Executive Master's Degree

MBA in IT Management
(CTO, Chief Technical Officer)

TECH is a member of:

BUSINESS GRADUATES ASSOCIATION
MEMBER

tech global university

Executive Master's Degree
MBA in IT Management
(CTO, Chief Technical Officer)

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

Website: **www.techtitute.com/us/school-of-business/executive-master/master-mba-it-management-cto-chief-technical-officer**

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01
Introduction to the Program

In today's business world, digital transformation is key to competitiveness and sustainable growth. Companies increasingly rely on technological innovation to optimize processes, improve information security, and efficiently manage their IT infrastructures. In this context, the Chief Technical Officer (CTO) plays a fundamental role in the strategic direction of technology. To address this, TECH offers a university program focused on this field, allowing students to develop skills in technological leadership, cybersecurity, big data, and IT project management. All through a convenient, fully online format.

"Thanks to this 100% online MBA, you will master the most sophisticated tools to lead Digital Transformation in any company"

Technology is a fundamental pillar for the competitiveness and growth of businesses, as it supports numerous strategic, operational, and management processes. In a rapidly advancing digital world, IT leaders must possess the necessary skills to manage complex technological infrastructures, ensure data security, and optimize processes through automation and artificial intelligence.

The role of the Chief Technical Officer (CTO) has become especially crucial in this context, as they must lead the digital transformation within organizations, ensuring that technology aligns with business goals. Furthermore, the increasing adoption of emerging technologies such as Big Data, cybersecurity, and cloud computing has created new demands for IT professionals, who must be prepared to tackle both strategic and operational challenges. In this landscape, professionals in the tech sector are called to evolve and expand their competencies in order to strengthen their profiles and access better job opportunities.

In response to these needs, TECH Global University presents the MBA in IT Management (CTO, Chief Technical Officer), a comprehensive program designed to train technological leaders capable of driving innovation in their companies. This program combines advanced IT management strategies with practical tools for leading teams, optimizing digital infrastructures, and making data-driven decisions.

The curriculum integrates foundational IT management and leadership concepts with specialized modules on talent management, IT strategy, cybersecurity, technological innovation, Business Intelligence, and digital transformation, shaping leaders capable of managing high-impact technological projects. Thanks to its 100% online methodology, the content is available 24/7, accessible from any device, and downloadable for offline study. Additionally, the Relearning method optimizes knowledge retention, ensuring practical training that is applicable to business environments.

Moreover, a prestigious International Guest Director will offer 10 groundbreaking Masterclasses.

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

- The development of practical cases presented by IT (CTO, Chief Technical Officer) experts
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in IT management (CTO, Chief Technical Officer)
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an internet connection

A renowned International Guest Director will deliver 10 exclusive Masterclasses on the latest trends in IT Management"

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

You will learn through real cases and by solving complex situations in simulated learning environments.

"
You will design digital strategies to improve operational efficiency, customer experience, and market competitiveness"

The teaching staff includes professionals from the IT (CTO, Chief Technical Officer) field, who bring their work experience to this program, along with recognized specialists from prestigious societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

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

Why Study at TECH?

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

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

The world's best online university, according to FORBES

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

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistuba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

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

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

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

The most complete syllabuses on the university scene

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

A unique learning method

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

The official online university of the NBA

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

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.
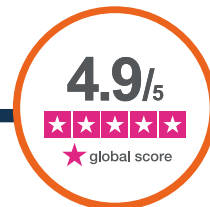
G
Google Partner
PREMIER 2025

NBA
The Official
Online University
of the **NBA**

4.9/5
★★★★★
★ global score

99%
maximun
employability
guaranteed

Google Premier Partner

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

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

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Syllabus

The educational materials that make up this MBA in IT Management (CTO, Chief Technical Officer) program have been developed by a team of experts in technology and business management. As a result, the syllabus delves into key strategies for leading IT teams, digital transformation, and optimizing technological infrastructures, enabling graduates to successfully lead the development and implementation of innovative solutions within their organizations.

