Policy

6.8. Municipal and Industrial Solid Waste
6.8.1. MSW Production
6.8.2. MSW Management Systems
6.8.3. Industrial Waste Characterization and Classification
6.8.4. Industrial Waste Management Systems

6.9. Waste-to-Energy Valuation
6.9.1. Valuation Methods
6.9.2. Valuation Feasibility
6.9.3. Recovery Techniques

6.10. Zero Waste
6.10.1. Zero Waste
6.10.2. Zero Waste Methodology and Requirements
6.10.3. The 5 Rs: Reject, Reduce, Reuse, Reincorporate and Recycle

Module 7. Environmental Management Tools

7.1. Carbon Markets
7.1.1. KP Flexibility Mechanisms
7.1.2. CAP and Trade and Carbon Funds Schemes
7.1.3. Voluntary Carbon Markets

7.2. Organizational Carbon Footprint
7.2.1. Methodological Reference Standards
7.2.2. Scopes for Organizational Carbon Footprint
7.2.3. Calculation Process

7.3. Product and Event Carbon Footprint
7.3.1. Methodological Reference Standards
7.3.2. Scopes for Product Carbon Footprint
7.3.3. Scopes for Carbon Footprint of Events

7.4. Climate Change Mitigation Tools
7.4.1. Reduction and Limitation of Emissions
7.4.2. Emissions Offsets
7.4.3. Business Benefits. Certifications

7.5. Water Footprint
7.5.1. Stages and Units
7.5.2. Differentiation of Water for Calculations
7.5.3. The Water Footprint for Companies

7.6. Life Cycle Analysis
7.6.1. Differentiation of Approaches
7.6.2. LCA Process
7.6.3. Software Tools for LCA

7.7. Eco-Design and Eco-Labeling
7.7.1. Eco-Design Standardization
7.7.2. Types of Eco-Labeling
7.7.3. Eco-Labeling Process

7.8. LEED and BREEAM
7.8.1. The Value of Sustainable Building Certification
7.8.2. Approaches to Both Certifications
7.8.3. Technical Comparison between the Two Certifications

7.9. Other Sustainable Building Certifications
7.9.1. Passive House
7.9.2. Well
7.9.3. VERDE (Building Reference Efficiency Evaluation)

7.10. Energy Certification of Buildings
7.10.1. Energy Efficiency in Buildings
7.10.2. Technical Conditions and Procedures
7.10.3. Main Calculation Programs

Module 8. Energy Management Systems

8.1. Management Systems: ISO 50001
8.1.1. Reference Standard and Other Associated Standards
8.1.2. Approach to Energy Performance
8.1.3. Correspondence between ISO 50001: 2018 and ISO 50001: 2011

8.2. Organizational Context and Leadership
8.2.1. Scope
8.2.2. Energy Policy
8.2.3. Stakeholder Identification and Risk/ Opportunity Assessment

8.3. Energy Review
8.3.1. Identification of Energy Sources
8.3.2. Determination of Significant Energy Uses
8.3.3. Identification of Variables and Static Factors
8.3.4. Calculation of Energy Performance
8.3.5. Estimation of Future Consumption
8.3.6. Identification of Improvement Opportunities

8.4. Baseline and Energy Performance Indicators
8.4.1. Establishment of the Reference Period
8.4.2. Establishment of Energy Performance Indicators
8.4.3. Monitoring of Consumption, Baselines and Indicators

8.5. Support
8.5.1. Training Needs within the SGEn
8.5.2. Communications within the SGEn
8.5.3. Documentation Control

8.6. Operation: Maintenance and Operations
8.6.1. Establishing the Most Efficient Operating Criteria
8.6.2. Establishing the Most Efficient Maintenance Ranges
8.6.3. Energy Savings from Predictive Maintenance

8.7. Operation: Design of Efficient Facilities
8.7.1. Purchases of Energy Consuming Equipment
8.7.2. Design of New Thermal Installations
8.7.3. Design of New Lighting Installations

8.8. Performance Evaluation
8.8.1. Evaluation of Compliance with Legal Requirements
8.8.2. Internal Audit as a Fundamental Tool
8.8.3. Management Review Objectives and Points to Be Addressed

