

Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

M B A S C C S O



Executive Master's Degree MBA in Strategy (CSO, Chief Strategy Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in management.

Website: www.techtute.com/us/school-of-business/executive-master-degree/master-mba-strategy-cso-chief-strategy-officer

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 24

07

Methodology

p. 36

08

Our Students' Profiles

p. 44

09

Course Management

p. 48

10

Impact on Your Career

p. 70

11

Benefits for Your Company

p. 74

12

Certificate

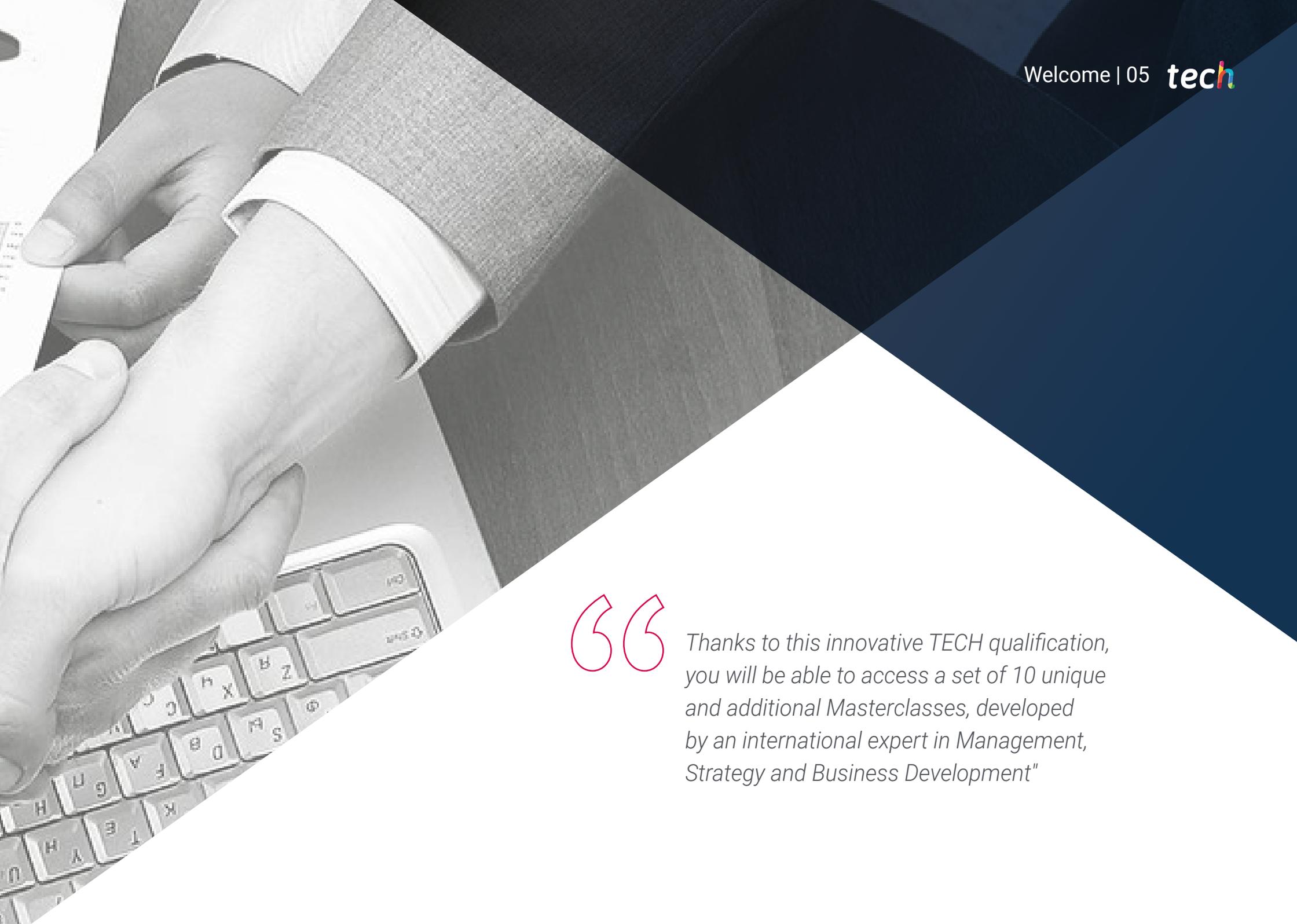
p. 76

01 Welcome

Increasing competition, and the political and economic volatility of many markets mean that today's business strategies must be refined and adapted to uncertain situations. For this reason, the figure of the *Chief Strategy Officer* or CSO is becoming increasingly important. This high-level manager must possess extensive skills in strategic management, organizational behavior, *business analytics* and planning. In this program, the manager will have access to the keys and skills necessary to position themselves as a prestigious CSO, accessing teaching material written by leaders versed in the field of strategic analysis, with a 100% online methodology. In addition to this, you will have access to an exclusive series of 10 complementary *Masterclasses*, designed by a prestigious international specialist in Management, Strategy and Business Development.



MBA in Strategy (CSO, Chief Strategy Officer)
TECH Global University



“

Thanks to this innovative TECH qualification, you will be able to access a set of 10 unique and additional Masterclasses, developed by an international expert in Management, Strategy and Business Development”

02

Why Study at TECH?

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



“

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

At TECH Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

This program has been designed with the clear objective in mind of perfecting the manager's skills to strongly support their value proposition as a CSO. To this end, all the theoretical topics of relevance in the development and creation of business strategies will be addressed throughout the syllabus, adequately contextualized with real cases and examples that facilitate learning.



“

You will have full access to complementary readings specifically selected by the teaching team, being able to delve deeper into the strategic issues that interest you most"

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

The **MBA in Strategy (CSO, Chief Strategy Officer)** will enable the student to:

01

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

04

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

02

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



03

Analyze the strategic behavior of an organization at different levels

05

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

06

Define the basic relationships of the company with its environment

08

Identify the different growth paths that companies can choose to pursue

09

Apply theoretical knowledge to real situations through case studies

07

Analyze the influence of *Stakeholders* on the company

10

Encourage an entrepreneurial and creative attitude

11

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

12

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

13

Apply appropriate human resources management techniques

14

Develop leadership skills that lead to increased team motivation



15

Apply marketing techniques that boost company visibility

16

Carrying out pricing policies



17

Properly manage purchasing and supply chain management

18

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

05 Skills

In order to guarantee an exhaustive and effective development of the essential competencies in the daily work of a Chief Strategy Officer, TECH has placed special emphasis throughout the program on the acquisition and improvement of the most in-demand soft skills. This leads to a greater emphasis on issues such as talent management, people management and time and effort management, all of which are highly valued competencies for 21st century managers.





