



# Postgraduate Diploma

Corporate Sustainability Standards

» Modality: online

» Duration: 6 months

» Certificate: TECH Global University

» Accreditation: 18 ECTS

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-corporate-sustainability-standards

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# tech 06 | Introduction to the Program

Corporate Sustainability Standards have become a fundamental pillar for companies seeking to align their economic growth with a positive impact on the environment and society. In this sense, sustainability is not only an ethical commitment, but also a strategic necessity in a market that is increasingly aware of global problems. For this reason, organizations, both large and small, require experts capable of implementing and managing regulatory frameworks that ensure compliance with international standards and promote comprehensive and responsible development.

To respond to this demand, TECH has developed this very complete program in Corporate Sustainability Standards that will provide the most advanced knowledge on the main international regulations. Using a comprehensive and multidisciplinary approach, the program will address key issues such as environmental impact management, sustainable corporate governance and measuring sustainability results. In this way, professionals will know how to integrate these standards into business strategy, achieving efficient and responsible management.

By acquiring this knowledge, graduates will develop the skills necessary to assume key positions in any organization seeking to strengthen its commitment to sustainability. They will therefore be qualified to lead projects that improve the social and environmental performance of companies, opening the way to new job opportunities in a sector that is constantly expanding and growing in importance.

Finally, the 100% online mode of this program will offer the necessary flexibility for students to prepare at their own pace, from anywhere and at any time. With the support of the Relearning methodology, they will have access to a dynamic and flexible environment that will allow them to consolidate concepts through repetition and constant practice. In this way, TECH ensures that each student can adapt the program to their needs and schedules without compromising academic quality.

In addition, prestigious International Guest Directors will teach comprehensive Masterclasses.

This **Postgraduate Diploma in Corporate Sustainability Standards** contains the most complete and up-to-date program on the market. The most important features include:

- Development of case studies presented by experts in sustainability
- 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 Corporate Sustainability Standards
- 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



Renowned International Guest Directors will offer groundbreaking Masterclasses on the latest advances in Corporate Sustainability Standards"

# Introduction to the Program | 07 tech



Practical exercises based on real cases and detailed videos produced by the teachers themselves will be the key to your success in this university program"

Its teaching staff includes professionals from the field of sustainability, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

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

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

You will develop skills to analyze the impact of business activities in terms of Sustainability using key performance indicators.

Thanks to TECHs relearning, you will be able assimilate the essential concepts in a fast, natural and precise way.







# tech 10 | Why Study 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 Wistumba, 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.



The most complete syllabus





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.



#### **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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### **Module 1.** International Agreements on Corporate Sustainability Reporting

- 1.1. International ESG Regulatory Framework. Conceptual Overview
  - 1.1.1. Evolution of the Standardization of Sustainability Reporting at the Global Level
  - 1.1.2. Importance of a Common Regulatory Framework for Comparability and Credibility. Benefits of Harmonization of Sustainability Standards
  - 1.1.3. Challenges Regarding the Uniformity of Criteria and Standards. Complexity and Cost of Implementation
- 1.2. Sustainable Development Goals. Global Sustainability Framework
  - 1.2.1. The 17 Goals and Their 169 Targets: Analysis
    - 1.2.1.1. Interconnection Between the SDGs and Their Holistic Approach
    - 1.2.1.2. The 2030 Agenda and its Relevance for Different Agents: Governments, Companies, Civil Society
  - 1.2.2. The SDGs and International Cooperation
    - 1.2.2.1. Climate Agreements: The Paris Agreement
    - 1.2.2.2. Other Global Frameworks: The Sendai Framework for Disaster Risk Reduction
  - 1.2.3. Integrating the SDGs into Business Strategies: Business Opportunities1.2.3.1. Business Initiatives to Achieve the SDGs
- 1.3. Intergovernmental Panel on Climate Change (IPCC). Framework for Reporting Climate Change
  - 1.3.1. Origin, Mandate, Structure and Functioning of the IPCC
  - 1.3.2. IPCC Reports: Assessment Reports and "Specials"
  - 1.3.3. Framework of the Task Force on Climate-related Financial Disclosures (TCFD) and its Relationship with the IPCC
  - 1.3.4. Challenges and Opportunities for IPCC-based Climate Reporting1.3.4.1. Complexity of Climate Science and its Translation into Business Practice. Need for High-Quality and Reliable Data
  - 1.3.5. The Paris Agreement and the COPs. Influence on Corporate Reporting
- 1.4. European Corporate Sustainability Reporting Framework
  - 1.4.1. Corporate Sustainability Reporting Directive (CSRD): Scope, Requirements and Main Aspects
  - 1.4.2. Other Relevant European Frameworks and Regulations: NFRD, Taxonomy
  - 1.4.3. Implications for European and Non-European Companies Operating in the EU



