

Executive Master's Degree MBA in Purchasing Management

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Executive Master's Degree MBA in Purchasing Management

- » 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

Website: www.techtute.com/us/school-of-business/executive-master-degree/master-mba-purchasing-management

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01 Welcome

The significant transformation of the traditional concept of purchasing in today's business world requires companies to adapt to the current demands and needs of the sector, deepening and improving their services in the different areas covered by this discipline, such as logistics, production, finance, marketing, projects, purchasing and procurement. With this TECH program, students will fully address business management and develop the necessary skills to implement positive negotiation strategies with suppliers, as well as define the financial implications of purchasing management on the company's profitability. In addition, graduates will have access to 10 Masterclasses given by an international reference in this field.



MBA in Purchasing Management
TECH Global University



“

Do not miss the opportunity to expand your skills with the Masterclasses that the International Director, invited by TECH for this degree, puts at your disposal"

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.



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"

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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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



“

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

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

The **MBA in Purchasing Management** will enable the student to:

01

Define purchasing and procurement policies within the framework of integrated logistics

04

Structure requirements in the area of purchasing

02

Define the policies, practices and levers that shape purchasing management, as well as customer-supplier relations



03

Use the most appropriate purchasing tools for the selection and evaluation of the best suppliers

05

Implement a productivity improvement and cost reduction plan

06

Evaluate and measure results by identifying key indicators

08

Elaborate a strategic plan for the purchasing department

09

Define the financial implications of purchasing management on the company's profitability

07

Develop negotiation strategies that generate stable and positive relationships with suppliers

10

Acquire leadership skills that will allow a more fluent development of the professional work



05 Skills

After passing the assessments on the MBA in Purchasing Management, the professional will have acquired the skills required for a quality and up-to-date practice based on the most innovative educational methodology.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

The skills you will develop after completing this program will enable you to achieve the professional success you desire"

01

Carry out a financial diagnosis of the company

02

Conduct a market analysis to understand the situation of the company and its competitors

03

Improve purchasing and procurement processes

04

Understand the importance of audits in the company's purchasing and procurement process

05

Understand the company and the logistics process from an international strategic perspective.



06

Perform and manage the performance and audit of purchases

08

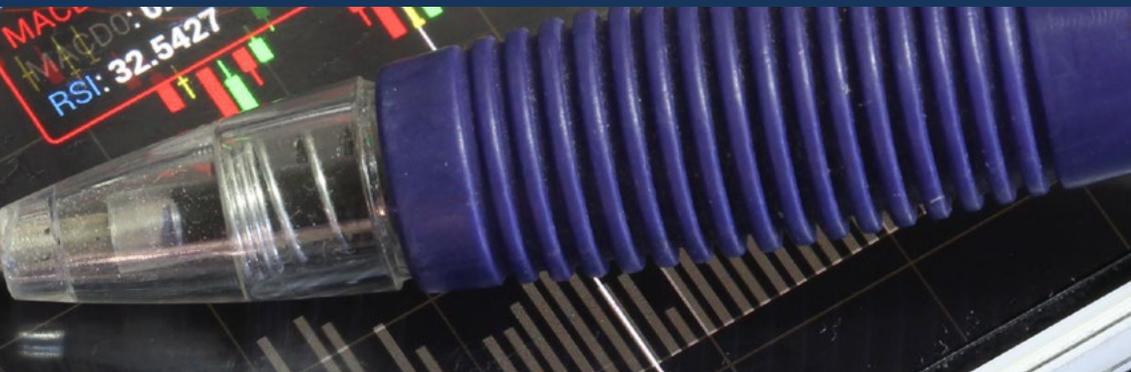
Have an international logistics planning to improve the company's profits

07

Search and select the most suitable suppliers for the company

09

Apply the highest levels of quality in all processes and projects



06

Structure and Content

The MBA in Purchasing in Management is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your professional success and is geared towards continually improving your specialization.



“

The effort put in at an educational level will be rewarded in the professional sphere. You should, therefore, always seek to update your knowledge”

Syllabus

The MBA in Purchasing Management at TECH Global University is an intensive program that prepares students to face decisions in business communication. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 2,700 hours of study, the student will analyze a multitude of practical cases through individual work, achieving a superior knowledge of the subject that they will be able to apply to their daily work. 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 Purchasing management from a strategic and innovative perspective.

A plan designed for students focused on their professional development, which prepares them for excellence in business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, who will provide the competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 14 modules:

| | |
|------------------|---|
| Module 1 | Management and Leadership |
| Module 2 | Logistics and Economic Management |
| Module 3 | Market Research |
| Module 4 | Purchasing and Procurement Function |
| Module 5 | Strategic Purchasing Management |
| Module 6 | Supplier Relationship Management |
| Module 7 | Project and Quality Management for Buyers |
| Module 8 | Socio-ecological Impact |
| Module 9 | Global Sourcing |
| Module 10 | Performance and Auditing |
| Module 11 | Leadership, Ethics and Social Responsibility in Companies |
| Module 12 | People and Talent Management |
| Module 13 | Commercial and Strategic Marketing Management |
| Module 14 | Executive Management |



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Purchasing Management completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Management and Leadership

1.1. General Management

- 1.1.1. Integrating Functional Strategies into the Global Business Strategies
- 1.1.2. Management Policy and Processes
- 1.1.3. Society and Enterprise