“

You will steer your career into the higher realm of operational and business strategy, acquiring the role of CSO with solvency and effectiveness”

01

Explore new business opportunities and focus on innovation and entrepreneurship

02

Carry out the financial management of the company

03

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

04

Conduct internal and external strategic analysis

05

Develop strategies for risk prevention and control



06

Develop the managerial skills needed to manage all company departments

08

Implement an international strategy to increase the company's profits



09

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

07

Analyze the company's strategy data

10

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

06

Structure and Content

The MBA in Strategy (CSO, Chief Strategy Officer) has been structured following TECH's pedagogical methodology, *Relearning*, which allows total flexibility when it comes to taking on the course load. Considerable savings are achieved in the number of study hours invested, as the most important strategy and management concepts are acquired in a natural way, with a reiteration of these concepts throughout the program.



“

We put all our resources at your disposal so that you can develop the necessary skills to achieve a successful professional future”

Syllabus

The MBA in Strategy (CSO, Chief Strategy Officer) at TECH Global University is an intensive program that will prepare you to face challenges and business decisions at a strategic and general management level. Its main objective is to promote your personal and professional growth, helping you to achieve career success. The content of this program is designed to promote the development of managerial skills that enable more rigorous decision making in uncertain environments.

Throughout this program, you will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow you to apply the knowledge learned in your daily practice. It is, therefore, an authentic immersion in real business situations.

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

This Executive Master's Degree takes place over 12 months and is divided into 15 modules:

Module 1	Management and Strategy
Module 2	Strategic Development Methods
Module 3	Strategic Planning and Financial Management Control
Module 4	Organizational Behavior
Module 5	Strategic People Management
Module 6	Managerial Skills
Module 7	Strategy in Marketing Management
Module 8	Business Strategy and Operations Strategy
Module 9	Business and International Strategy
Module 10	Business Analytics and Big Data
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 MBA Strategy (CSO, Chief Strategy Officer) 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. Management and Strategy

1.1. Strategic Thinking

- 1.1.1. The Strategy and its Purpose
- 1.1.2. Strategic Thinking and Strategist Skills
- 1.1.3. Lateral Thinking and Blue Ocean Strategy
- 1.1.4. Neuroscience Applied to Strategy

1.2. Strategic Decisions and Decision Makers

- 1.2.1. Corporate Governance
- 1.2.2. Management Teams
- 1.2.3. Creating Value

1.3. Competitive Strategy

- 1.3.1. Market Analysis
- 1.3.2. Sustainable Competitive Advantage
- 1.3.3. Return on Investment

1.4. Corporate Strategy

- 1.4.1. Driving Corporate Strategy
- 1.4.2. Pacing Corporate Strategy
- 1.4.3. Framing Corporate Strategy

1.5. Planning and Strategy

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

1.6. Strategy Implementation

- 1.6.1. Indicator Systems and Process Approach
- 1.6.2. Strategic Map
- 1.6.3. Differentiation and Alignment

1.7. Strategic Analysis Models

- 1.7.1. Internal Analysis
- 1.7.2. External Analysis
- 1.7.3. Sources of Competitive Advantage in the Sector
- 1.7.4. Advantages, Disadvantages and Effectiveness of Strategic Analysis

1.8. Total Quality Management and Advanced Project Management

- 1.8.1. TQM (Total Quality Management)
- 1.8.2. Six Sigma as a Business Management System
- 1.8.3. EFQM Model

1.9. Lean Management

- 1.9.1. The Basic Principles of Lean Management
- 1.9.2. Improvement and Problem-Solving Groups
- 1.9.3. New Forms of Maintenance and Quality Management

1.10. Ethics and Strategic Management

- 1.10.1. Integration of Ethics and Strategy
- 1.10.2. Human Motivation and Ethics
- 1.10.3. Ethical Quality of Organizations

Module 2. Strategic Development Methods

2.1. Strategic Partnerships

- 2.1.1. Joint Ventures
- 2.1.2. Export Consortia
- 2.1.3. Purchasing Centers
- 2.1.4. Other Types of Cooperation

2.2. Corporate Enterprise

- 2.2.1. Exploration of New Business Opportunities
- 2.2.2. Prototyping and In-house Development
- 2.2.3. Agents of Internal Change
- 2.2.4. Emerging Projects and Disruption

2.3. Strategic Innovation

- 2.3.1. Open Innovation and Triple Helix
- 2.3.2. Innovation Success and Failure Factors
- 2.3.3. Impact of Innovation Management on Business Performance
- 2.3.4. Creative Thinking and Design Thinking

2.4. Investment Policies

- 2.4.1. Company Valuation Methods
- 2.4.2. Strategy and Risk Control
- 2.4.3. Sources of Financing

2.5. Internal Development

2.6. Mergers and Acquisitions

- 2.6.1. Financial and Organizational Implications of Mergers and Acquisitions
- 2.6.2. Analysis and Evaluation of Synergies.
- 2.6.3. Negotiation Techniques and Approaches.