- 1.5. American Reference Framework
  - 1.5.1. SEC and the Disclosure of Climate-Related Information: Current Requirements and Future Proposals
  - 1.5.2. SASB and its Focus on Financial Materiality
  - 1.5.3. TCFD and its Influence in the Region. Comparison with the European Framework
- 1.6. Asian Corporate Sustainability Framework
  - 1.6.1. Most Relevant Sustainability Frameworks: Japan, China, Singapore
  - 1.6.2. Regional Initiatives: ASEAN Green Finance Framework
  - 1.6.3. Influence of International Standards in Asia
- 1.7. Others Reference Frameworks. The Case of Oceania: Oceania, Africa and Latin America
  - 1.7.1. The Case of Latin America: Financial Initiative for Latin America and the Caribbean (IFLAC)
    - 1.7.1.1. Challenges and Opportunities for ESG Reporting in the Latin American Region
  - 1.7.2. Case of Oceania: Regional Agreements. Pacific Islands Forum1.7.2.1. Regional Cooperation Frameworks in Marine Resource Management, Climate Change and Renewable Energy
  - 1.7.3. The Case of Africa: Main Challenges and Opportunities for ESG Reporting in Africa1.7.3.1. Role of the African Securities Exchanges Association (ASEA) and the African Development Bank (AfDB)
- 1.8. Diversity of Sectoral Reference Frameworks
  - 1.8.1. Sectoral Frameworks
    - 1.8.1.1. Analysis of Sector-Specific Frameworks: Climate, Energy, Finance, Agriculture
  - 1.8.2. The Task Force on Climate-related Financial Disclosures (TCFD) and its Impact in Different Regions
  - 1.8.3. Comparison of Approaches: Comparative Analysis of Sectoral Approaches in Terms of Materiality, Indicators and Disclosure Requirements
- 1.9. Specific Framework for the Aviation Sector: CORSIA (Carbon Offsetting and Reduction Scheme for International Aviation)
  - 1.9.1. Origin and Objectives of CORSIA
    - 1.9.1.1. How the Scheme Works: Calculation of Emissions, Acquisition of Offset Units, Verification and Compliance
  - 1.9.2. Contributions of the Scheme to the Mitigation of Climate Change and Other SDGs
  - 1.9.3. Integration with Airline Sustainability Reporting1.9.3.1. Relationship between CORSIA and ESG Reporting Standards: GRI, SASB, TCFD

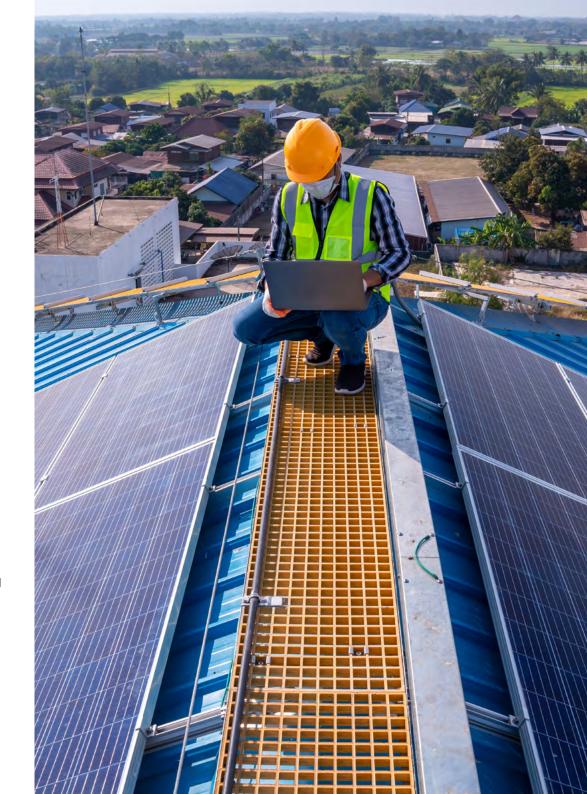
- 1.9.4. CORSIA Challenges and Opportunities in the Context of ESG Reporting
  - 1.9.4.1. Accurate Emissions Calculation
  - 1.9.4.2. Quality and Transparency of Offset Projects. Double Counting and Avoiding Emissions Offsetting.
- 1.10. ESG Reporting in the Maritime Sector Regarding Emissions
  - 1.10.1. Maritime Transport and its Carbon Footprint
    - 1.10.1.1. Greenhouse Gas Emissions from the Maritime Sector and its Contribution to Climate Change
  - 1.10.2. International Regulatory Framework: MARPOL Convention and its Annex VI
    - 1.10.2.1. Requirements for Monitoring, Reporting and Verification of Emissions
    - 1.10.2.2. Carbon Intensity Indicators (CII) and Energy Efficiency Index (EEXI)
  - 1.10.3. Role of the International Maritime Organization (IMO). Comparison with CORSIA1.10.3.1. IMO Approach: Efficiency and Emissions Reduction

