

# Executive Master's Degree Research in Business Sciences

**M R B S**



## Executive Master's Degree Research in Business Sciences

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/professional-master-degree/master-research-business-sciences](http://www.techtute.com/us/school-of-business/professional-master-degree/master-research-business-sciences)

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# 01 Welcome

The importance of investing in business science research lies in the relevant data that can be acquired to determine the threats and opportunities that can affect companies. Knowing the economic, financial, accounting and administrative scenarios, or even in the field of marketing and communication, both internal to the company and the environment, is essential to create business strategies that lead to the success of companies. And, in order to educate professionals in this field, TECH has designed this comprehensive program, in a 100% online format, which offers a complete and efficient educational course that will allow students to gain the necessary skills to conduct thorough research in this area.



**Professional Master's Degree in Research in Business Sciences.**  
**TECH Technological University**

“

*Master the essential tools and strategies to carry out correct research in business sciences”*

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 centre for intensive managerial skills training.





“

*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 Technological University



### Innovation

The university offers an online learning model that combines 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.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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.



### 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 studies in the academic community"*

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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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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**

### 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 areas 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

### Be part of an exclusive community

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

*We give you the opportunity to train with a team of world renowned teachers.*

# 04

# Objectives

The objective is to provide the skills for the professional to develop in this area. Reach the necessary level of knowledge to be able to carry out comprehensive research in any area of Business Sciences, from its conception and proposal to its dissemination.



“

*If your goal is to find a job that allows you to develop your skills in this field, don't miss the opportunity to continue specializing with us”*

Your goals are our goals.

We work together to help you achieve them.

The Executive Master's Degree in Research in Business Sciences will enable the student to:

01

Learn methodological systems that are applicable to research in Business Sciences

04

Learn which different tools are required in research in Business Science and how to use them

02

Revise the processes for market study



03

Review the different historical moments and the current one

05

Learn to write theses and reports in business sciences



06

Know the most advanced personnel management systems

08

Learn the basics of verbal and non-verbal communication and the keys to its effectiveness



09

See the formulas for negotiation and conflict resolution in the company

07

Recognize how communication is organized internally and externally in organizations

10

Equip a market researcher with the correct skills

11

Acquire basic financial knowledge and skills

14

Understand the relationship between the economy and its effect on the financial markets

12

Know the main financing tools: accounting, risk analysis



13

Understand the financial plan of the markets

15

Know the growing importance of the operational and logistical aspects in modern business

16

Study global trends that are affecting supply chains

18

Learn about talent management systems in the company

19

Know the evolution of the image of the entrepreneur and businessman in society according to periods and regions.

17

Provide general knowledge on the application of Information and Communication Technologies (ICT) to business

20

Understand the intellectual foundation of tools to foster innovation and entrepreneurship.

# 05 Skills

After passing the assessments on the Executive Master's Degree in Research in Business Sciences, the professional will have acquired the skills required for a quality and up-to-date practice based on the most innovative teaching methodology.





“

*Acquire the necessary skills that will allow you to carry out exhaustive research in the field of business sciences”*

01

Recognize talent and its suitability on organizational charts

02

Conflict resolution and negotiation in the field of human resources organization

03

Provide a macro view of ongoing trends and changes in markets

04

Present the best tools for researching market dynamics and market factors

05

Introduce a holistic view of the business cycle of a business organization



06

Analyze new tools, approaches and methodologies in the operational management of an organization: new technologies, *just in time*, industry 4.0.

08

Develop the strategic communication of the company in all its areas

09

Develop leadership in any organization

07

Organize change management in the organization

10

Analyze the new methods of structuring and managing entrepreneurship

06

# Structure and Content

The Executive Master's Degree in Research in Business Sciences at TECH Technological University is a tailor-made program that is taught in a 100% online format 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 success in Research in Business Sciences.







“

*Immerse yourself in the study of this comprehensive course and get the training you need to make a positive change in your career”*

## Syllabus

This Executive Master's Degree in Research in Business Sciences has been created to allow students to acquire the necessary knowledge in this field, in an intensive and efficient way. An opportunity to improve your training, with the convenience of the most effective online method in the teaching market. TECH provides the opportunity to incorporate knowledge in this area into the student's academic training. In addition, with this syllabus, you will have access to a way of working that is designed to be fully compatible with your professional or personal life.

During this master's degree, the student will analyze a multitude of practical cases through individual work. It is, therefore, a real immersion in real situations, which will allow you to acquire the necessary skills to develop professionally in a real environment. Therefore, the syllabus is designed to promote the development of skills that enable more rigorous decision making in uncertain environments.