8.9. Improvement
8.9.1. Non-Conformities and Corrective Actions
8.9.2. Continuous Improvement of the SGEn
8.9.3. Continuous Improvement of Energy Performance

8.10. Energy Efficiency Awareness
8.10.1. Facility Users as Key SGEn Personnel
8.10.2. Awareness Campaign Models
8.10.3. Case Study

Module 9. Environmental Management systems

9.1. Management Systems: ISO 14001
9.1.1. Environmental Management Systems
9.1.2. Benefits of the Environmental Management System
9.1.3. EMS Implementation Phases

9.2. Organizational Context and Leadership
9.2.1. Understanding of the Organization, its Context and Stakeholders
9.2.2. Scope of the System
9.2.3. Environmental Policy
9.2.4. Roles and Responsibilities

9.3. Planning: Environmental Aspects and Impacts
9.3.1. Environmental Aspects and Impacts: Cause and Effect Relationship
9.3.2. Identification of Environmental Aspects
9.3.3. Evaluation of Environmental Aspects

9.4. Planning: Objectives, Risks and Opportunities
9.4.1. Actions to Address Risks and Opportunities
9.4.2. Legal Requirements
9.4.3. Environmental Objectives and Planning to Achieve Them

9.5. Support: Resources, Competence and Awareness
9.5.1. Resources
9.5.2. Competition
9.5.3. Awareness

9.6. Support: Documented Communication and Information
9.6.1. Internal and External Environmental Communication
9.6.2. Documented Information
9.6.3. Documentation Control

9.7. Operation
9.7.1. Operational Planning and Control
9.7.2. Life Cycle Analysis Perspective
9.7.3. Emergency Preparedness and Response

9.8. Performance Evaluation
9.8.1. Monitoring, Measurement, Analysis and Evaluation
9.8.2. Internal Auditing
9.8.3. Management Review

9.9. Improvement
9.9.1. Non-Conformities and Corrective Actions
9.9.2. Continuous EMS Improvement
9.9.3. Continuous Environmental Performance Improvement

9.10. Transition from 14001 to EMAS
9.10.1. The EMAS Regulation
9.10.2. Transition from ISO 14001 to EMAS
9.10.3. ISO 14001 vs. EMAS

Module 10. Management systems audits

10.1. Management System Audits

10.1.1. Management System Audit Characteristics
10.1.2. Types of Management System Audits
10.1.3. Management System Auditing Principles

10.2. Standards and Organizations Involved

10.2.1. Actors and Organizations Involved
10.2.2. Certification Process
10.2.3. UNE- EN ISO 19011

10.3. Audit Program Management

10.3.1. Audit Programs
10.3.2. Establishing the Objectives of Audit Programs
10.3.3. Audit Program Risks and Opportunities

10.4. Conducting an Audit

10.4.1. Audit Start and Preparation of Activities
10.4.2. Conducting Audit Activities
10.4.3. Conclusions and Audit Closing

10.5. Auditor Competence and Evaluation

10.5.1. Auditors' Responsibilities and Functions
10.5.2. Determining the Competence of the Auditor and Audited Personnel
10.5.3. Selecting Auditing Teams

10.6. Tools and Application Techniques. Development of the Audit

10.6.1. Interview Techniques
10.6.2. Checklists or Verification Lists
10.6.3. Checklist Templates

10.7. Tools and Application Techniques. Final Report

10.7.1. Audit Report Preparation
10.7.2. Audit Report Distribution
10.7.3. Audit Report Models

10.8. Tools and Application Techniques. Processing of Findings

10.8.1. Audit Finding Generation
10.8.2. Audit Finding Treatment
10.8.3. Corrective Action Plans

10.9. Particular Aspects of Environmental Management System Audits

10.9.1. Verification of Methodologies for Identification and Assessment of Environmental Aspects
10.9.2. Specific Criteria for Validation of Environmental Aspects
10.9.3. Visit to the Facilities During the Audit Process

10.10. Particular Aspects of Energy Management System Audits

10.10.1. Verification of Energy Consumption Collection Methodologies
10.10.2. Criteria for Validation of Energy Performance
10.10.3. Visit to the Facilities During the Audit Process