2.7. Diversification Strategies

- 2.7.1. Specialization vs. Diversification
- 2.7.2. Choice of Diversification Entry Mode
- 2.7.3. Business Diversification and Results
- 2.7.4. Business Portfolio Restructuring Strategies

2.8. Directions for Strategy Development

2.9. Success Criteria

2.10. Challenges and Implications for Strategy Development

Module 3. Strategic Planning and Financial Management Control

3.1. Management Control 3.1.1. Financial Policy and Growth 3.1.2. Information as a Management Control Tool 3.1.3. Management Control as a Planning and Management System 3.1.4. Functions of the Controller 3.1.5. Scope of Management Control	3.2. Financial Information and Management Decisions 3.2.1. Financial or Legal Accounting 3.2.2. Analytical or Cost Accounting 3.2.3. Control Accounting	3.3. Treasury Management 3.3.1. Accounting Working Capital and Required Working Capital 3.3.2. Calculation of Operating Cash Requirements 3.3.3. Credit Management 3.3.4. Fund, Wealth and Family Office Management	3.4. Cash Management 3.4.1. Bank Financing of Working Capital 3.4.2. Treasury Department Organization 3.4.3. Centralized Treasury Management
3.5. Planning and Control of Responsibility Centers 3.5.1. Design of a Management Control System 3.5.2. Management Control Deviations	3.6. The Process of Strategic Formulation and Planning 3.6.1. Formulation and Content of the Strategic Plan 3.6.2. Balanced Scorecard 3.6.3. Terminology and Basic Concepts	3.7. Organizational Planning 3.7.1. Business Units and Transfer Pricing 3.7.2. Manufacturing, Production, Support and Sales Centers 3.7.3. Roles and Responsibilities of Financial Management	3.8. Indicators as a Control Tool 3.8.1. Control Panel 3.8.2. Number and Format of Indicators 3.8.3. Strategic Planning
3.9. Management to Create Value	3.10. Financing the Development of the Strategy		

Module 4. Organizational Behavior

4.1. Organizational Behavior 4.1.1. Organizations 4.1.2. Organizational Theory 4.1.3. Organizations, People and Society 4.1.4. Historical Evolution of Organizational Behavior	4.2. Organizational Culture 4.2.1. Values and Organizational Culture 4.2.2. Key Components for Change in Organizations 4.2.3. The Evolution of Scientific Thought and the Organization as a System 4.2.4. Culture and Transformation	4.3. Organization Management 4.3.1. Levels and Managerial Qualities 4.3.2. The Function of Planning and Organization 4.3.3. The Function of Management and Control 4.3.4. The New Role of the HR Manager	4.4. Knowledge Management 4.4.1. Collective Intelligence vs. Knowledge Management 4.4.2. Perspectives and Tools for Knowledge Management 4.4.3. Collaborative Environments and Learning Communities
4.5. People in Organizations 4.5.1. Quality of Work Life and Psychological Well-Being 4.5.2. Work Teams and Meeting Management 4.5.3. Coaching and Team Management	4.6. Organizational Structure. 4.6.1. Main Coordination Mechanisms 4.6.2. Departments and Organization Charts 4.6.3. Authority and Responsibility 4.6.4. Empowerment	4.7. Types of Structures	4.8. Processes
4.9. Relationships	4.10. Settings		

Module 5. Strategic People Management

5.1. Strategic Leadership for Intangible Asset Economy

- 5.1.1. Cultural Alignment Strategies
- 5.1.2. Corporate and Differentiating Leadership
- 5.1.3. Change and Transformation Agent

5.2. Strategic Thinking and Systems

- 5.2.1. The Company as a System
- 5.2.2. Strategic Thinking Derived from Corporate Culture
- 5.2.3. The Strategic Approach From a People Management Perspective
- 5.2.4. Design and Implementation of Personnel Policies and Practices

5.3. Strategic Organizational Design

- 5.3.1. Business Partners Model
- 5.3.2. Share Services
- 5.3.3. Outsourcing

5.4. HR Analytics

- 5.4.1. Big Data and Business Intelligence. (BI)
- 5.4.2. HR Data Analysis and Modeling
- 5.4.3. Designing and Development of a HR Plan

5.5. Strategic Leadership

- 5.5.1. Leadership Models
- 5.5.2. Coaching
- 5.5.3. Mentoring
- 5.5.4. Transformational Leadership

5.6. Audit and Strategic Control in People Management

- 5.6.1. Reasons for Auditing
- 5.6.2. Data Collection and Analysis Tools
- 5.6.3. Audit Report

5.7. Human Resources Management

5.8. Organization of Personnel

5.9. Personnel and Behavior

5.10. Personnel-Based Competitive Advantage

Module 6. Managerial Skills

6.1. Public Speaking and Spokesperson Training

- 6.1.1. Interpersonal Communication
- 6.1.2. Communication Skills and Influence
- 6.1.3. Communication Barriers

6.2. Communication and Leadership

- 6.2.1. Leadership and Leadership Styles
- 6.2.2. Motivation
- 6.2.3. Skills and Abilities of the Leader 2.0

6.3. Personal Branding

- 6.3.1. Strategies for Personal Brand Development
- 6.3.2. Personal Branding Laws
- 6.3.3. Tools for Creating Personal Brands

6.4. Team Management

- 6.4.1. Work Teams and Management Meetings
- 6.4.2. Managing Change Processes
- 6.4.3. Managing Multicultural Teams
- 6.4.4. Coaching

6.5. Negotiation and Conflict Resolution

- 6.5.1. Effective Negotiation Techniques
- 6.5.2. Interpersonal Conflicts
- 6.5.3. Intercultural Negotiation

6.6. Emotional Intelligence

- 6.6.1. Emotional Intelligence and Communication
- 6.6.2. Assertiveness, Empathy, and Active Listening
- 6.6.3. Self-Esteem and Emotional Language

6.7. Relational Capital: Coworking

- 6.7.1. Managing Human Capital
- 6.7.2. Performance Analysis
- 6.7.3. Managing Equality and Diversity
- 6.7.4. Innovation in People Management

6.8. Time Management

- 6.8.1. Planning, Organisation and Control
- 6.8.2. The Methodology of Time Management
- 6.8.3. Action Plans
- 6.8.4. Tools for Efficient Time Management