1.2. Strategic Management

- 1.2.1. Establishing the Strategic Position: Mission, Vision, and Values
- 1.2.2. Developing New Businesses
- 1.2.3. Growth and Consolidation of the Company

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
- 1.5.3. Lean Management

1.6. Talent Management

- 1.6.1. Managing Human Capital
- 1.6.2. Environment, Strategy, and Metrics
- 1.6.3. Innovation in People Management

1.7. Management and Leadership Development

- 1.7.1. Leadership and Leadership Styles
- 1.7.2. Motivation
- 1.7.3. Emotional Intelligence
- 1.7.4. Efficient Meetings

1.8. Change Management

- 1.8.1. Performance Analysis
- 1.8.2. Leading Change. Resistance to Change
- 1.8.3. Managing Change Processes
- 1.8.4. Managing Multicultural Teams

1.9. Negotiation

- 1.9.1. Intercultural Negotiation
- 1.9.2. Negotiation Focuses
- 1.9.3. Effective Negotiation Techniques
- 1.9.4. Restructuring

Module 2. Logistics and Economic Management

2.1. Financial Diagnosis

- 2.1.1. Indicators for Analyzing Financial Statements
- 2.1.2. Profitability Analysis
- 2.1.3. Economic and Financial Profitability of a Company

2.2. Economic Analysis of Decisions

- 2.2.1. Budget Control
- 2.2.2. Competitive Analysis. Comparative Analysis
- 2.2.3. Decision-Making. Business Investment or Divestment

2.3. Investment Valuation and Portfolio Management

- 2.3.1. Profitability of Investment Projects and Value Creation
- 2.3.2. Models for Evaluating Investment Projects
- 2.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

2.4. Financial Management for Purchasing Management

- 2.4.1. Multiplier Effect of Purchases on Profits
- 2.4.2. Profitability and Cost Reduction
- 2.4.3. Opportunity Cost of Assets

2.5. Economic Control of Purchases

- 2.5.1. KPI, Key Purchasing Management Indicators
- 2.5.2. Impact on Total Costs of Proper KPI Management
- 2.5.3. Economic and Purchasing Control Scorecard

2.6. Warehouse, Stock and Logistics Management

- 2.6.1. Purchasing Logistics Management
- 2.6.2. Stock Management
- 2.6.3. Warehouse Management

2.7. Supply Chain Management

- 2.7.1. Costs and Efficiency of the Operations Chain
- 2.7.2. Change in Demand Patterns
- 2.7.3. Change in Operations Strategy

2.8. Logistical Processes

- 2.8.1. Organization and Management by Processes.
- 2.8.2. Procurement, Production, Distribution
- 2.8.3. Quality, Quality Costs, and Tools
- 2.8.4. After-Sales Service

2.9. Logistics and Customers

- 2.9.1. Demand Analysis and Forecasting
- 2.9.2. Sales Forecasting and Planning
- 2.9.3. Collaborative Planning Forecasting and Replacement

2.10. International Logistics

- 2.10.1. Customs, Export and Import processes
- 2.10.2. Methods and Means of International Payment
- 2.10.3. International Logistics Platforms

Module 3. Market Research

3.1. New Competitive Environment

- 3.1.1. Technological Innovation and Economic Impact
- 3.1.2. Knowledge Society
- 3.1.3. The New Consumer Profile

3.2. Quantitative Research Methods and Techniques

- 3.2.1. Variables and Measurement Scales
- 3.2.2. Information Sources
- 3.2.3. Sampling Techniques
- 3.2.4. The Treatment and Analysis of Data

3.3. Qualitative Research Methods and Techniques

- 3.3.1. Direct Techniques: Focus Group
- 3.3.2. Anthropological Techniques
- 3.3.3. Indirect Techniques
- 3.3.4. The Two Face Mirror and The Delphi Method

3.4. Market Segmentation

- 3.4.1. Market Typologies
- 3.4.2. Concept and Analysis of the Demand
- 3.4.3. Segmentation and Criteria
- 3.4.4. Defining the Target Audience

3.5. Types of Buying Behavior

- 3.5.1. Complex Behavior
- 3.5.2. Dissonance Reducing Behavior
- 3.5.3. Variety Seeking Behavior
- 3.5.4. Habitual Purchasing Behavior

3.6. Marketing Information Systems

- 3.6.1. Conceptual Approaches to Marketing Information Systems
- 3.6.2. Data Warehouse and Datamining
- 3.6.3. Geographical Information Systems

3.7. Research Project Management

- 3.7.1. Information Analysis Tools
- 3.7.2. Developing an Expectation Management Plan
- 3.7.3. Assessing the Feasibility of Projects

3.8. Marketing Intelligence

- 3.8.1. Big Data
- 3.8.2. User Experience
- 3.8.3. Applying Techniques

Module 4. Purchasing and Procurement Function

4.1. Purchasing and Value Chain

- 4.1.1. Mission, Objective and Structure of the Purchasing and Procurement Department
- 4.1.2. Main Components of the Purchasing Department
- 4.1.3. Purchasing and Logistic Flow of the Company
- 4.1.4. Indicator Management, Scorecard

4.2. Purchasing Strategy Development

- 4.2.1. Purchase Conditions
- 4.2.2. Management of Receipts, Orders and Delivery Notes
- 4.2.3. Incident and Inventory Management