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance
11.1.1. Governance and Corporate Governance
11.1.2. The Fundamentals of Corporate Governance in Companies
11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership
11.2.1. Leadership. A Conceptual Approach
11.2.2. Leadership in Companies
11.2.3. The Importance of Leaders in Business Management

11.3. Cross-Cultural Management
11.3.1. Concept of Cross-Cultural Management
11.3.2. Contributions to the Knowledge of National Cultures
11.3.3. Diversity Management

11.4. Management and Leadership Development
11.4.1. Concept of Management Development
11.4.2. Concept of Leadership
11.4.3. Leadership Theories
11.4.4. Leadership Styles
11.4.5. Intelligence in Leadership
11.4.6. The Challenges of Today's Leader

11.5. Business Ethics
11.5.1. Ethics and Morality
11.5.2. Business Ethics
11.5.3. Leadership and Ethics in Companies

11.6. Sustainability
11.6.1. Sustainability and Sustainable Development
11.6.2. The 2030 Agenda
11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility
11.7.1. International Dimensions of Corporate Social Responsibility
11.7.2. Implementing Corporate Social Responsibility
11.7.3. The Impact and Measurement of Corporate Social Responsibility

11.8. Responsible Management Systems and Tools
11.8.1. CSR: Corporate Social Responsibility
11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.8.4. Tools and Standards of CSR

11.9. Multinationals and Human Rights
11.9.1. Globalization, Multinational Corporations and Human Rights
11.9.2. Multinational Corporations and International Law
11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

11.10. Legal Environment and Corporate Governance
11.10.1. International Rules on Importation and Exportation
11.10.2. Intellectual and Industrial Property
11.10.3. International Labor Law

Module 12. People and Talent Management

12.1. Strategic People Management
12.1.1. Strategic Human Resources Management
12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies
12.2.1. Analysis of the Potential
12.2.2. Remuneration Policy
12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management
12.3.1. Performance Management
12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management
12.4.1. Strategic Talent Management Models
12.4.2. Identification, Training and Development of Talent
12.4.3. Loyalty and Retention
12.4.4. Proactivity and Innovation

12.5. Motivation
12.5.1. The Nature of Motivation
12.5.2. Expectations Theory
12.5.3. Needs Theory
12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams
12.6.1. Developing High Performance Teams: Agile Teams
12.6.2. Methodologies for Managing High Performance Self-Managed Teams

12.7. Change Management
12.7.1. Change Management
12.7.2. Types of Change Management Processes
12.7.3. Stages or Phases in Change Management

12.8. Negotiation and Conflict Management
12.8.1. Negotiation
12.8.2. Conflict Management
12.8.3. Crisis Management

12.9. Executive Communication
12.9.1. Internal and External Communication in the Business Environment
12.9.2. Communication Departments
12.9.3. The Head of Communication of the Company. The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent
12.10.1. Productivity
12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment
13.1.1. Macroeconomic Environment and the National Financial System
13.1.2. Financial Institutions
13.1.3. Financial Markets
13.1.4. Financial Assets
13.1.5. Other Financial Sector Entities

13.2. Executive Accounting
13.2.1. Basic Concepts
13.2.2. The Company's Assets
13.2.3. The Company's Liabilities
13.2.4. The Company's Net Worth
13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence
13.3.1. Fundamentals and Classification
13.3.2. Cost Allocation Phases and Methods
13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control
13.4.1. The Budgetary Model
13.4.2. The Capital Budget
13.4.3. The Operating Budget
13.4.5. The Cash Budget
13.4.6. Budget Monitoring

13.5. Financial Management
13.5.1. The Company's Financial Decisions
13.5.2. The Financial Department
13.5.3. Cash Surpluses
13.5.4. Risks Associated with Financial Management
13.5.5. Risk Management of the Financial Management

13.6. Financial Planning
13.6.1. Definition of Financial Planning
13.6.2. Actions to Be Taken in Financial Planning
13.6.3. Creation and Establishment of the Business Strategy
13.6.4. The Cash Flow Chart
13.6.5. The Working Capital Chart