You will manage complex projects and make informed decisions under pressure, relying on data analysis"

Module 1. Talent Management and Management Skills

1.1. Management Skills Development
- 1.1.1. Leadership
- 1.1.2. Emotional Intelligence
- 1.1.3. Organization: Areas, Processes and Projects

1.2. Managing Talent as a Competitive Advantage
- 1.2.1. Keys for Positive Management
- 1.2.2. Talent Map of the Organization
- 1.2.3. Cost and Added Value

1.3. Team Management
- 1.3.1. Developing High-Performance Teams
- 1.3.2. The Roles of People in Groups
- 1.3.3. Personal Factors and Motivation for Successful Work
- 1.3.4. Integrating a High Performance Team

1.4. Systems and Organizational Changes
- 1.4.1. The Transformation Process
- 1.4.2. Anticipation and Action
- 1.4.3. Organizational Learning
- 1.4.4. Resistance to Change

1.5. Management and Motivation
- 1.5.1. The Nature of Motivation
- 1.5.2. Expectations Theory
- 1.5.3. Needs Theory
- 1.5.4. Motivation and Financial Compensation

1.6. Innovation in Talent and People Management
- 1.6.1. Strategic Talent Management Models
- 1.6.2. Talent Identification, Training and Development
- 1.6.3. Loyalty and Retention
- 1.6.4. Proactivity and Innovation

Module 2. Technology Management

2.1. Information Systems in Companies
- 2.1.1. The Evolution of the IT Model
- 2.1.2. Organization and IT Department
- 2.1.3. Information Technology and Economic Environment

2.2. IT Position of the Business
- 2.2.1. Perception of Value Added to the Business
- 2.2.2. Strategy Maturity Level
- 2.2.3. IT Governance and Corporate Governance

2.3. Development of Management Skills
- 2.3.1. Management Function and Management Roles
- 2.3.2. The Role of the CIO in the Company
- 2.3.3. Vision and Mission of the IT Director
- 2.3.4. E-leadership , and Holistic Innovation Management

2.4. Relational and Political Capabilities
- 2.4.1. Steering Committees
- 2.4.2. Influence
- 2.4.3. *Stakeholders*
- 2.4.4. Conflict Management

2.5. Corporate Strategy and Technology Strategy
- 2.5.1. Creating Value for Customers and Shareholders
- 2.5.2. Strategic IS/IT Decisions
- 2.5.3. Corporate Strategy vs. Technology and Digital Strategy

2.6. Information Systems for Decision-Making
- 2.6.1. *Business Intelligence*
- 2.6.2. *Data Warehouse*
- 2.6.3. Balanced Scorecard (BSC)

Module 3. Strategic Planning and IT Project Management

3.1. Process of Strategic Planning
  3.1.1. Phases of the Plan
  3.1.2. Conceptual Vision
  3.1.3. Organization of Work
3.2. Understanding the Business Strategy
  3.2.1. Information Needs
  3.2.2. Business Process Mapping
  3.2.3. Business Aspirations or Priorities
3.3. Analysis of Current IS/IT
  3.3.1. Resource Level and Expenditure/Investment Level Analysis
  3.3.2. Analysis of Perceived Quality
  3.3.3. Application and Infrastructure Analysis
  3.3.4. Analysis of the Environment and Competitors
3.4. Strategy Formulation
  3.4.1. Aspirations and Strategic Directions of the Plan
  3.4.2. The Target IS/IT Model
  3.4.3. Strategic Initiatives
  3.4.4. Implications of the Plan
3.5. Implementation Plan
  3.5.1. Implementation Approach
  3.5.2. Project Plan
3.6. Information Systems Projects
  3.6.1. IT Project Planning
  3.6.2. Project Follow-up and Closure
  3.6.3. Project Management Strategies
3.7. Management of Technological Resources
  3.7.1. Technological Offer
  3.7.2. Time and Cost Management
  3.7.3. Agile Project Management and Productivity
3.8. Lean IT
  3.8.1. Lean IT and Lean Thinking
  3.8.2. The Basic Principles of Lean Management
  3.8.3. Improvement and Problem-Solving Groups
  3.8.4. Maintenance and Quality Management Forms

Module 4. Innovation Management

4.1. Creative Thinking: Innovation
  4.1.1. Innovation in the Technological Business
  4.1.2. Creative Encouragement Techniques
  4.1.3. Process of Conception of Innovation Ideas
4.2. Process Engineering and Product Engineering
  4.2.1. Innovation Strategies
  4.2.2. Open Innovation
  4.2.3. Innovative Organization and Culture
  4.2.4. Multifunctional Teams
4.3. Launch and Industrialization of New Products
  4.3.1. Design of New Products
  4.3.2. *Lean Design*
  4.3.3. Industrialization of New Products
  4.3.4. Manufacture and Assembly
4.4. R+D+I Management Systems
  4.4.1. Requirements of an R+D+I Management Systems
  4.4.2. Line of Action, Activity, Process and Procedure
  4.4.3. Recommended Framework for R&D&I Management
4.5. R+D+I Auditing and Certification
  4.5.1. Basic Principles of (R&D&I) Audits
  4.5.2. Phases of a (R&D&I) Audit
  4.5.3. Certifications in the Field of Research, Development and Innovation R&D+i
  4.5.4. Certification of R+D+I Management Systems
4.6. R&D&I Management Tools
  4.6.1. Cause-Effect Diagram for R&D&I
  4.6.2. Weighted Selection for R&D&I
  4.6.3. Pareto Diagram for R&D&I
  4.6.4. Matrix of Priorities for R&D&I