4.3. Price, Cost and Purchase Value Analysis

- 4.3.1. Category Management
- 4.3.2. RFP and RFQ Systems
- 4.3.3. International Pricing Index
- 4.3.4. Dynamic Pricing

4.4. Purchasing Risk Management

- 4.4.1. Nature of the Risk
- 4.4.2. Risks in the Supply Market
- 4.4.3. Insurance
- 4.4.4. Price Risks, Volatility

4.5. E-Procurement

- 4.5.1. E-Business and E-Sourcing
- 4.5.2. Auctions and Reverse Auctions
- 4.5.3. Application Costs and Most Commonly Used Systems
- 4.5.4. E-Purchasing

4.6. Purchasing in Different Industries and Sectors

- 4.6.1. Purchase of Services
- 4.6.2. Purchase of Equipment
- 4.6.3. Purchase of Merchandising, Marketing and Advertising
- 4.6.4. IT, Transportation and Other Sectors
- 4.6.5. Procurement in the Public Sector

Module 5. Strategic Purchasing Management

5.1. Strategic Purchasing Management

- 5.1.1. New Challenges in Purchasing, Sourcing and Procurement Management
- 5.1.2. Purchasing Function in Companies and in the Supply Chain
- 5.1.3. Purchasing Function as a Resource Provider

5.2. Lean Management in Purchasing Processes

- 5.2.1. Lean Buying
- 5.2.2. Outsourcing in the SCM
- 5.2.3. Lean Supplying

5.3. Purchasing Strategy Design

- 5.3.1. Externalization
- 5.3.2. Process Outsourcing
- 5.3.3. Globalization
- 5.3.4. Relocation

5.4. Outsourcing-Insourcing

- 5.4.1. Purchasing Models and Processes
- 5.4.2. Segmentation Models
- 5.4.3. Role of e-Procurement

5.5. Strategic Sourcing

- 5.5.1. Supplier Selection and Strategy
- 5.5.2. Value Generation from Strategic Sourcing
- 5.5.3. Logistic Operators in Procurement

5.6. Warehouse Design and Management

- 5.6.1. Advanced Warehouse Design
- 5.6.2. Picking and Sorting
- 5.6.3. Material Flow Control

5.7. Lean Warehouse

- 5.7.1. The Fundamentals of Lean Warehousing
- 5.7.2. Inventory Management Systems
- 5.7.3. Radio Frequency in Warehouse Design

5.8. Transportation and Distribution Management

- 5.8.1. Coordination Between Transport and Warehousing
- 5.8.2. Logistics Activity Zones (LAZ)

5.9. Internal Logistics

- 5.9.1. Calculation of Requirements
- 5.9.2. Typology of Warehouses in a JIT System
- 5.9.3. DOUKI SEISAN Supplies
- 5.9.4. Lean Materials Handling

Module 6. Supplier Relationship Management

6.1. Supplier Search Planning

- 6.1.1. Bidding Process and Criteria Development
- 6.1.2. Identifying Potential Suppliers
- 6.1.3. Supplier Selection

6.2. Supplier Selection Criteria

- 6.2.1. Economic Criteria
- 6.2.2. Quality Criteria
- 6.2.3. Other Criteria

6.3. Supplier Relationship Management

- 6.3.1. Ethics in Relations
- 6.3.2. Recruitment Planning
- 6.3.3. Acquisition of Services

6.4. Integrating Suppliers in the Value Chain

- 6.4.1. Phases in the Process of Integration
- 6.4.2. Risks and Control Parameters
- 6.4.3. Monitoring
- 6.4.4. Integration Breakdown

6.5. Contract Management and Administration

- 6.5.1. Negotiation and Implementation
- 6.5.2. Results Monitoring and Control
- 6.5.3. Contract Closure

Module 7. Project and Quality Management for Buyers

| | | | |
|---|---|--|---|
| 7.1. Lean Management 7.1.1. The Basic Principles of Lean Management 7.1.2. Improvement and Problem-Solving Groups 7.1.3. New Forms of Maintenance and Quality Management | 7.2. Lean Tools for Project Management 7.2.1. Quality Improvement Tools 7.2.2. Cost Improvement Tools 7.2.3. Deadline Improvement Tools 7.2.4. Tools for Improving Personnel Involvement | 7.3. Practical Application of Lean Management: Basic Principles and Rules 7.3.1. Identification of Waste in Purchasing and Procurement 7.3.2. Practical Application of the 4 Lean Rules 7.3.3. Univocal Definition of Subprocesses by Means of SIPOC | 7.4. Lean Six Sigma in Purchasing Processes 7.4.1. Maximize Value through the DMAIC Improvement Approach 7.4.2. Diagnosis of Process Capability and Improvement Potential 7.4.3. Use of Process and Result Metrics in Procurement |
| 7.5. Project Quality Management 7.5.1. Project Planning Based on Requirements and Specifications 7.5.2. Customer Requirements and Competitive Evaluation 7.5.3. Objectives, Relationships and Correlations 7.5.4. Modal Analysis of Failures and Effects | 7.6. Total Quality Management and Advanced Project Management 7.6.1. Total Quality Management 7.6.2. Six Sigma as a Global Business Management System 7.6.3. EFQM Model | 7.7. Map of the Value Chain in Purchasing Processes 7.7.1. Identification of Specific Improvement Objectives 7.7.2. Adjustment and Balancing of Processes to Reduce Non-value Time and Optimize Resources | |