6.9. Game Theory

6.10. Strategic Change Management

Module 7. Strategy in Marketing Management

7.1. Marketing Management 7.1.1. Positioning and Value Creation 7.1.2. Company's Marketing Orientation and Positioning 7.1.3. Strategic Marketing Operational Marketing 7.1.4. Objectives in Marketing Management 7.1.5. Integrated Marketing Communications	7.2. The Function of Strategic Marketing 7.2.1. Main Marketing Strategies 7.2.2. Segmentation, Targeting and Positioning 7.2.3. Managing Strategic Marketing	7.3. Marketing Strategy Dimensions 7.3.1. Necessary Resources and Investments 7.3.2. Fundamentals of Competitive Advantage 7.3.3. The Company's Competitive Behavior 7.3.4. Focus Marketing	7.4. New Product Strategy Development 7.4.1. Creativity and Innovation in Marketing 7.4.2. Generation and Filtering of Ideas 7.4.3. Commercial Viability Analysis 7.4.4. Development, Market Testing, and Commercialization
7.5. Pricing Policies 7.5.1. Short and Long-Term Aims 7.5.2. Types of Pricing 7.5.3. Factors that Affect Pricing	7.6. Promotion and Merchandising Strategies 7.6.1. Advertising Management 7.6.2. Communication and Media Plan 7.6.3. Merchandising as a Marketing Technique 7.6.4. Visual Merchandising	7.7. Distribution, Expansion, and Intermediation Strategies 7.7.1. Outsourcing of Sales Force and Customer Service 7.7.2. Commercial Logistics in Product and Service Sales Management 7.7.3. Sales Cycle Management	7.8. Developing the Marketing Plan 7.8.1. Analysis and Diagnosis 7.8.2. Strategic Decisions 7.8.3. Operational Decisions
7.9. New Marketing Media	7.10. International Marketing		

Module 8. Business Strategy and Operations Strategy

8.1. New Scenarios in Supply Chain Management 8.1.1. Management in Multicultural Environments 8.1.2. Innovation in SCM 8.1.3. Orientation to Demand through Flexible Operations 8.1.4. Philosophies and Techniques Used in Japan	8.2. Global Vision of Supply Chain Management 8.2.1. SCM Opportunities and Threats 8.2.2. Strategic Design for the Supply Chain 8.2.3. Trends	8.3. Operations Strategy 8.3.1. Introduction to Strategy and Strategic Levels 8.3.2. Process Management 8.3.3. Stocks Management	8.4. Logistics Decision-Making 8.4.1. Analysis of Decisions 8.4.2. Global Operations Management and Planning 8.4.3. Risk Management in SC 8.4.4. Hard and Soft Decision-Making
8.5. Lean Operations Strategy 8.5.1. Strategic Synergies with Functional Areas 8.5.2. Logistics Operators 8.5.3. Process-Product Matrix	8.6. Strategic Purchasing Management 8.6.1. New Challenges in Purchasing, <i>Sourcing</i> and Procurement Management. 8.6.2. Purchasing Function in Companies and in the Supply Chain 8.6.3. Purchasing Function as a Resource Provider 8.6.4. Legal Aspects of Purchasing Function	8.7. Strategic Sourcing 8.7.1. Supplier Selection and Development 8.7.2. Value Generation from Strategic Procurement 8.7.3. Logistic Operators in Procurement	8.8. Purchasing Strategy Design 8.8.1. Externalization 8.8.2. Process Outsourcing 8.8.3. Globalization 8.8.4. Relocation
8.9. Manufacturing Operations Strategy	8.10. Service Operations Strategy		

Module 9. Business and International Strategy

9.1. Business and International Strategy

- 9.1.1. Internationalisation
- 9.1.2. Growth & Development in Emerging Markets
- 9.1.3. International Monetary System

9.2. Strategic Management of International Business

- 9.2.1. Internationalization in the New World Order
- 9.2.2. The Influence of Culture on International Business
- 9.2.3. Market and Country Selection
- 9.2.4. Offshoring

9.3. Internationalization Strategies

- 9.3.1. Reasons and Requirements for Foreign Market Expansion
- 9.3.2. Strategic Partnerships in the International Expansion Process
- 9.3.3. Ways to Enter New International Markets

9.4. Internationalization Decisions

- 9.4.1. Market Research and Decision-Making
- 9.4.2. Choice of Location and Mode of Operation
- 9.4.3. Choice of the Appropriate Legal Form

9.5. Stages of the Internationalization Process

- 9.5.1. International Demand Analysis
- 9.5.2. Export Potential Diagnosis
- 9.5.3. Internationalization Planning
- 9.5.4. Export Stages

9.6. Internationalization by Type of Company

- 9.6.1. Product Companies and Service Companies
- 9.6.2. Internationalized Companies and Multinational Corporations
- 9.6.3. SMEs and their Internationalization Model

9.7. Obstacles to Internationalization

- 9.7.1. Legal Restrictions
- 9.7.2. Logistical, Financial and Commercial Obstacles
- 9.7.3. Obstacles to Direct Investment

9.8. Cross-cultural Management

- 9.8.1. Cultural Dimension of International Management
- 9.8.2. Globalization in Business Management
- 9.8.3. Intercultural Leadership

9.9. International Diversity and Performance

9.10. Variety of Products and Markets

Module 10. Business Analytics and Big Data

10.1. Data-Driven Strategic Management

10.2. Customer Intelligence (CRM)

10.3. Data Sources and Information

10.4. Storage and Processing

10.5. Analysis of Massive Data for Strategy

10.6. Scientific Programming and Python

10.7. Statistical Analysis with R

10.8. Machine Learning for Business Analytics

10.9. Text and Natural Language Mining

10.10. Integration of Tools for Strategy

Module 11. Leadership, Ethics and Social Responsibility in Companies
11.1. Globalization and Governance

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

11.2. Cross-Cultural Management

- 11.2.1. Concept of Cross-Cultural Management
- 11.2.2. Contributions to the 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. The 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
- 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 Companies and Human Rights
- 11.7.2. Multinational Companies and International Law
- 11.7.3. Legal Tools for Multinationals on Human Rights

11.8. Legal Environment and Corporate Governance

- 11.8.1. International Import and Export Regulations
- 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 Management and Human Resources
- 12.1.2. Strategic People Management

12.2. Competency-based Human Resources Management

- 12.2.1. Potential Analysis
- 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. Compliance 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. Development of High-Performance Teams

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

12.7. Executive Communication

- 12.7.1. Internal and External Communication in the Business Environment
- 12.7.2. Communication Departments
- 12.7.3. The Person in Charge of Communication in the Company. The Profile of the Dircom