#### Module 2. Emerging Approaches to Sustainable Management in Companies

- 2.1. Emerging Frameworks in Corporate Sustainability
  - 2.1.1. Importance and Function of Emerging Frameworks in Corporate Sustainability
  - 2.1.2. Differences between Reporting, Impact Assessment and Target Setting Frameworks
  - 2.1.3. Relevance of Planetary Boundaries, TNFD, CDP and WBCSD in the Current Context
- 2.2. Planetary Boundaries. Contextualization
  - 2.2.1. Planetary Boundaries and its Nine Dimensions
  - 2.2.2. Relationship between Planetary Boundaries and Corporate Sustainability
  - 2.2.3. Examples of Companies with this Focus in their Operations
- 2.3. Critical Dimensions in Planetary Boundaries
  - 2.3.1. Climate Change and the Limit of Greenhouse Gas (GHG) Emissions
  - 2.3.2. Loss of Biodiversity: Impacts and Corporate Responsibilities
  - 2.3.3. Nutrient Cycle, Nitrogen and Phosphorus, and their Responsible Management in Industry
  - 2.3.4. Other Planetary Axes
- 2.4. Taskforce on Nature-related Financial Disclosures (TNFD)
  - 2.4.1. Origin and Mission of TNFD
  - 2.4.2. Structure of the TNFD: Governance, Strategy, Risk Management and Metrics
  - 2.4.3. Focus on Financial Risks Associated with Nature

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- 2.5. Key Components of the Taskforce on Nature-related Financial Disclosures (TNFD) for Reporting
  - 2.5.1. Assessment of Nature-related Risks and Opportunities
  - 2.5.2. Mechanisms for Integrating Nature into Financial Decisions
  - 2.5.3. Tools and Guidelines for Implementing the TNFD in Companies
- 2.6. Carbon Disclosure Project (CDP). Objectives and Scope
  - 2.6.1. CDP Objectives in the Collection and Disclosure of Environmental Data
  - 2.6.2. Areas of Focus: Climate Change, Water and Forests
  - 2.6.3. Influence of CDP on Business Decision Making and Investors
- 2.7. Carbon Disclosure Project (CDP) Processes and Questionnaires
  - 2.7.1. CDP Data Collection Methodology and Questionnaires
  - 2.7.2. CDP Environmental Performance Evaluation and Ratings
  - 2.7.3. Strategies to Improve Performance in the CDP Questionnaire
- 2.8. World Business Council for Sustainable Development (WBCSD)
  - 2.8.1. Role and Mission of the WBCSD in the Promotion of Sustainable Business Practices
  - 2.8.2. Approaches to Collaboration and the Creation of Voluntary Standards
  - 2.8.3. Key Initiatives of the WBCSD: ESG Reporting, Circular Economy and Carbon Targets
- 2.9. Key WBCSD Programs in Corporate Sustainability
  - 2.9.1. Value Redefinition Project: Metrics and Reporting
  - 2.9.2. Vision 2050: Roadmap to a Sustainable Economy
  - 2.9.3. WBCSD Tools and Guides for Corporate Sustainability
- 2.10. Integration and Comparison of the Frameworks in the Corporate Strategy
  - 2.10.1. Comparison of Approaches and Methodologies between Planetary Boundaries, TNFD, CDP and WBCSD
  - 2.10.2. Strategies for Integrating Several Frameworks into a Single Sustainability Model
  - 2.10.3. Benefits and Challenges of Implementing a Comprehensive Approach to Corporate Sustainability