Module 8. Socio-Ecological Impact

| | | | |
|---|---|---|--|
| 8.1. Corporate Social Responsibility 8.1.1. Strategic Vision and Corporate Social Responsibility 8.1.2. Systems and Models for Implementing CSR 8.1.3. Organization of CSR 8.1.4. Roles and Responsibilities | 8.2. SCM and Corporate Responsibility 8.2.1. Value Creation in an Economy of Intangibles 8.2.2. CSR: Corporate Commitment 8.2.3. Social, Environmental, and Economic Impact | 8.3. Responsible Finance and Investment 8.3.1. Transparency in Information 8.3.2. Finance and Responsible Investment 8.3.3. Social Economy, Cooperativity and Corporate Social Responsibility | 8.4. Business and Environment 8.4.1. Sustainable Development 8.4.2. Response of Companies to Environmental Problems 8.4.3. Waste and Emissions |
| 8.5. Responsible Management Systems and Tools 8.5.1. Social Responsibility Management Systems 8.5.2. Quality Management Systems, the Environment and Occupational Health and Safety 8.5.3. Audits | | | |

Module 9. Global Sourcing

9.1. Global Economic Environment

- 9.1.1. The Fundamentals of the Global Economy
- 9.1.2. The Globalization of Companies and Financial Markets
- 9.1.3. Growth and Development in Emerging Markets
- 9.1.4. International Monetary System

9.2. Adaptation of Purchasing to Global Sourcing

- 9.2.1. Purchasing Structure
- 9.2.2. The Need for New Skills
- 9.2.3. Intermediaries

9.3. Import Management

- 9.3.1. Customs, Export and Import Processes
- 9.3.2. International Commerce Institutions and Agreements
- 9.3.3. Plant Management and International Purchasing

9.4. International Logistics Distribution

- 9.4.1. International Logistics Platforms
- 9.4.2. International Transport Operator
- 9.4.3. Hubs and Distribution

9.5. Incoterms and International Document Management

- 9.5.1. Exportation or Implantation
- 9.5.2. Agency, Distribution and International Sales and Purchase Agreements
- 9.5.3. Industrial and Intellectual Property
- 9.5.4. Taxes and Tariffs Classification

9.6. Methods and Means of International Payment

- 9.6.1. Payment Method Selection
- 9.6.2. Documentary Credit
- 9.6.3. Bank Guarantee and Documentary Credit

9.7. International Lean Logistics

- 9.7.1. Lean Basis with Application in International Logistics
- 9.7.2. Main Implications and Requirements
- 9.7.3. Other Methodologies to Improve the Process

Module 10. Performance and Auditing

10.1. General Aspects of Business Management Indicators

- 10.1.1. Functions of Management Indicators
- 10.1.2. Indicator Panel and Balance Score Card
- 10.1.3. Logistics Indicators

10.2. Starting Material Purchase Indicators

- 10.2.1. Efficiency Indicators
- 10.2.2. Economic Indicators
- 10.2.3. Internal Customer Relations Indicators
- 10.2.4. Procurement Effectiveness Indicators
- 10.2.5. Procurement Efficiency Indicators
- 10.2.6. Purchasing Objectives

10.3. Service Purchasing Indicators

- 10.3.1. Economic Indicators
- 10.3.2. Procurement Effectiveness Indicators
- 10.3.3. Efficiency Indicators
- 10.3.4. Relationship Indicators
- 10.3.5. Indicators of Relationship with our Internal Customers

10.4. Other Indicators

- 10.4.1. Performance Indicators
- 10.4.2. Purchasing Team Productivity Indicators

10.5. Purchasing Audit

- 10.5.1. Audit Objectives
- 10.5.2. Scope of the Audit in Terms of Purchase Control
- 10.5.3. Internal Audits, Training, and Contractor Policies and Procedures

10.6. Benchmarking in Purchasing Management

- 10.6.1. Types of Benchmarking
- 10.6.2. Benchmark the Market
- 10.6.3. Benefits and Advantages of the Application of Benchmarking in a Purchasing Department
- 10.6.4. Benchmarking Measurement

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

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

11.2. Leadership

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

11.3. Cross Cultural Management

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

12.4. Business Ethics

- 12.4.1. Ethics and Morality
- 12.4.2. Business Ethics
- 12.4.3. Leadership and Ethics in Companies

11.5. Sustainability

- 11.5.1. Sustainability and Sustainable Development
- 11.5.2. The 2030 Agenda
- 11.5.3. Sustainable Companies

11.6. Corporate Social Responsibility

- 11.6.1. International Dimensions of Corporate Social Responsibility
- 11.6.2. Implementing Corporate Social Responsibility
- 11.6.3. The Impact and Measurement of Corporate Social Responsibility

11.7. Responsible Management Systems and Tools

- 11.7.1. CSR: Corporate Social Responsibility
- 11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.7.3. Steps to Implement a Corporate Social Responsibility Management System
- 11.7.4. CSR Tools and Standards

11.8. Multinationals and Human Rights

- 11.8.1. Globalization, Multinational Companies and Human Rights
- 11.8.2. Multinational Companies vs. International Law
- 11.8.3. Legal Instruments for Multinationals in the Area of Human Rights

11.9. Legal Environment and Corporate Governance

- 11.9.1. International Rules on Importation and Exportation
- 11.9.2. Intellectual and Industrial Property
- 11.9.3. 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. Human Resources Management by Competencies