4.7. Benchmarking Applied to R&D&I
    4.7.1. Types of Benchmarking
    4.7.2. The Benchmarking Process in R&D&i
    4.7.3. Methodology of the Benchmarking Process applied to R&D&I
    4.7.4. Advantages of Benchmarking
4.8. Re-Engineering for the Radical Innovation of the Business Processes in the Company
    4.8.1. Origins and Evolution of Process Reengineering
    4.8.2. Objectives of Reengineering
    4.8.3. Correct Focus Reengineering
4.9. Direction and Management of R+D+I Projects
    4.9.1. Elements that Make up an R&D&I Project
    4.9.2. Most Significant Stages of an R&D&I Project
    4.9.3. Processes for the Management of R&D&I Projects
4.10. Quality Management in R&D&I Projects
    4.10.1. The Quality Management System in R&D&I Projects
    4.10.2. Quality Plans for R&D&I Projects
    4.10.3. Content of a Quality Plan for R&D&I Projects

Module 5. Information Security Systems

5.1. Introduction to Information Security
    5.1.1. Types of Attacks on a Computer System
    5.1.2. Measures to Ensure Computer System Security
    5.1.3. Risk Plan, Safety Plan and Contingency Plan
5.2. Security in Computer Networks
    5.2.1. Online Threats
    5.2.2. Computer Viruses
    5.2.3. Social Engineering
    5.2.4. Hackers
5.3. Ethical Hacking
    5.3.1. Vulnerability Scanning
    5.3.2. Useful Tools

5.4. Design and Management of Secure Networks and Risk Management
    5.4.1. Server Operating Systems
    5.4.2. Network Deployment
    5.4.3. IT Governance, Risk Management and Regulatory Compliance
5.5. Implementation of an ISMS According to iso 27000 Standards
    5.5.1. Information Security Management Systems and Benefits
    5.5.2. Information Security Management Standards
    5.5.3. Stages of Implementation of an SMSI
5.6. Industrial and Intellectual Property in the Technological Field
    5.6.1. Industrial Property
    5.6.2. Domain Names and Brands
    5.6.3. Intellectual Property
5.7. Recruitment and the ICT Sector
    5.7.2. Main Contractual Figures Related to the IT Sector

Module 6. New Digital Trends

6.1. The Internet of Things
    6.1.1. Visions and Challenges
    6.1.2. Key Technologies
    6.1.3. Pioneering Projects
6.2. Gamification
    6.2.1. Business Gamification Techniques
    6.2.2. *Gamification Design Framework*
    6.2.3. Operating Mechanisms and Motivation
    6.2.4. Benefits and Return of Investment
6.3. *Big Data*
    6.3.1. Sectoral Application
    6.3.2. Business Models
    6.3.3. New Professions
6.4. Artificial Intelligence
    6.4.1. Methodological Aspects in Artificial Intelligence
    6.4.2. Heuristic Search
    6.4.3. Rule Inference Methods
    6.4.4. Semantic Networks