12.8. Productivity, Attraction, Retention and Activation of Talent

- 12.8.1. Productivity
- 12.8.2. 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. Company's Liabilities
- 13.2.4. The Net Worth of the Company
- 13.2.5. The Profit and Loss Statement

13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Phases and Methods of Cost Allocation
- 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. The Cash Budget
- 13.4.6. Budget Monitoring

13.5. Financial Management

- 13.5.1. The Company's Financial Decision
- 13.5.2. Financial Department
- 13.5.3. Cash Surplus
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Financial 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 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. Equity Capital Growth
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning

- 13.9.1. Balance Sheet Analysis
- 13.9.2. Profit and Loss Statement Analysis
- 13.9.3. Profitability Analysis

13.10. Analyzing and Solving Cases/ Problems

- 13.10.1. Financial Information of 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. Digital Marketing and Ecommerce

- 14.2.1. Digital Marketing and Ecommerce Objectives
- 14.2.2. Ecommerce. General Context
- 14.2.3. Ecommerce Categories
- 14.2.4. Advantages and Disadvantages of Ecommerce vs. Traditional Commerce

14.3. Digital Marketing to Reinforce a Brand

- 14.3.1. Online Strategies to Improve Your Brand's Reputation
- 14.3.2. Branded Content and Storytelling

14.4. Digital Marketing to Attract and Retain Customers

- 14.4.1. Loyalty and Engagement Strategies using the Internet
- 14.4.2. Visitor Relationship Management
- 14.4.3. Hypersegmentation

14.5. Managing Digital Campaigns

- 14.5.1. What is a Digital Advertising Campaign?
- 14.5.2. Steps to Launching an Online Marketing Campaign
- 14.5.3. Mistakes in Digital Advertising Campaigns

14.6. Sales Strategy

- 14.6.1. Sales Strategy
- 14.6.2. Sales Methods

14.7. Corporate Communication

- 14.7.1. Concept
- 14.7.2. Importance of Communication in an Organization
- 14.7.3. Type of Communication in the Organization
- 14.7.4. Functions of Communication in the Organization
- 14.7.5. Elements of Communication
- 14.7.6. Communication Problems
- 14.7.7. Communication Scenarios

14.8. Digital Communication and Reputation

- 14.8.1. Online Reputation
- 14.8.2. How to Measure Digital Reputation?
- 14.8.3. Online Reputation Tools
- 14.8.4. Online Reputation Reporting
- 14.8.5. 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. The Value Chain
- 15.3.3. Quality Management

15.4. Personal and Organizational Communication Tools

- 15.4.1. Interpersonal Communication
- 15.4.2. Interpersonal Communication Tools
- 15.4.3. Communication in the Organization
- 15.4.4. Tools in the Organization

15.5. Communication in Crisis Situations

- 15.5.1. Crisis
- 15.5.2. Stages of a Crisis
- 15.5.3. Messages: Contents and Timing

15.6. Preparation of a Crisis Plan

- 15.6.1. Analysis of Potential Problems
- 15.6.2. Planning
- 15.6.3. Personnel Adaptation