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management

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

12.5. Motivation

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

12.6. Developing High Performance Teams

- 12.6.1. High Performance Teams: Self-Managed Teams
- 12.6.2. Methodologies for the Management of High Performance Self-Managed Teams

12.7. Executive Communication

- 12.7.1. Internal and External Communication in the Corporate Environment
- 12.7.2. Communication Departments
- 12.7.3. The Person in Charge of Communication of 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. Commercial Management, Strategic Marketing and Corporate Communication

13.1. Commercial Management

- 13.1.1. Conceptual Framework of Commercial Management
- 13.1.2. Business Strategy and Planning
- 13.1.3. The Role of Sales Managers

13.2. Marketing

- 13.2.1. The Concept of Marketing
- 13.2.2. The Basic Elements of Marketing
- 13.2.3. Marketing Activities in Companies

13.3. Strategic Marketing Management

- 13.3.1. The Concept of Strategic Marketing
- 13.3.2. Concept of Strategic Marketing Planning
- 13.3.3. Stages in the Process of Strategic Marketing Planning

13.4. Digital Marketing and E-Commerce

- 13.4.1. Digital Marketing and E-commerce Objectives
- 13.4.2. Digital Marketing and Media Used
- 13.4.3. E-Commerce General Context
- 13.4.4. Categories of E-commerce
- 13.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce

13.5. Digital Marketing to Reinforce the Brand

- 13.5.1. Online Strategies to Improve Your Brand's Reputation
- 13.5.2. Branded Content and Storytelling

13.6. Digital Marketing to Attract and Customer Loyalty

- 13.6.1. Loyalty and Engagement Strategies Through the Internet
- 13.6.2. Visitor Relationship Management
- 13.6.3. Hypersegmentation

13.7. Managing Digital Campaigns

- 13.7.1. What is a Digital Advertising Campaign?
- 13.7.2. Steps to Launch an Online Marketing Campaign
- 13.7.3. Mistakes in Digital Advertising Campaigns

13.8. Sales Strategy

- 13.8.1. Sales Strategy
- 13.8.2. Sales Methods

13.9. Corporate Communication

- 13.9.1. Concept
- 13.9.2. The Importance of Communication in the Organization
- 13.9.3. Type of Communication in the Organization
- 13.9.4. Functions of Communication in the Organization
- 13.9.5. Elements of Communication
- 13.9.6. Communication Problems
- 13.9.7. Communication Scenarios

13.10. Digital Communication and Reputation

- 13.10.1. Online Reputation
- 13.10.2. How to Measure Digital Reputation?
- 13.10.3. Online Reputation Tools
- 13.10.4. Online Reputation Report
- 13.10.5. Online Branding

Module 14. Executive Management

14.1. Manager Functions: Organizational Culture and Approaches

14.1.1. Manager Functions: Organizational Culture and Approaches

14.2. Operations Management

14.2.1. The Importance of Management
14.2.2. Value Chain
14.2.3. Quality Management

14.3. Public Speaking and Spokesperson Education

14.3.1. Interpersonal Communication
14.3.2. Communication Skills and Influence
14.3.3. Communication Barriers

14.4. Personal and Organizational Communications Tools

14.4.1. Interpersonal Communication
14.4.2. Interpersonal Communication Tools
14.4.3. Communication in the Organization
14.4.4. Tools in the Organization

14.5. Communication in Crisis Situations

14.5.1. Crisis
14.5.2. Phases of the Crisis
14.5.3. Messages: Contents and Moments

14.6. Preparation of a Crisis Plan

14.6.1. Analysis of Possible Problems
14.6.2. Planning
14.6.3. Adequacy of Personnel

14.7. Emotional Intelligence

14.7.1. Emotional Intelligence and Communication
14.7.2. Assertiveness, Empathy, and Active Listening
14.7.3. Self-Esteem and Emotional Communication

14.8. *Personal Branding*

14.8.1. Strategies to Develop Personal Branding
14.8.2. Personal Branding Laws
14.8.3. Tools for Creating Personal Brands

14.9. Leadership and Team Management

14.9.1. Leadership and Leadership Styles
14.9.2. Leader Capabilities and Challenges
14.9.3. Managing Change Processes
14.9.4. Managing Multicultural Teams