13.7. Corporate Financial Strategy
13.7.1. Corporate Strategy and Sources of Financing
13.7.2. Corporate Financing Financial Products

13.8. Strategic Financing
13.8.1. Self-financing
13.8.2. Increase in Shareholder's Equity
13.8.3. Hybrid Resources
13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning
13.9.1. Analysis of the Balance Sheet
13.9.2. Analysis of the Income Statement
13.9.3. Profitability Analysis

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

Module 14. Commercial Management and Strategic Marketing

14.1. Commercial Management
14.1.1. Conceptual Framework of Commercial Management
14.1.2. Commercial Strategy and Planning
14.1.3. The Role of Sales Managers

14.2. Marketing
14.2.1. The Concept of Marketing
14.2.2. The Basic Elements of Marketing
14.2.3. Marketing Activities in Companies

14.3. Strategic Marketing Management
14.3.1. The Concept of Strategic Marketing
14.3.2. Concept of Strategic Marketing Planning
14.3.3. Stages in the Process of Strategic Marketing Planning

14.4. Digital Marketing and e-Commerce
14.4.1. Objectives of Digital Marketing and e-Commerce
14.4.2. Digital Marketing and the Media It Uses
14.4.3. E-Commerce. General Context
14.4.4. Categories of e-Commerce
14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

14.5. Digital Marketing to Reinforce a Brand
14.5.1. Online Strategies to Improve Brand Reputation
14.5.2. Branded Content and Storytelling

14.6. Digital Marketing to Attract and Retain Customers
14.6.1. Loyalty and Engagement Strategies Using the Internet
14.6.2. Visitor Relationship Management
14.6.3. Hypersegmentation

14.7. Digital Campaign Management
14.7.1. What Is a Digital Advertising Campaign?
14.7.2. Steps to Launch an Online Marketing Campaign
14.7.3. Mistakes in Digital Advertising Campaigns

14.8. Sales Strategy
14.8.1. Sales Strategy
14.8.2. Sales Methods

14.9. Corporate Communication
14.9.1. Concept
14.9.2. The Importance of Communication in the Organization
14.9.3. Type of Communication in the Organization
14.9.4. Functions of Communication in the Organization
14.9.5. Elements of Communication
14.9.6. Problems of Communication
14.9.7. Communication Scenarios

14.10. Digital Communication and Reputation
14.10.1. Online Reputation
14.10.2. How to Measure Digital Reputation?
14.10.3. Online Reputation Tools
14.10.4. Online Reputation Report
14.10.5. Online Branding

Module 15. Executive Management

15.1. General Management
15.1.1. The Concept of General Management
15.1.2. The Role of the CEO
15.1.3. The CEO and their Responsibilities
15.1.4. Transforming the Work of Management

15.2. Manager Functions: Organizational Culture and Approaches
15.2.1. Manager Functions: Organizational Culture and Approaches

15.3. Operations Management
15.3.1. The Importance of Management
15.3.2. Value Chain
15.3.3. Quality Management

15.4. Public Speaking and Spokesperson Education
15.4.1. Interpersonal Communication
15.4.2. Communication Skills and Influence Communication Barriers

15.5. Personal and Organizational Communication Tools
15.5.1. Interpersonal Communication
15.5.2. Interpersonal Communication Tools
15.5.3. Communication in the Organization
15.5.4. Tools in the Organization

15.6. Communication in Crisis Situations
15.6.1. Crisis
15.6.2. Phases of the Crisis
15.6.3. Messages: Contents and Moments

15.7. Preparation of a Crisis Plan
15.7.1. Analysis of Possible Problems
15.7.2. Planning
15.7.3. Adequacy of Personnel

15.8. Emotional Intelligence
15.8.1. Emotional Intelligence and Communication
15.8.2. Assertiveness, Empathy, and Active Listening
15.8.3. Self- Esteem and Emotional Communication

15.9. Personal Branding
15.9.1. Strategies for Personal Brand Development
15.9.2. Personal Branding Laws
15.9.3. Tools for Creating Personal Brands

15.10. Leadership and Team Management
15.10.1. Leadership and Leadership Styles
15.10.2. Leadership Skills and Challenges
15.10.3. Managing Change Processes
15.10.4. Managing Multicultural Teams

A learning process so complete and exciting that it will become a unique experience of professional and personal growth"

07
Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

Students of this MBA in Corporate Sustainability Management are people who believe in higher education through postgraduate studies to improve their professional level. In this way, these are students who understand the importance of continuing with their studies throughout their working lives, with the main objective of being able to continue in the front line of their careers, adapting smoothly to changes in society and the sector.