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



Study Material

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

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



Classes

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

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



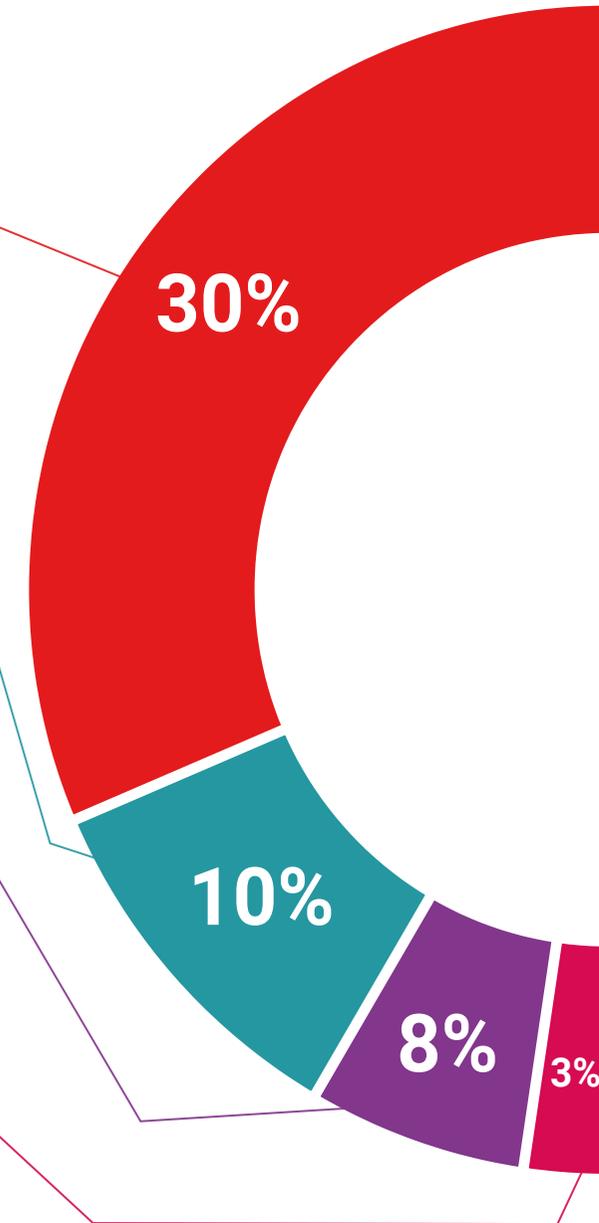
Management Skills Exercises

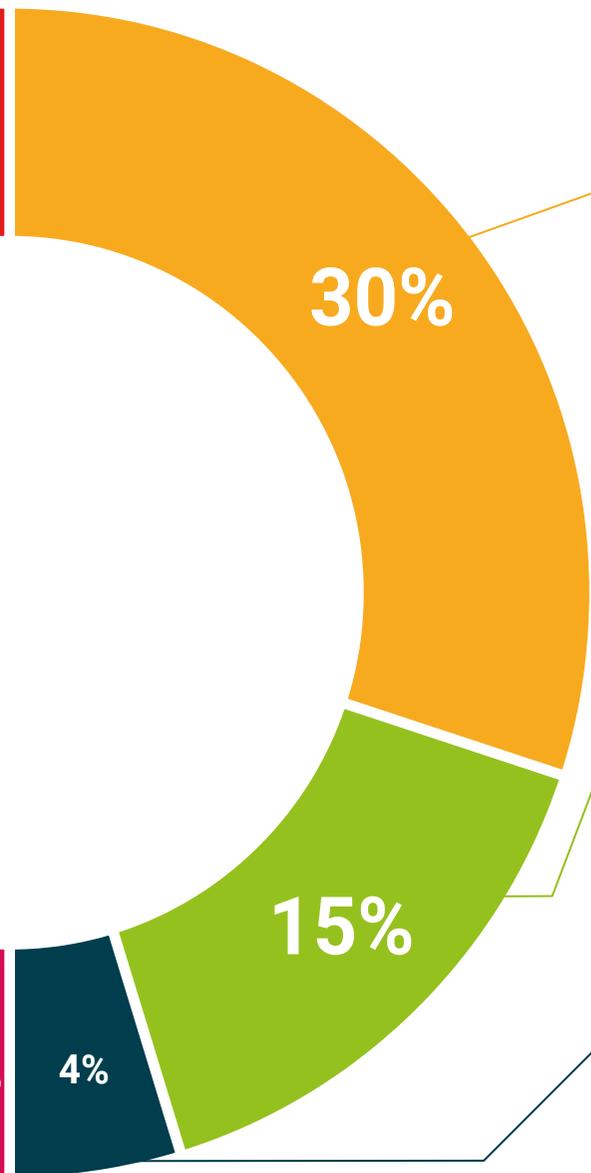
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

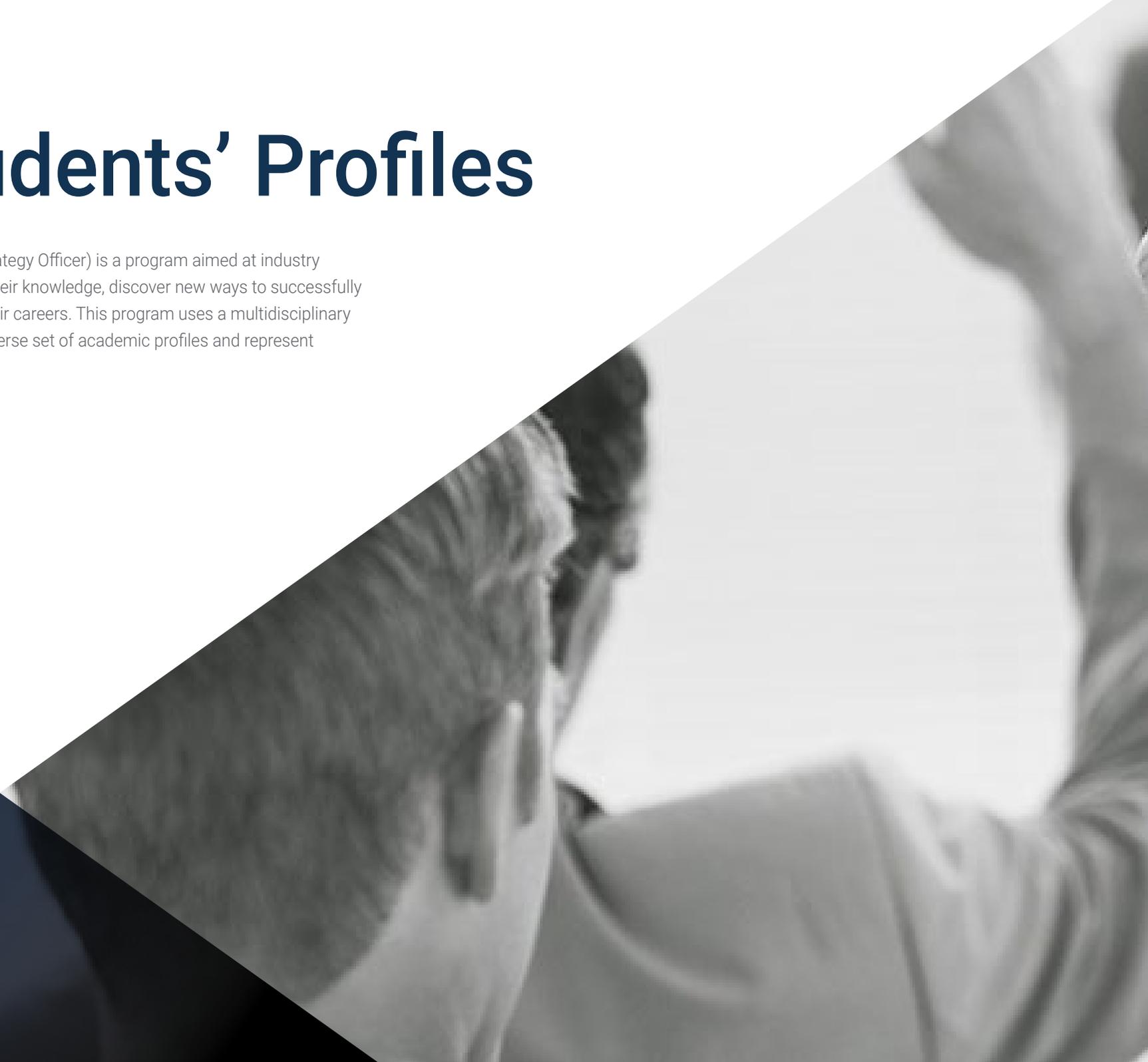
We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The MBA in Strategy (CSO, Chief Strategy Officer) is a program aimed at industry professionals who want to update their knowledge, discover new ways to successfully carry out their work and advance their careers. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