### Module 3. ESRS and Other Mandatory Reporting Standards

- 3.1. Supranational Corporate Reporting Standards
  - 3.1.1. What are Supranational Corporate Standards?
  - 3.1.2. History and Evolution of Supranational Standards
  - 3.1.3. Situation Analysis of the Main Supranational Corporate Standards
- Sustainability Standards in North America: Securities and Exchange Commission (SEC)
   Climate Disclosure Rules
  - 3.2.1. Disclosure of Climate Risks and Opportunities
  - 3.2.2. Greenhouse Gas (GHG) Emissions
  - 3.2.3. Financial Impact and Sustainability Targets
- 3.3. Relevant Sustainability Standards in Asia
  - 3.3.1. Hong Kong Exchange ESG Reporting Guide
  - 3.3.2. Singapore Exchange Sustainability Reporting Requirements
  - 3.3.3. Regional Initiatives such as the ASEAN Green Finance Framework
- 3.4. European Sustainability Reporting Standards (ESRS) and European Taxonomy
  - 3.4.1. Objectives and Structure of the ESRS: Overview and Areas of Coverage
  - 3.4.2. Interrelation between ESRS and the European Taxonomy in the Presentation of Reports
  - 3.4.3. Essential Components of a Report According to ESRS and Taxonomy: How to Integrate Them
- 3.5. Distinctive Aspects of the ESRS
  - 3.5.1. Dual Materiality, Sectoral Focus, Completeness and Sector Scope
  - 3.5.2. Stakeholders, Climate Risk Management, Transparency in the Supply Chain
  - 3.5.3. Consistency with European Taxonomy and Connectivity of Financial and Non-Financial Information
- 3.6. Implementation of ESRS Indicators
  - 3.6.1. Social Indicators: Labor Conditions, Human Rights, Community Relations: Social Impact of Company Operations on Local Communities
  - 3.6.2. Environmental Indicators: Natural Resource Management, Biodiversity and Conservation, Climate Change
  - 3.6.3. Governance Indicators: Ethics, Corporate Governance, Risk Management
- 3.7. ESRS Criteria and Tools
  - 3.7.1. Criteria for Selecting Material Indicators according to ESRS
  - 3.7.2. Tools for Evaluating the Relevance of Each Indicator in Different Sectors
  - 3.7.3. Adaptation of ESRS Indicators to the Characteristics of the Organization



You will have in-depth knowledge of the international regulations applicable to sustainability and will ensure compliance with them"





# tech 20 | Teaching Objectives



### **General Objectives**

- Develop the conceptual foundations of Corporate Sustainability Reporting
- Define key roles and actors in the generation of sustainability reports
- Understand ESG Reporting, background, evolution and current status
- Manage the concepts of governance and organization of the general reporting system
- Establish the importance of international regulatory frameworks in the context of ESG reporting
- Manage the main regulatory frameworks (GRI, SASB, TCFD) and their characteristics
- Master the fundamental conceptual axes of corporate reporting
- Present, explain and define the Sustainable Development Goals
- Analyze the context in which new approaches to corporate sustainability emerge
- Understand the benefits and advantages of incorporating these methodologies into a sustainability report
- Lay a solid conceptual foundation regarding carbon and climate change reporting and existing tools
- Explain the main existing tools related to climate change reporting
- Determine the main characteristics of the most relevant corporate reporting standards and frameworks
- Determine a conceptual structure regarding types of companies and types of corporate reports
- Present in depth the key components of the GRI Standards, including how to correctly apply the principles and standards
- Identify and prioritize material issues that reflect the significant economic, environmental and social impacts of an organization

- Define the SASB conceptual framework and its importance in the field of corporate sustainability reporting
- Evaluate this corporate reporting methodology and its effectiveness for different industries
- Identify the regulatory framework of the different corporate sustainability reporting standards
- Question the implications of the main supranational corporate reporting standards in the company



You will design strategies that not only improve business efficiency, but also promote a more ethical and environmentally friendly business model"



## Teaching Objectives | 21 tech



### **Specific Objectives**

### Module 1. International Agreements on Corporate Sustainability Reporting

- Have a deep understanding of the key international agreements related to sustainability reporting
- Be able to apply these international agreements to corporate sustainability reporting, ensuring that the reports are globally aligned and relevant