If you are looking for professional improvement in the environmental management field, this is the program for you"

Average Age

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

Years of Experience

More than 15 years **24%**

5 to 10 years **30%**

Up to 5 years **21%**

10 to 15 years **25%**

Training

Economics and Business **22%**

Social Sciences **8%**

Engineering **32%**

Environmental Sciences **25%**

Other **13%**

Academic Profile

Corporate Management **23%**

Project Manager **12%**

Entrepreneurs **20%**

Consulting **35%**

Other **10%**

Geographical Distribution

USA **11%**

Spain **36%**

Mexico **19%**

Colombia **7%**

Argentina **12%**

Chile **5%**

Peru **4%**

Other **6%**

Pablo Menéndez

Energy Consultant

"Completing this Professional Master's Degree at TECH has been very useful for my professional development, due to the great advances that have taken place in this sector in recent years. Because of this, I have been able to refresh my knowledge in a simple way, by taking the program online. Undoubtedly, the opportunity I was waiting for to boost my career"

Course Management

The teaching staff of this MBA in Corporate Sustainability Management are professionals with extensive experience and prestige in the sector, who have come together in this program with the main objective of offering students the best qualification of its time. Therefore, from this team of experts, students will benefit not only from their knowledge, but also from the support required to understand the most up-to-date concepts in this field.

First class teachers have joined forces in this program to improve your program in Corporate Sustainability Management"

International Guest Director

With an exceptional professional career, Sarah Carson has focused her research on **environmental compliance** and **sustainability in higher education**. For more than 3 decades, she has been part of Cornell University's research team charged with implementing and analyzing the **impact** of **policies** for the **care** of **natural resources**. Thanks to her experience in this area of expertise, she has been chosen to lead the **Office of Campus Sustainability** at Cornell University.

In this way, this expert directs the **electricity supply projects**, aimed at **reducing the carbon footprint** of the higher education center. As such, she has implemented innovative technologies that help, for example, to maintain high temperatures during the winter in the educational facilities. Specifically, her team has opted to implement a **renewable geothermal heat source** called "ground-source heat", the beneficial results of which have already been reported in **several global impact reports**.
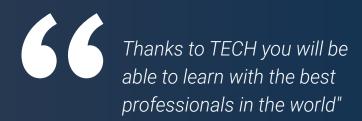
At the same time, she has actively participated in the **energy policy** of **New York**, related to the generation of renewable energy. To this end, she has collaborated in the volunteer program for the **egional Greenhouse Gas Initiative** ein this US state. The latter is based on the **Cap and Trade model**, which allows the university, the local government and other participants to **claim renewable energy credits.**

As for her academic life, Carson holds a degree in **Natural Resources Management and Policy** from North Carolina State University. She also holds a degree in **Environmental Science and Policy** from the School of Environmental Science and Forestry at the State University of New York.

Ms. Carson, Sarah

- Director, Office of Sustainability, Cornell University, New York, United States
- Head of Campus Climate Action, Cornell University, New York, USA
- Environmental Management Specialist, Cornell University
- Environmental Information Officer, Cornell University
- B.S. in Natural Resource Management and Policy from North Carolina State University
- B.S. in Environmental Science and Policy from the State University of New York

" 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 **NBC Universal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