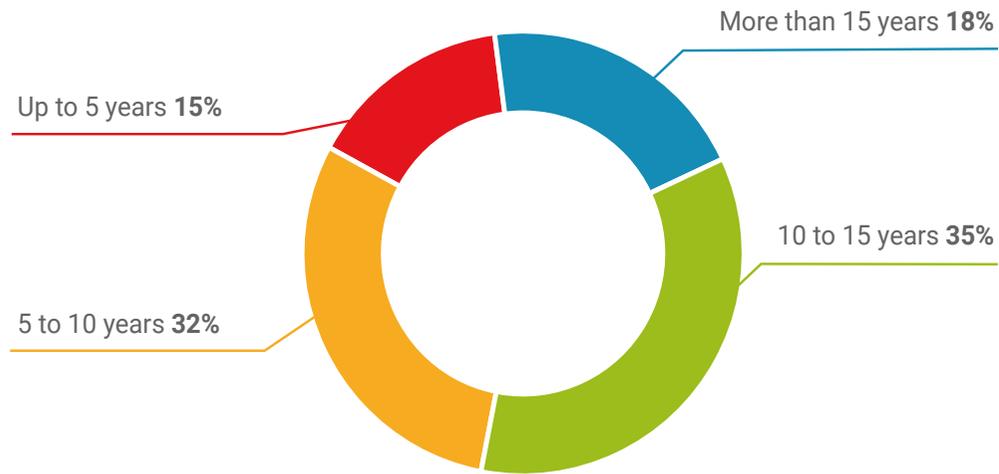
“

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”

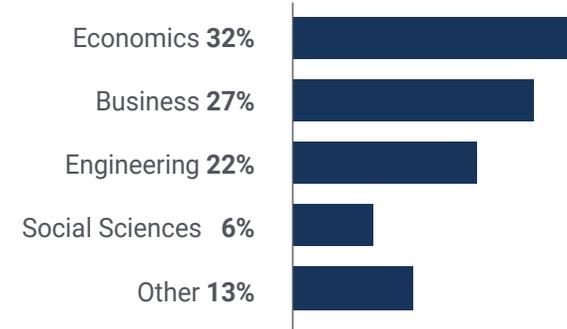
Average Age

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

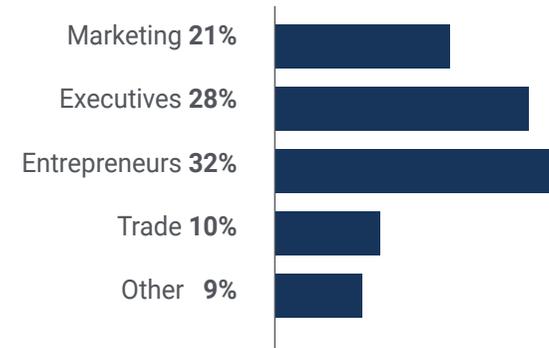
Years of Experience



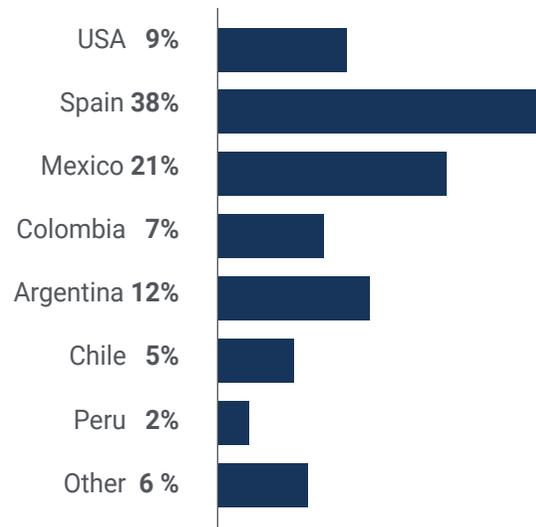
Training



Educational Profile



Geographical Distribution



Nacho Ruiz

Chief Strategy Officer

"In my profession, it is essential to constantly continue to specialize, as new techniques and tools are constantly emerging that are indispensable for the proper development of the company. That's why I had been looking for a program that would allow me to keep up to date. Luckily, at TECH I found this MBA in Strategy (CSO, Chief Strategy Officer), a key qualification for professional and personal development"

09

Course Management

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



“

You will be guided throughout the program by a teaching team highly trained in strategic business management, receiving completely personalized tutoring”

International Guest Director

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

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

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

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



Mr. Jumadilov, Ilias

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

“

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

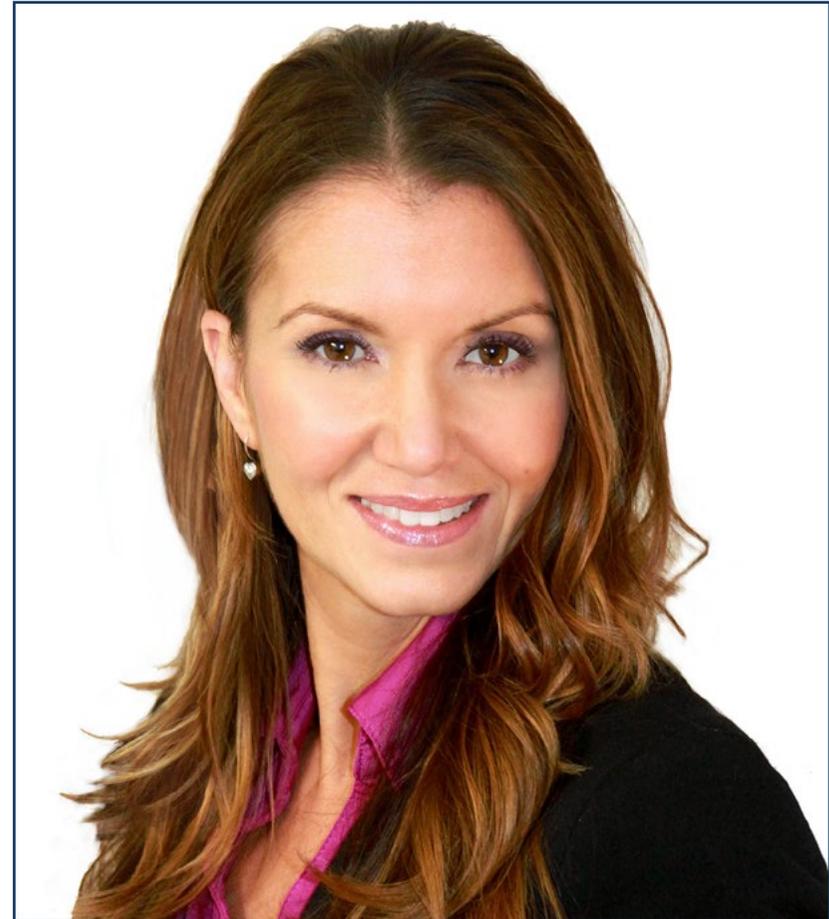
International Guest Director

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

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

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

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



Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, United States
- Director of Talent Acquisition, NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- 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 counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in top 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 clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