07

Methodology

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

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





“

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



TECH Business School uses the Case Study to contextualize all content

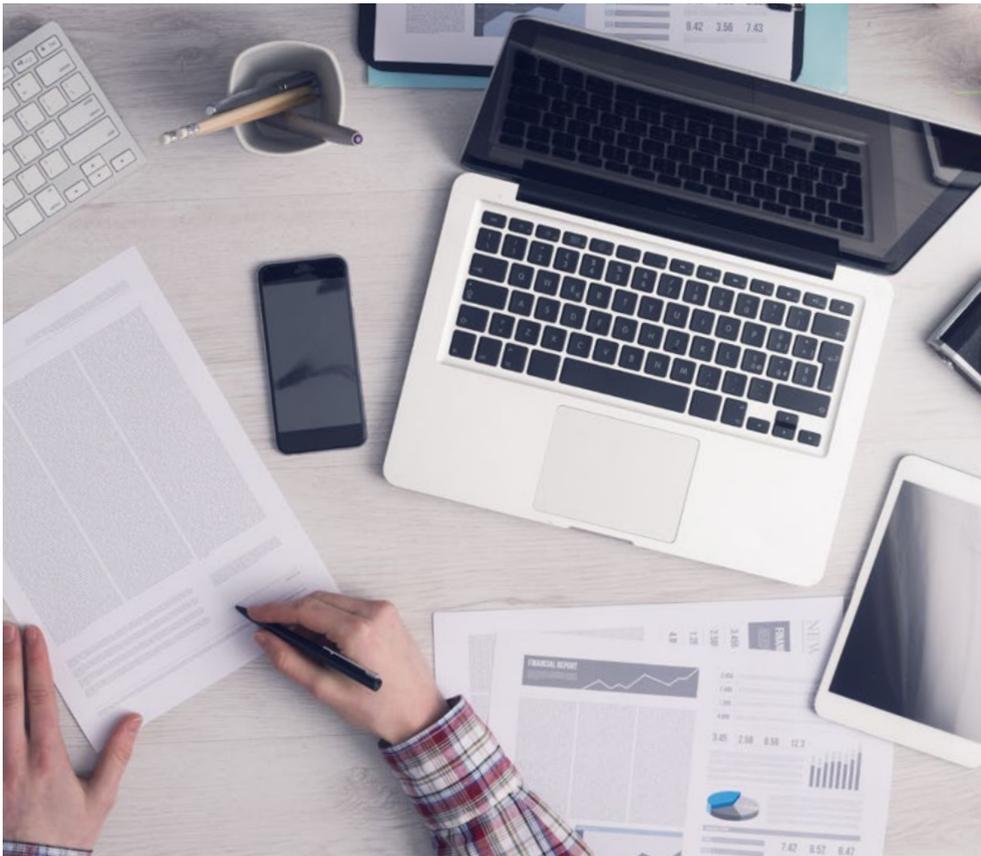
Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

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



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



A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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



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.

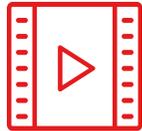
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