6.5.   Robotics

    6.5.1.   Robot Morphology

    6.5.2.   Mathematical Tools for Spatial Localization

    6.5.3.   Cinematic Control

    6.5.4.   Criteria for Implementing an Industrial Robot

6.6.   Modeling and Simulation

    6.6.1.   Modeling using DEVS

    6.6.2.   Modeling of Random Inputs

    6.6.3.   Generation of Random Inputs

    6.6.4.   Design of Experiments and Optimization

6.7.   Implementing Cryptography in Technology Projects

    6.7.1.   Electronic Signature

    6.7.2.   Digital Certificate

    6.7.3.   Data Encryption

    6.7.4.   Practical Applications of Cryptography

6.8.   Other Trends

    6.8.1.   3D Printers

    6.8.2.   Drones

    6.8.3.   Computer Vision

    6.8.4.   Augmented Reality

Module 7. Strategy and Digital Business

7.1.   Digital Strategy

    7.1.1.   Online Business Models

    7.1.2.   Technology Strategy and Its Impact on Digital Innovation

    7.1.3.   Strategic Planning of Information Technologies

    7.1.4.   Strategy and the Internet

7.2.   Sourcing Strategy

    7.2.1.   Tools to Develop the Sourcing Strategy

    7.2.2.   *Cloud Computing*

    7.2.3.   IT Sourcing Management

7.3.   IT Governance

    7.3.1.   Current Trends Analysis and Best Practices in IT Function

    7.3.2.   Key Challenges and Strategic Decisions in IT Management

    7.3.3.   Management Procedures, Requirements, Strategies, and Outsourcing Models

7.4.   Social Media Business

    7.4.1.   Web 2.0 Strategic Vision and Its Challenges

    7.4.2.   Convergence Opportunities and ICT Trends

    7.4.3.   How to Monetize Web 2.0 and Social Media

    7.4.4.   Mobility and Digital Business

7.5.   Administration of Business Processes

    7.5.1.   Management of the Company by Processes

    7.5.2.   Process Reengineering

    7.5.3.   Company Information Systems

7.6.   Company Systems based on Internet Collaboration

    7.6.1.   Customer Management Systems: Customer Relationship Management (CRM)

    7.6.2.   Supply Chain Management Systems

    7.6.3.   e-Commerce Systems

7.7.   Systems for Knowledge Management and Collaboration in the Business

    7.7.1.   Content Management

    7.7.2.   Collaborative Work and Employee Portals

    7.7.3.   Knowledge Management Policies and Processes

7.8.   Effective Organization of the Systems Unit

    7.8.1.   *IT Governance*

    7.8.2.   Implementation Risks

    7.8.3.   Operating Risks

7.9.   B2B Internationalization

    7.9.1.   Tools for Identification and Contact

    7.9.2.   Digital Strategies for B2B Internationalization

    7.9.3.   Brand Management for B2B Markets

7.10.   B2C Internationalization

  7.10.1.   Tools for International Benchmarking
  7.10.2.   Digital Strategies for B2C Internationalization
  7.10.3.   B2C Monitoring

7.11.   International Logistics

  7.11.1.   Modes of International Logistics
  7.11.2.   Logistics with Marketplaces
  7.11.3.   Dropshipping Logistics

Module 8. Social Media and Community Management

8.1.   Web 2.0 or the Social Web

  8.1.1.   Organization in the Age of Conversation
  8.1.2.   Web 2.0 Is All About People
  8.1.3.   New Environments, New Content

8.2.   Digital Communication and Reputation

  8.2.1.   Crisis Management and Online Corporate Reputation
  8.2.2.   Online Reputation Report
  8.2.3.   Netiquette and Good Practices on Social Media
  8.2.4.   Branding and Networking 2.0