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

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** in **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, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
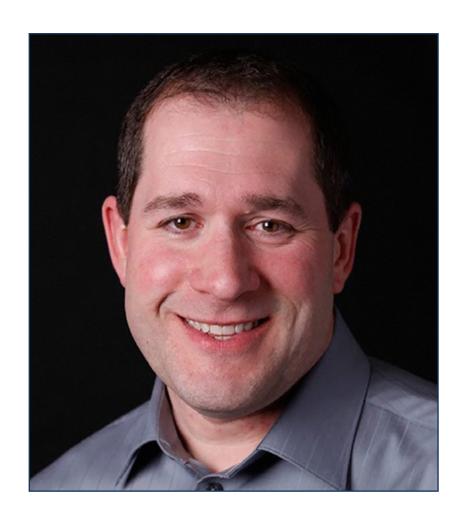- Graduated in Organizational Communication from the University of Miami

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

International Guest Director

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

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

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

Mr. Gauthier, Rick

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

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

International Guest Director

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

The strategies designed by Arman have a real 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.

He has also nurtured and**led high-performing teams** throughout his career that have received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting the complex decarbonization demands** of customers, **supporting " cost-effective decarbonization"** and **overhauling** overhauling a fragmented data, **digital and technology landscape**. In this way, his efforts have evidenced 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.

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

Mr. Arman, Romi

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

"

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 Procurement 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, Export Lead Generation Program Award** and the **EMEA Best Sales Model Award.**

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

He has also led teams at companies such as **Eaton, Airbus and Siemens**, where he gained valuable account and supply chain management 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, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

" *Bet on TECH! You will have access to the best teaching 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 sector**. Throughout his successful career he has developed different tasks related to **Product**, **Merchandising** and **Communication**. All 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 **adaptation 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 **retail** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication** and **Sales** departments.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, development** and **marketing** 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 (KPI).

Mr. La Sala, Andrea

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

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

International Guest Director

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

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

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

In terms of education, the executive has several Master's degrees 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, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy**, entered on the impulse of 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
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

"

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

International Guest Director

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

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his 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.*

On the other hand, the expert 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 skills in **communication** and **storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

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

"

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

International Guest Director

Eric Nyquist is an outstanding professional in the **international sports field**, who has built an impressive career, standing out for his**strategic leadership** and his ability to drive change and **innovation** in **top-level** sports organizations.

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

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

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

Mr. Nyquist, Eric

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

"

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

Management

Mr. Abreu Acosta, Guzmán

- Technician in Territorial and Environmental Planning in Canarias S.A.
- Occupational Health and Safety Auditor, Specialization in OSHAS 18001
- Lawyer in his own law firm, specialized in Urban Development and Environmental Law.

Professors

Mr. Bueno Márquez, Pedro

- Technician of the Directorate General of Vocational Training, Ministry of Education and Sports
- Technical Professor of Vocational Training at the Consejería de Educación y Deporte (Regional Ministry of Education and Sports
- Technician at the Andalusian Energy Agency
- Project Engineer at Aldesa Ingeniería y Servicios
- Project Engineer at the Andalusian Group of Studies, Grande SL
- Chemical Engineer at the University of Huelva
- Postgraduate degree in Management and Development of Renewable Energies from the Catholic University of Avila

Mr. Contreras Acuña, Manuel

- Contract Researcher Department: Chemistry and Materials Science
- Doctor in Chemical Sciences Faculty of Experimental Sciences, University of Huelva
- Master's Degree in Instrumental Techniques in Chemistry, Faculty of Experimental Sciences, University of Huelva.
- Triple Master's Degree in Occupational Health and Safety, Quality and Environmental Management
- Interim Substitute Professor Department: Chemistry and Materials Science

Mr. Palanco Yaque, César
- Managing Director at INTENSA PROMILAB
- Independent Specialist in Engineering Services
- Installations Technician at TOGOGAS Huelva SL
- Production Manager at AZVI in Seville and Bucharest
- Project Manager at SACONSA
- Industrial Engineer, Specialist in Electromechanics by the University of Huelva

Dr. Granell García, Lilia
- Manager at Cercan, renewable energy consulting firm in the Canary Islands
- Manager and Administrator of ReCap Solar
- Coordinator of Consultancy in Energy Projects 40, S.L.
- Scientific advisor for the City Council of La Laguna
- Technical and commercial director of SEIFERMANN and SOTEC Group
- Doctorate in Physics and Nuclear Physics, M.V. Lomonosov Moscow State University
- Degree in Physics, specializing in Fundamental Physics, from the University of La Laguna