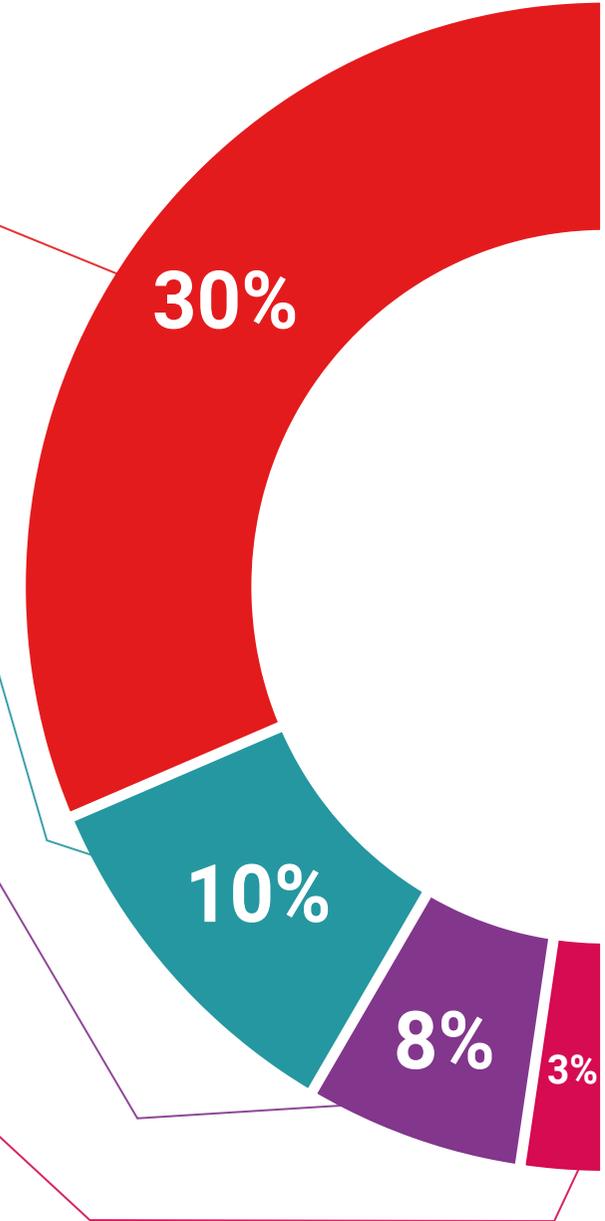
Management Skills Exercises

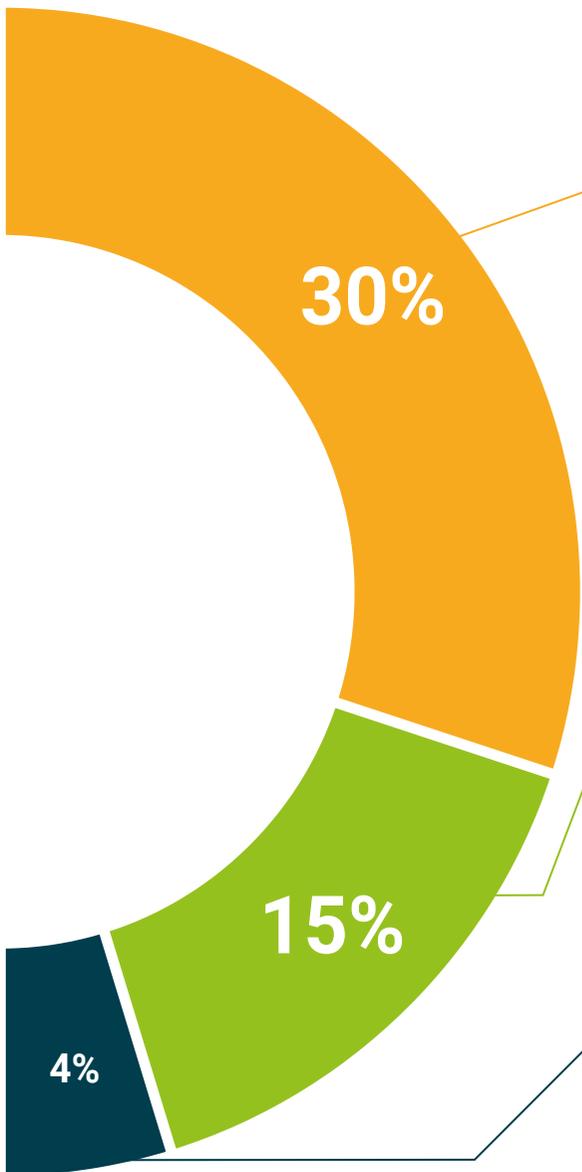
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 Purchasing Management is a program aimed at professionals who specialize in business management, and who want to update their knowledge in this field and progress in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





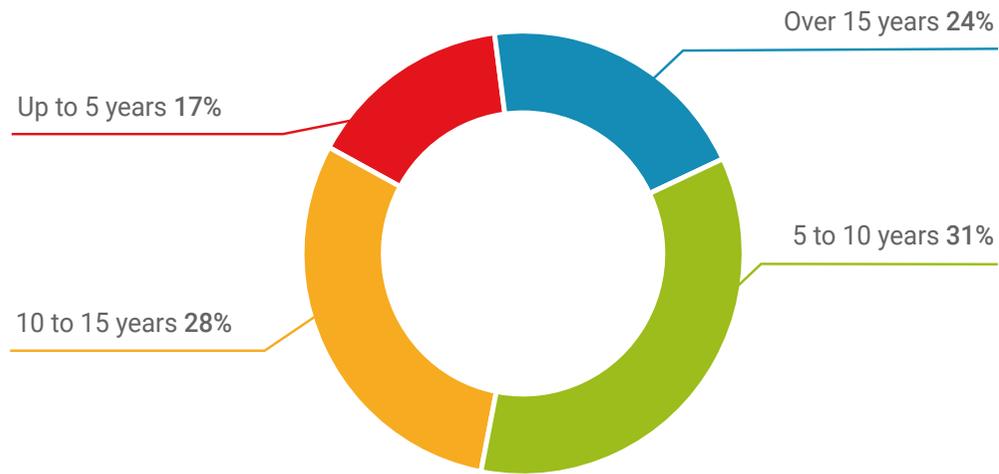
“

If you are looking to specialize to achieve an interesting career boost while continuing to work, then this is the program for you”

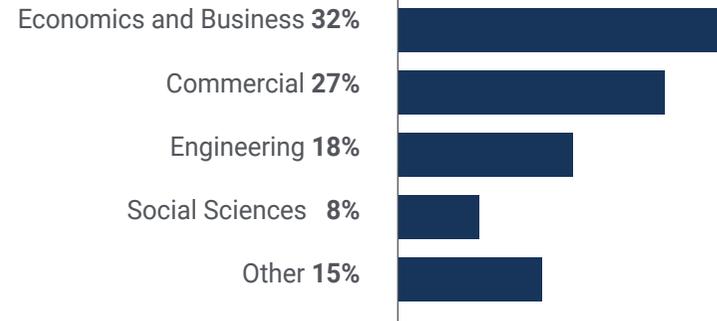
Average Age

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

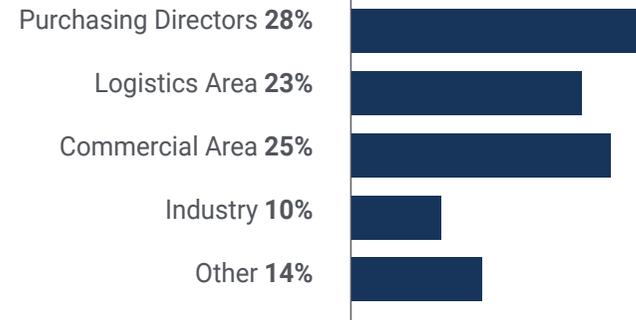
Years of Experience



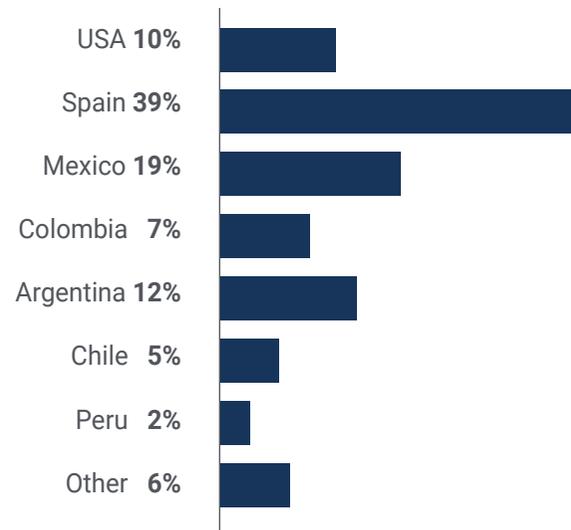
Training



Educational Profile



Geographical Distribution



Santos Rodríguez

Purchasing Manager of a Multinational Company

"After completing this MBA program at TECH I understood new concepts and strategies in the field of Purchasing Management that I did not study during my undergraduate years. That is why it is good to continue to continue taking specialization programs to keep up-to-date with the main developments in the sector"

09

Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest prestige. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and field work. In addition, these specialists play a leading role in the university program, as they are responsible for selecting the most up-to-date and innovative content for inclusion in the syllabus. At the same time, they participate in the development of numerous multimedia resources of high pedagogical rigor.