8.3.   General, Professional and Microblogging Platforms

  8.3.1.   Facebook
  8.3.2.   LinkedIn
  8.3.3.   Twitter

8.4.   Video, Image and Mobility Platforms

  8.4.1.   YouTube
  8.4.2.   Instagram
  8.4.3.   Flickr
  8.4.4.   Vimeo
  8.4.5.   Pinterest

Module 9. *Data Science and Big Data*

9.4. *Machine Learning*

9.4.1. Model Selection and Regularization

9.4.2. Random Trees and Forests

9.4.3. Processing Natural Language

9.5. Big Data

9.5.1. Hadoop

9.5.2. Spark

9.5.3. Collaborative Recommendation and Filtering Systems

9.6. Data Science Success Stories

9.6.1. Customer Segmentation Using the RFM Model

9.6.2. Experiment Design Application

9.6.3. *Supply Chain Value: Forecasting*

9.6.4. *Business Intelligence*

9.7. Hybrid Architectures in Big Data

9.7.1. Lambda Architecture

9.7.2. Kappa Architecture

9.7.3. Apache Flink and Practical Implementations

9.7.4. Amazon Web Services

9.8. Big Data in the Cloud

9.8.1. AWS: Kinesis

9.8.2. AWS: DynamosDB

9.8.3. Google Cloud Computing

9.8.4. Google BigQuery

Module 10. Web Design, Usability and User Experience

10.1. UX Design

10.1.1. Information Architecture

10.1.2. SEO and Analytics for UX

10.1.3. *Landing Pages*

10.2. Technical Terms in UX Design

10.2.1. Wireframe and Components

10.2.2. Interaction Pattern and Navigation Flow

10.2.3. User Profile

10.2.4. Process and Process Funnel

10.3. Research

10.3.1. Research in Interface Design Projects

10.3.2. Qualitative and Quantitative Approach

10.3.3. Announce the Results of the Research

10.4. Digital Design

10.4.1. Digital Prototype

10.4.2. Axure and Responsive

10.4.3. Interaction Design and Visual Design

10.5. *User Experience*

10.5.1. User Focused Design Methodology

10.5.2. User Research Techniques

10.5.3. Involve the Customer in the Process

10.5.4. *Shopping Experience Management*

10.6. Designing the User Experience Strategy

10.6.1. Content Trees

10.6.2. High-Fidelity Wireframes

10.6.3. Component Maps

10.6.4. Usability Guides

10.7. Usability Evaluation

10.7.1. Usability Evaluation Techniques

10.7.2. Data Visualization

10.7.3. Presenting Data

10.8. *Customer Value and Customer Experience Management*

10.8.1. Use of Narratives and Storytelling

10.8.2. Comarketing as a Strategy

10.8.3. Content Marketing Management

10.8.4. The ROI of Customer Experience Management

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. *Cross-Cultural Management*
- 11.2.1. Cross-Cultural Management Concept
- 11.2.2. Contributions to Knowledge of National Cultures
- 11.2.3. Diversity Management

11.3. Business Ethics
- 11.3.1. Ethics and Morality
- 11.3.2. Business Ethics
- 11.3.3. Leadership and Ethics in Companies

11.4. Sustainability
- 11.4.1. Sustainability and Sustainable Development
- 11.4.2. 2030 Agenda
- 11.4.3. Sustainable Companies

11.5. Corporate Social Responsibility
- 11.5.1. International Dimensions of Corporate Social Responsibility
- 11.5.2. Implementing Corporate Social Responsibility
- 11.5.3. The Impact and Measurement of Corporate Social Responsibility

11.6. Responsible Management Systems and Tools
- 11.6.1. CSR: Corporate Social Responsibility (CSR)
- 11.6.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.6.4. CSR Tools and Standards

11.7. Multinationals and Human Rights
- 11.7.1. Globalization, Multinational Corporations and Human Rights
- 11.7.2. Multinational Corporations and International Law
- 11.7.3. Legal Instruments for Multinationals in the Area of Human Rights

11.8. Legal Environment and Corporate Governance
- 11.8.1. International Rules on Importation and Exportation
- 11.8.2. Intellectual and Industrial Property
- 11.8.3. 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 Performance Management
- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

12.4. Developing High-Performance Teams
- 12.4.1. High-Performance Teams: Self-Managed Teams
- 12.4.2. Methodologies for the Management of High-Performance Self-Managed Teams

12.5. Negotiation and Conflict Management
- 12.5.1. Negotiation
- 12.5.2. Conflict Management
- 12.5.3. Crisis Management

12.6. Executive Communication
- 12.6.1. Internal and External Communication in the Corporate Environment
- 12.6.2. Communication Departments
- 12.6.3. The Person in Charge of Communication of the Company. The Profile of the Dircom

12.7. Productivity, Attraction, Retention and Activation of Talent
- 12.7.1. Productivity
- 12.7.2. 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 Budget Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. Treasury Budget
- 13.4.6. Budget Monitoring

13.5. Financial Management
- 13.5.1. The Company's Financial Decisions
- 13.5.2. Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Financial Administration Risk 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 Table
- 13.6.5. The Working Capital Table

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

13.8. Strategic Financing
- 13.8.1. Self-Financing
- 13.8.2. Increase in 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. Business Strategy and Planning
- 14.1.3. The Role of Sales Managers

14.2. Marketing
- 14.2.1. The Concept of Marketing
- 14.2.2. Basic Elements of Marketing
- 14.2.3. Marketing Activities of the Company

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

04

Teaching Objectives

This university program from TECH Global University is designed to provide technology professionals with the tools needed to lead IT strategic direction in business environments. It covers everything from advanced digital infrastructure management to process optimization through artificial intelligence and Big Data, empowering graduates to make key decisions in the digital transformation of organizations.