### Module 2. Emerging Approaches to Sustainable Management in Companies

- Explore emerging approaches to sustainable management, such as the use of innovative technologies and new methodologies in sustainability reporting
- Develop skills to integrate emerging approaches into corporate sustainability policies and strategies

#### Module 3. ESRS and Other Mandatory Reporting Standards

- Become skilled in the implementation of these mandatory standards and ensure compliance with sustainability reporting regulations
- Develop the ability to integrate regulatory standards into corporate sustainability strategy, ensuring transparency and accountability





# tech 24 | Career Opportunities

#### **Graduate Profile**

Graduates will play a fundamental role in the integration of sustainability principles within organizations. In this way, they will not only have acquired in-depth knowledge of the most relevant international standards (ISO 14001 and the Global Reporting Initiative), but will also have developed a strategic and practical vision for implementing these standards in any sector. In short, they will be professionals with a global vision and unique training that will allow them to face the challenges of the business sector with responsibility, ethics and a commitment to sustainable development.

The profile that you will acquire in this program will allow you to guarantee that companies not only comply with environmental laws, but go beyond them, positioning themselves as leaders in sustainability.

- Critical Analysis Skills: Evaluate complex situations from an ethical and sustainable perspective, analyzing the social, environmental and economic impacts of business decisions
- Sustainable Project Management: Lead sustainability projects, from the coordination of multidisciplinary teams to the management of resources and the application of transition strategies towards more sustainable models
- Effective Communication and Leadership: Develop both written and verbal communication skills necessary to present sustainability reports, negotiate with stakeholders and lead change initiatives.
- Adaptability and Innovation: Manage changes in the corporate environment to implement innovative solutions and keep companies at the forefront in terms of sustainability, optimizing processes and improving their competitiveness





# Career Opportunities | 25 tech

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

- **1. Sustainability Consultant:** Advises companies on the implementation of sustainability standards, helping to develop strategies that reduce environmental impact and improve corporate social responsibility.
- **2. CSR Manager:** Coordinates social responsibility programs within the company, aligning activities with the SDGs and improving corporate reputation.
- **3. Corporate Sustainability Manager:** Responsible for incorporating sustainable practices in all business processes, from resource management to environmental impact assessment.
- **4. Environmental Auditor:** Responsible for environmental assessments to ensure that companies comply with current regulations and are implementing sustainable practices in their operations.
- **5. Environmental Compliance Specialist:** Manager of local and international environmental regulations, ensuring sustainability and efficient management of natural resources.
- **6. Sustainability Project Coordinator:** Responsible for managing projects aimed at improving energy efficiency, reducing waste and promoting sustainable development within the company.
- **7. Sustainable Supply Chain Manager:** Supervises the implementation of sustainable practices throughout the supply chain, from the acquisition of raw materials to the final distribution of the product.
- **8. Sustainability Innovation Director:** Responsible for promoting the development of new technological solutions and processes that favor sustainability within the company.



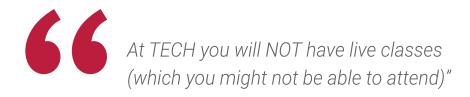


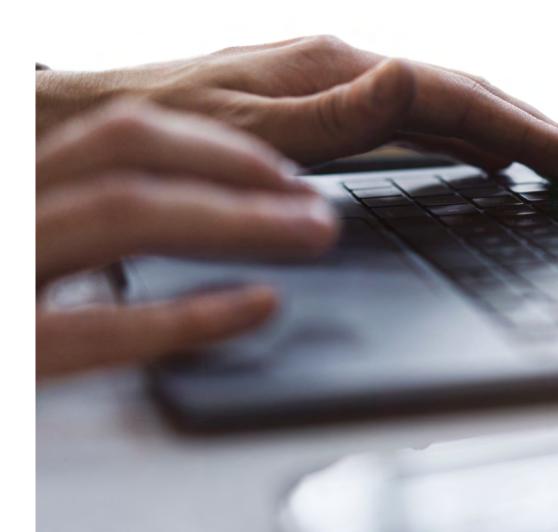
### The student: the priority of all TECH programs

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.