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

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



Mr. Gauthier, Rick

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

“

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

International Guest Director

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

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

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

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



Mr. Arman, Romi

- 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 refresh your knowledge with the highest quality education? TECH offers you the most up-to-date content in the educational market, designed by authentic experts internationally renowned”

International Guest Director

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Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology at Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at 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

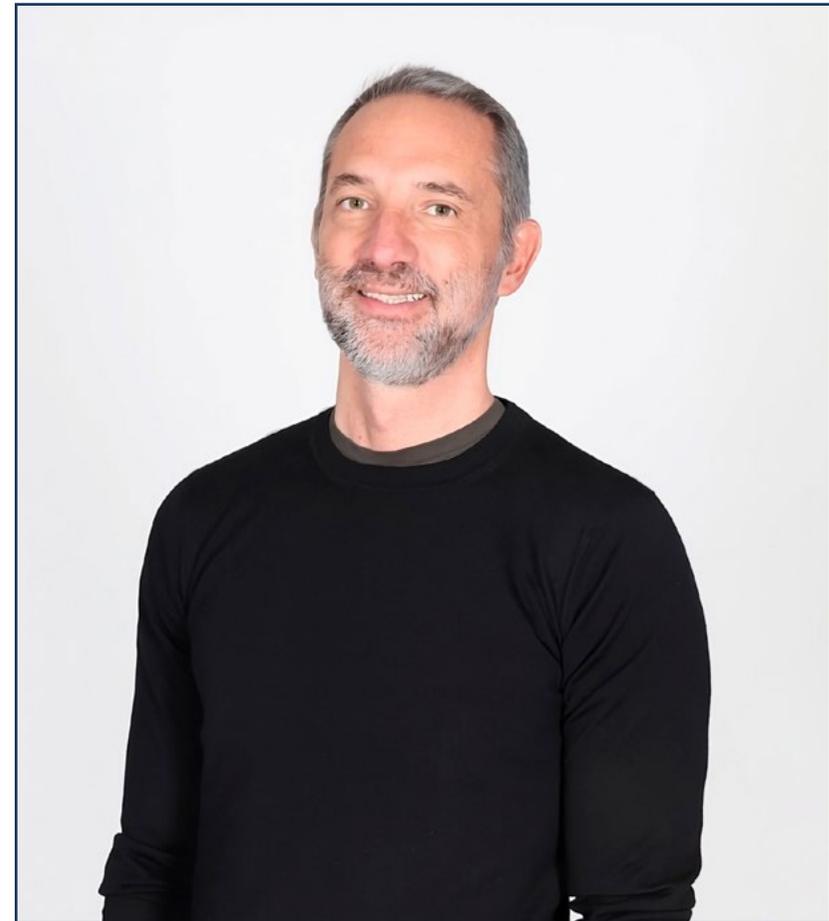
Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands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

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

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

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

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



Mr. La Sala, Andrea

- 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, up to date and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

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

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

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

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



Mr. Gram, Mick

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



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

International Guest Director

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

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

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

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



Mr. Stevenson, Scott

- 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, United States
- Bachelor's 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 through the entire learning process”

International Guest Director

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

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

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

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



Mr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR, United States
- 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 qualification, you will be able to balance your studies with your daily obligations, under the guidance of the leading international experts in the field you are interested in. Enroll now!”

Management



Dr. Fernández Curtiella, Francisco Javier

- ♦ Researcher at ICCI Observatory - International Center for Continuous Innovation
- ♦ Professor of Philosophy and Coordinator of the Social Sciences Department- St. Gabriel School
- ♦ Professor at HÔRREUM foudation
- ♦ Doctorate in Philosophy from the Complutense University of Madrid
- ♦ Degree in Philosophy from the University of Barcelona
- ♦ Certificate in Pedagogical Aptitude, University of Barcelona
- ♦ Researcher at UPV/EHU



10

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, at TECH we put all our resources at your disposal so that you can acquire the specialization you are looking for in a short period of time, and in this way, achieve a positive professional change that fulfills your professional expectations.



“

*We are fully committed to helping you
achieve the professional change you want”*

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

The MBA in Strategy (CSO, Chief Strategy Officer) at TECH is an intensive program that will prepare you to face challenges and business decisions at a strategic and general management level. Its main objective is to promote your personal and professional growth, to and help you achieve success.

If you want to excel, make a positive change at a professional level and interact with the best, this is the place for you.

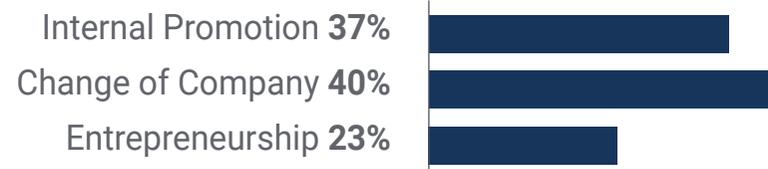
TECH puts all its resources at your disposal to train you for success.

A higher specialization will allow you to obtain an improvement at a professional level.

Time of Change



Type of change



Salary increase

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



11

Benefits for Your Company

The MBA in Strategy (CSO, Chief Strategy Officer) contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will improve not only on a personal level, but above all, at a professional level, increasing their specialization and improving their management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.



“

After studying with us you will have a more global vision of the company that will allow you to mark a before and after in your business”

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.



05

Project Development

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

06

Increased competitiveness

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

12 Certificate

The MBA in Strategy (CSO, Chief Strategy Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree diploma 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 **MBA in Strategy (CSO, Chief Strategy 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.

Title: **Executive Master's Degree in MBA in Strategy (CSO, Chief Strategy Officer)**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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



Executive Master's Degree

MBA in Strategy (CSO, Chief Strategy 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 Strategy (CSO, Chief Strategy Officer)