You will lead Digital Transformation projects and IT Management in high-impact companies"

General Objectives

- Develop technological leadership skills to manage IT teams, oversee strategic projects, and align technology with business goals
- Optimize IT infrastructure management using agile methodologies, cybersecurity, cloud computing, and digital transformation
- Enhance data-driven decision-making through Business Intelligence, Big Data, and technological innovation strategies applied to the business environment
- Drive digital transformation in organizations by implementing advanced technological solutions that improve efficiency and business competitiveness

You will design user-friendly websites focused on user experience and interaction"

Specific Objectives

Module 1. Talent Management and Management Skills
- Equip with the skills to design and implement strategies to attract, develop, and retain key talent within the organization
- Manage human capital efficiently to improve productivity and achieve the company's strategic objectives

Module 2. Technology Management
- Analyze the relationship between technology and business strategy
- Develop competencies to lead multidisciplinary teams and manage technology projects across various organizational areas

Module 3. Strategic Planning and IT Project Management
- Train in the management of technology projects using methodologies such as Scrum, Agile, and Waterfall
- Provide tools to assess and manage risks and the viability of technology projects within the company

Module 4. Innovation Management
- Create environments that foster creativity, research, and the continuous development of new ideas
- Lead the innovation process from ideation to implementation, while managing the organizational change associated with it

Module 5. Information Security Systems
- Provide knowledge on information security threats and strategies for preventing and mitigating risks
- Implement policies and procedures to ensure data security and privacy within the organization

Module 6. New Digital Trends

- Understand the new technological trends that are revolutionizing the market
- Train to integrate digital trends into the organization's strategic planning

Module 7. Strategy and Digital Business

- Deepen the creation of digital business and marketing strategies that enhance competitiveness and profitability
- Evaluate the performance of digital strategies through key metrics and data analysis

Module 8. *Social Media and Community Management*

- Explore the creation of digital marketing plans focused on social media to increase brand visibility and engagement
- Be capable of evaluating the performance of social media campaigns using analytics tools and metrics

Module 9. *Data Science and Big Data*

- Address the fundamentals of Big Data, from data collection to processing and analysis
- Integrate data science projects that help the company improve its efficiency and competitiveness

Module 10. Web Design, Usability and User Experience

- Train in designing user-friendly websites focused on user experience and interaction
- Improve website navigation and accessibility, ensuring a seamless user experience

Module 11. Leadership, Ethics, and Social Responsibility in Companies

- Design and implement Corporate Social Responsibility (CSR) policies that benefit both the company and society
- Develop leadership strategies that include managing organizational changes responsibly and ethically

Module 12. People and Talent Management

- Be capable of designing and implementing effective policies to attract and retain top professionals
- Provide tools to create training and professional development programs that enhance the skills and capabilities of staff

Module 13. Economic and Financial Management

- Train in financial decision-making to maximize profitability and long-term company value
- Identify, analyze, and mitigate financial risks that may affect the organization's economic stability

Module 14. Commercial Management and Strategic Marketing

- Analyze how to build customer loyalty and improve satisfaction using digital marketing techniques and business relationships
- Conduct market studies and apply the results in commercial and marketing decisions

Module 15. Executive Management

- Provide tools and techniques for making complex decisions in situations of uncertainty and crisis
- Lead and manage change strategically, ensuring the organization adapts to a dynamic environment