### 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"

# tech 30 | Study Methodology

#### 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.



# tech 32 | Study Methodology

### 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.



# tech 34 | Study Methodology

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



#### **Study Material**

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

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



### **Practicing Skills and Abilities**

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



#### **Interactive Summaries**

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

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





#### **Additional Reading**

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

### Case Studies

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



### **Testing & Retesting**

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



#### Classes

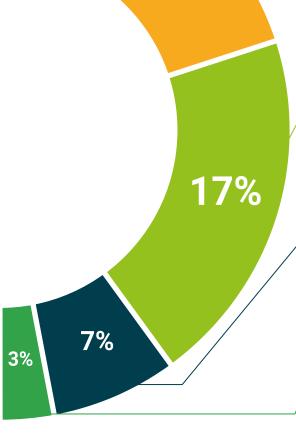
There is scientific evidence suggesting that observing third-party experts can be useful.



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

#### **Quick Action Guides**

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







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* 500companies such as NBCUniversal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition at Mastercardshe 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.

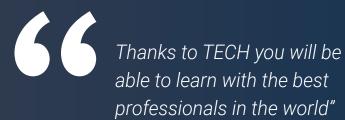
Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication**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

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



# Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, United States
- 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



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 at Amazon, Seattle, USA
- 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
- Degre in Environmental Studies from The Evergreen State College



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#### 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-effectivedecarbonization**" and **overhauling** a fragmented **data**, **digital and technology** landscape. As such, 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, United Kingdom
- 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 Al for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course



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#### 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, 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 Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany



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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. From this position, 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 campaings. 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 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
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale



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

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

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

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. Thereby, 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
- Director of Business Intelligence at Capgemini
- Senior 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
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen



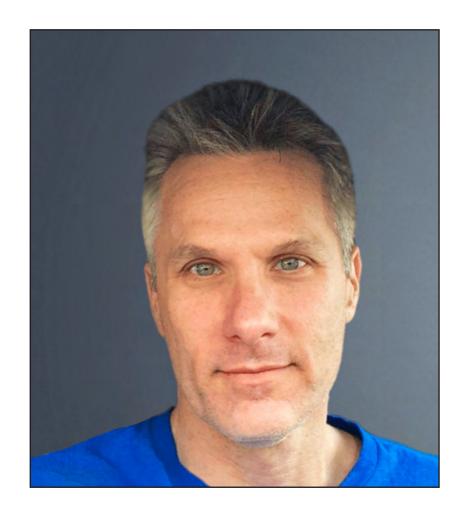
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Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played 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



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#### **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's Degree in Political Science and Industrial Sociology from the University of KwaZulu-Natal
- Bachelor's Degree in Psychology from the University of South Africa



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#### Management



#### Mr. Rettori Canali, Ignacio Esteban

- Product Safety Engineer at GE Vernova
- Sustainability Consultant at ALG-INDRA
- Product Safety Engineer at Alten
- HSE Data Analyst at MARS
- Logistics Shift Manager at Repsol YPF
- Environmental Analyst at Repsol YPF
- Environmental Specialist at the National Ministry of Environment
- Specialist in Energy Economics at the Polytechnic University of Catalonia
- Specialist in Renewable Energies and Electric Mobility, Polytechnic University of Catalonia
- Specialist in Energy Management from the National Technological University
- Project Management Specialist from the Libertad Foundation
- Specialist in Safety and Environment from the Catholic University of Argentina
- $\bullet\,$  Degree in Environmental Engineering from the National University of Litoral



#### **Professors**

#### Mr. Velázquez Palma, Gonzalo

- Independent Consultant
- Specialist in Environmental Management of Water Systems
- Master's Degree in Environmental Management of Water Systems from the University of Cantabria
- Environmental Engineer from the National University of the Littoral

#### Mr. Larrocca Ruiz, Marcelo

- Responsible for the Sustainability Area of the Argentine Soccer Association
- Legal Advisor at Ambiente y Recursos Naturales Foundation
- Legal advisor on environmental regulations and sustainable development plans for Argentine municipalities
- Head of the agreements section of the Environmental Protection Directorate of the Argentine Naval Prefecture
- Specialist in Environmental Law from the University of Belgrano
- Law Degree from the National University of Litoral



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

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Modality: online

Duration: 6 months

Accreditation: 18 ECTS



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



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» Duration: 6 months

» Certificate: TECH Global University

» Accreditation: 18 ECTS

» Schedule: at your own pace

» Exams: online