“

The professionals in this teaching staff have extensive experience and the best results in the field of Purchasing Management”

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 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 process and workflow management improvements that have resulted in significant cost savings.

With over 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 several awards for his work, including the BIM Leadership Award, the Search Leadership Award, Export Lead Generation Program Award and the EMEA Best Sales Model Award.

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

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

“

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

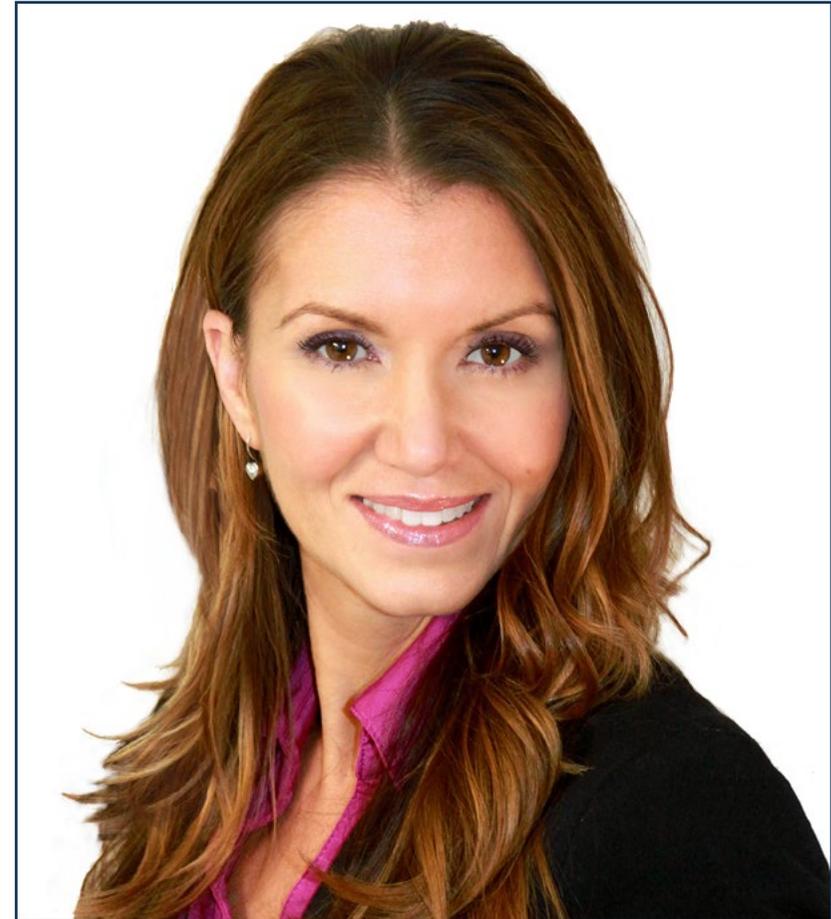
International Guest Director

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 of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- 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
- 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 the most cutting-edge 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.



D. 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
- B.S. in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field 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

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

“

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

International Guest Director

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).



Ms. 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

“

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

International Guest Director

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

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

One of his most outstanding projects in recent years has been the **Walmart Data 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
- 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



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

International Guest Director

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

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

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

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



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

“

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

International Guest Director

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

“

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

10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, at TECH Global University we put all our resources at your disposal so that you can acquire the specialization you need to continue with your learning process and, above all, so that you can achieve the job improvement you desire.



“

Our main challenge is to help you achieve a better job and, therefore, we compete in quality and professionalism”

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

The MBA in Purchasing Management at TECH Global University is an intensive program that prepares you to face the challenges and decisions at the business level. The main objective is to promote personal and professional growth. Helping students achieve success.

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

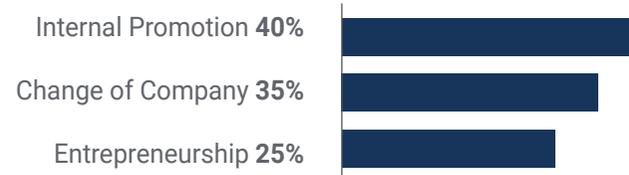
Immerse yourself in this comprehensive master's degree and get that promotion you want so much.

Achieve professional improvement in a short time thanks to this quality specialization offered by TECH Global University.

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 Purchasing in Management helps raise the organization's talent to its maximum potential by specialization high-level leaders. Therefore, participating in this educational program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Besides, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

Get up-to-date with the most effective strategies for the MBA in Purchasing Management and apply them in your daily work”

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 Purchasing Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.



“

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



Executive Master's Degree

MBA in Purchasing Management

- » 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 Purchasing Management