Career Opportunities

This program at TECH is an exceptional opportunity for professionals in the technology sector who wish to update their knowledge and master key tools in IT management and leadership. Through cutting-edge strategies, graduates of this program will expand their career opportunities by acquiring the necessary skills to lead technology teams, optimize digital infrastructures, and design innovation strategies in the business environment.
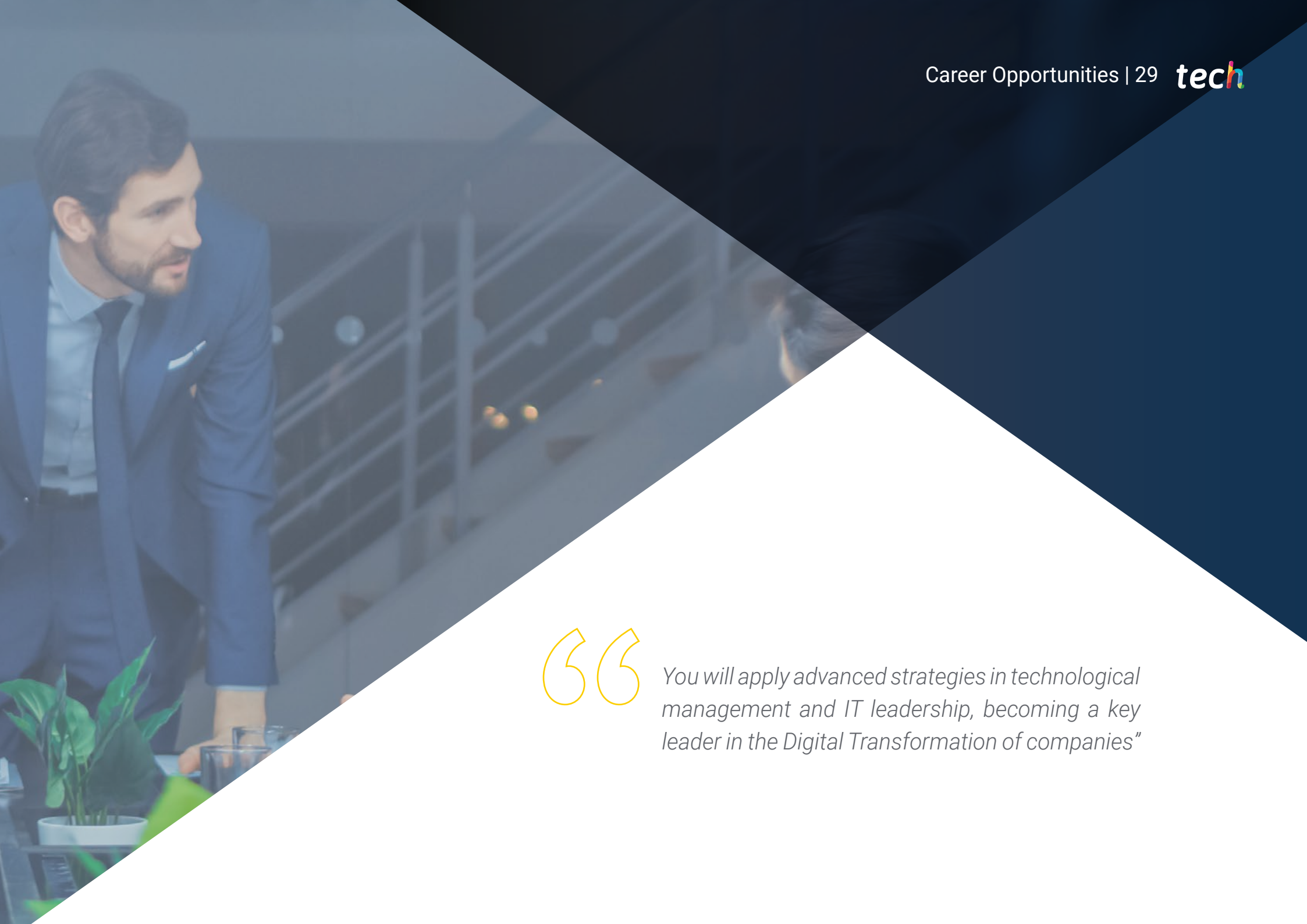
tech

You will apply advanced strategies in technological management and IT leadership, becoming a key leader in the Digital Transformation of companies"

Graduate Profile

The graduate of this MBA in IT Management (CTO, Chief Technical Officer) will be a highly skilled professional capable of leading digital transformation in organizations across any sector. They will possess both strategic and technical skills to manage technological infrastructures, design innovation plans, and lead IT teams in highly competitive environments. Additionally, they will have a global view of digital business, enabling data-driven decision-making, optimization of technological processes, and efficient IT talent management.

You will be able to lead change processes at a strategic level, ensuring the organization adapts to the dynamic environment.

- **Strategic IT Management:** Ability to align technology with business objectives, manage resources, and establish efficient digital strategies.
- **Technology Team Management:** Skill to lead high-performance IT teams, optimizing productivity and fostering innovation.
- **Cybersecurity and Data Protection:** Expertise in regulations and best practices in digital security, ensuring information integrity within organizations.
- **Digital Transformation and Automation:** Knowledge of tools and methodologies for implementing innovative solutions based on artificial intelligence and machine learning.

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

1. Chief Technical Officer: Responsible for the strategic direction of IT in companies, overseeing innovation and digital transformation projects

2. **Director of Digital Transformation:** In charge of implementing digitalization and automation strategies in organizations across various sectors

3. **Cybersecurity Leader:** Responsible for designing digital security policies and data protection in business environments

4. **IT Infrastructure Manager:** Specialist in managing technological systems, cloud architectures, and optimizing corporate networks.

5. **Technology Strategy Consultant:** Professional advising companies on the adoption of new technologies to improve competitiveness.

6. **Director of Innovation and Technology:** Responsible for driving innovative technological projects and promoting a digital culture within the company.

7. Data Science and Big Data Manager: Expert in data analysis and Business Intelligence to enhance strategic decision-making.

8. **IT Project Manager:** Leader in planning and executing technological projects using agile methodologies.