Mr. Espinosa, César
- Lawyer specialized in Environmental Management
- Legal coordinator of the Rural and Marine Environment and Environment Departments of the Island Council of El Hierro
- Head of the Environment Service of the City Council of Arona
- Technical responsible for the UNESCO Global Geopark in El Hierro
- Technical responsible for the World Biosphere Reserve on El Hierro
- Degree in Law

Ms. De Aspe Doldán, Ana María
- Sustainability Technician and Ecomanager
- Expert in Energy Efficiency by Femxa
- Expert in Carbon Footprint Calculation by Centro de Formação Ingeoexpert
- Specialist in Sustainability, ESG and General Communication by the University of A Coruña
- Postgraduate degree in Water, Sanitation and Hygiene in International Cooperation from the University of Alcalá
- Degree in Chemistry from the University of Santiago de Compostela

Ms. De los Reyes Flores, Marta
- Building Information Modeling Architect
- Architect at INECO
- Expert in Revit: BIM Expert
- Master's Degree in Interior Design from ESdesign Escuela Superior de Diseño de Barcelona
- Degree in Architecture by the University of Castilla-La Mancha

Mr. Díaz Perdomo, Alberto
- General Administration Technician in the City Council of San Cristobal de La Laguna
- Consultant and Auditor of Quality, Environmental and PRL Management Systems and business plans at Intemas Asesores SL
- Master's Degree in Quality and Environment from the European Business School
- Degree in Economics from the University of La Laguna

10
Impact on Your Career

Business professionals of today's era must diversify their studies to branches that go beyond simple business management. Society is changing and, therefore, so must the knowledge of these specialists. Completing this MBA in Corporate Sustainability Management will add quality to students' qualifications by offering all knowledge that, although it may seem totally removed from their daily work, can be of great use in directing companies towards a more sustainable business model that favors natural resource durabiltity.

"Improve your employability options after completing this Professional Master's Degree in TECH, with the latest information in this field"

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

The MBA in Corporate Sustainability Management at TECH Global University is an intensive and valuable program aimed at improving students' job skills in an area of broad competence. Undoubtedly, it is a unique opportunity to improve professionally, but also personally, as it involves effort and dedication.

Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

Take a radical turn in your career thanks to the specialization offered by this program.

A program of great academic value to improve your specialization in educational policies.

When the change occurs

During the program	During the first year	After 2 years
28%	**32%**	**40%**

Time of Change

Internal Promotion **31%**

Change of Company **29%**

Entrepreneurship **40%**

Salary increase

This program represents a salary increase of more than **25.22%** for our students

Salary before	A salary increase of	Salary after
$ 57,900	**25.22%**	**$ 72,500**

11

Benefits for Your Company

This MBA in Corporate Sustainability Management at TECH is a high-quality program aimed at improving business professionals' competitiveness to give a boost to their companies and to guide them towards more sustainable models and adapted to the needs of today's society. This way, students will understand the importance of targeting the promotion of environmental policies.

Apply a new working method to your business that reduces environmental impact"

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

01

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

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

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

04

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

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

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

12

Certificate

This MBA in Corporate Sustainability Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree 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 an **in MBA in Corporate Sustainability Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Executive Master's Degree MBA in Corporate Sustainability Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in MBA in Corporate Sustainability Management

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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Professional Master's Degree in MBA in Corporate Sustainability Management

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Environmental and Energy Management of Organizations	6	CO
1º	Energy sources	6	CO
1º	Electrical energy	6	CO
1º	Energy Management Tools	6	CO
1º	Environmental Impact Assessment and Climate Change Adaptation Strategies	6	CO
1º	Pollution and Water and Waste Management	6	CO
1º	Environmental Management Tools	6	CO
1º	Energy Management Systems	6	CO
1º	Environmental Management systems	6	CO
1º	Management systems audits	6	CO
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Commercial Management and Strategic Marketing	6	CO
1º	Executive Management	6	CO

Dr. Pedro Navarro Illana
Dean

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*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 Corporate Sustainability Management

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

Executive Master's Degree

MBA in Corporate Sustainability Management

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