9. **Technology Solutions Architect:** Designer of digital infrastructures for optimizing business processes.

10. **Technology Entrepreneur:** Founder of tech startups focused on digital innovation and IT product development.

06
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

" *At TECH you will NOT have live classes (which you might not be able to attend)"*

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

Study Material

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

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

20%

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

15%

Interactive Summaries

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

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

15%

3%

Additional Reading

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

20%

17%

7%

3%

Case Studies

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

Testing & Retesting

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

Classes

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

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

Quick Action Guides

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

Teaching Staff

The faculty of this program combines a strong academic background with extensive experience in technology management, leading projects in cybersecurity, artificial intelligence, IT management, and digital transformation in high-level companies. Their practical knowledge enables students to delve into talent management, strategic planning, Business Intelligence, and digital strategy, ensuring an education aligned with market demands. Additionally, they have participated in innovative research and developments in the sector, offering a current and applied approach. Their guidance facilitates the acquisition of key skills to lead technological projects and optimize decision-making in business environments.

"

You will have access to a faculty with significant prestige and professional experience, who master all the key strategies in technology management and IT leadership"

International Guest Director

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

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

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

Mr. Gauthier, Rick

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

A unique, key, and decisive educational experience to boost your professional development"

International Guest Director

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

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

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

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

Ms. Dove, Jennifer

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

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

International Guest Director

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

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

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

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

Mr. Arman, Romi

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

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

International Guest Director

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

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

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

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

Mr. Arens, Manuel

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

"

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

International Guest Director

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

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

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

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

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

Mr. La Sala, Andrea

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

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

International Guest Director

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

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

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

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

Mr. Gram, Mick

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

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

International Guest Director

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

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

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

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

Mr. Stevenson, Scott

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

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

International Guest Director

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

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

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

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

Ms. Thole-Muir, Wendy

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

"

Thanks to this 100% online university program, 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!"

08
Certificate

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

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

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

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

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.

TECH is a member of the **Business Graduates Association (BGA)**, the international organization that brings together the world's leading business schools and guarantees the quality of the best executive development programs. BGA member schools are united by their dedication to responsible management practices, lifelong learning and delivering a positive impact for the business school's stakeholders. Belonging to BGA is synonymous with academic quality.
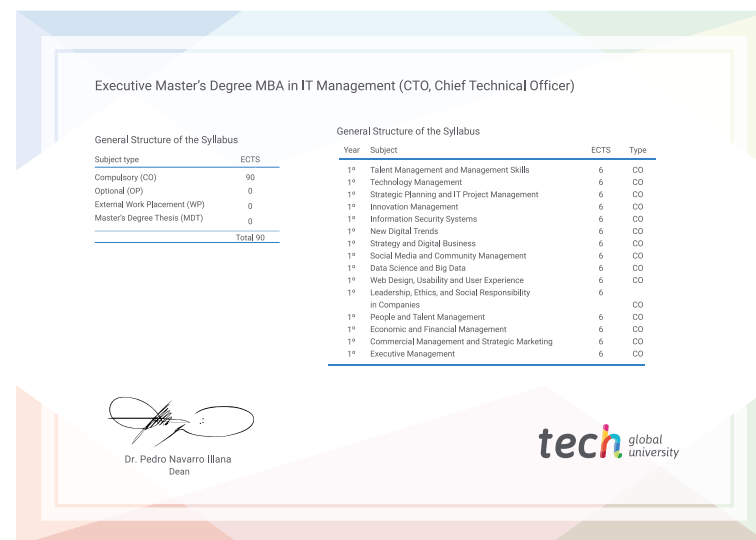
TECH is a member of:

BUSINESS GRADUATES ASSOCIATION
MEMBER

Title: **Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer)**

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 MBA in IT Management (CTO, Chief Technical Officer)

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

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree MBA in IT Management (CTO, Chief Technical Officer)

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	Talent Management and Management Skills	6	CO
1º	Technology Management	6	CO
1º	Strategic Planning and IT Project Management	6	CO
1º	Innovation Management	6	CO
1º	Information Security Systems	6	CO
1º	New Digital Trends	6	CO
1º	Strategy and Digital Business	6	CO
1º	Social Media and Community Management	6	CO
1º	Data Science and Big Data	6	CO
1º	Web Design, Usability and User Experience	6	CO
1º	Leadership, Ethics, and Social Responsibility in Companies		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.

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Executive Master's Degree
MBA in IT Management
(CTO, Chief Technical Officer)

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

Executive Master's Degree
MBA in IT Management
(CTO, Chief Technical Officer)

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