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

This program takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	Research in Social Sciences
<b>Module 2</b>	Researcher's Tools
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Strategic Communication
<b>Module 5</b>	Marketing
<b>Module 6</b>	Finances
<b>Module 7</b>	Operations
<b>Module 8</b>	Technology and Information in Digital Companies
<b>Module 9</b>	Management and Leadership Development
<b>Module 10</b>	Entrepreneurial Innovation and Initiative

### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Research in Business Sciences completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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



**Module 1. Research in Social Sciences**

1.1. Introduction to Investigative Methodology	1.2. Methodologies in Economics and Management	1.3. Data Sources	1.4. Fundamentals of Statistics
1.5. Research in Economics	1.6. Management Research	1.7. Design of a Market Study	1.8. History of Economics and Business
1.9. Philosophical Currents in Business and Economics	1.10. New Trends		

**Module 2. Researcher's Tools**

2.1. Thesis and Report Writing	2.2. Use of Database Managers	2.3. Scientometrics and Scientific Databases	2.4. Spreadsheet for Economics and Finance
2.5. Bibliographic Sources	2.6. Advanced Internet Searching	2.7. Statistical Packages	2.8. Data Analysis Tools
2.9. Algorithm Fundamentals	2.10. New Trends		

**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. People Management and Strategic Alignment
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Negotiation and Conflict Management**

- 3.4.1. Negotiation Objectives: Differentiating Elements
- 3.4.2. Effective Negotiation Techniques
- 3.4.3. Conflicts: Factors and Types
- 3.4.4. Efficient Conflict Management: Negotiation and Communication

**3.5. Executive Communication**

- 3.5.1. Corporate Strategy and Management Communication
- 3.5.2. Internal Communication: Influence and Impact
- 3.5.3. Interpersonal Communication: Team Management and Skills

**3.6. Team Management and People Performance**

- 3.6.1. Multicultural and Multidisciplinary Environment
- 3.6.2. Team and People Management
- 3.6.3. Coaching and People Performance
- 3.6.4. Executive Meetings: Planning and Time Management

**Module 4. Strategic Communication**
**4.1. Communication in Organizations**

- 4.1.1. The Information Technology Revolution
- 4.1.2. Types of Information Systems for Management
- 4.1.3. Informal Organization

**4.2. Internal Communication and Comprehensive Communication Plan**

- 4.2.1. HR Marketing and Communication
- 4.2.2. Programming, Execution and Evaluation of the Plan
- 4.2.3. Barriers to Business Communication

**4.3. Interpersonal Communication**

- 4.3.1. Body Language
- 4.3.2. Assertive Communication
- 4.3.3. Interviews

**4.4. Open Communication**

- 4.4.1. Openness and Problem Solving
- 4.4.2. Detection of Unsupportive Behavior
- 4.4.3. Active Listening

**4.5. Personal and Influential Skills**

- 4.5.1. Impact and Influence
- 4.5.2. Public Speaking
- 4.5.3. Stress Mastery
- 4.5.4. Time Management

**4.6. Conflicts in Organizations**

- 4.6.1. Interpersonal Conflicts
- 4.6.2. Conflict Conditions
- 4.6.3. Consequences of Conflicts

**4.7. Negotiation**

- 4.7.1. Intercultural Negotiation
- 4.7.2. Negotiation Focuses
- 4.7.3. Effective Negotiation Techniques
- 4.7.4. Restructuring.

**4.8. International People Management and Diversity Management**

- 4.8.1. Talent Management in International Companies

## Module 5. Marketing

### 5.1. Introduction to Marketing Research

- 5.1.1. The Markets
- 5.1.2. The Market-Driven Company Concept

### 5.2. CRM and Loyalty

- 5.2.1. Relationships with Clients
- 5.2.2. Tools for Loyalty
- 5.2.3. Architecture of a CRM System

### 5.3. Strategic Marketing

- 5.3.1. Marketing and their Limits
- 5.3.2. Market Strategy Fundamentals
- 5.3.3. Decision-Making in Strategic Management

### 5.4. Operational Marketing

- 5.4.1. Comparative Analysis of Strategic and Operational Marketing
- 5.4.2. Operational Marketing Tools

### 5.5. Competitive Intelligence.

- 5.5.1. Organizational Intelligence
- 5.5.2. Types and Characteristics of intelligence
- 5.5.3. The Cycle of Intelligence
- 5.5.4. Methods and Tools of Competitive Intelligence

### 5.6. Business Intelligence

- 5.6.1. Data Platforms
- 5.6.2. Data Analysis Tools
- 5.6.3. Data Warehouse

### 5.7. Customer Service

- 5.7.1. Customer Service and its Diagnosis
- 5.7.2. Customer Service and Quality

### 5.8. Product Management

- 5.8.1. Importance, Value and Complexity of the Product
- 5.8.2. Evolution of the Role of the Project Manager

### 5.9. International Marketing

- 5.9.1. Effects of Globalization on Marketing
- 5.9.2. Specifics of International Marketing

### 5.10. Future Tendencies

- 5.10.1. Changes in Demand
- 5.10.2. New Marketing Tools: Virtual Reality, Augmented Reality, Platforms, etc.

## Module 6. Finances

### 6.1. Introduction to Finances Research

- 6.1.1. Financial Information and Information Asymmetry
- 6.1.2. Uses and Utilities of Accounting Information and Economic-Financial Information

### 6.2. Financial Bases

- 6.2.1. Finances Decision-Making
- 6.2.2. Financial Elements of a Business
- 6.2.3. Financial Analysis
- 6.2.4. Economic Valuation Methods

### 6.3. Accounting Fundamentals

- 6.3.1. History of Accounting
- 6.3.2. Types of Accounting
- 6.3.3. The Accounting Cycle
- 6.3.4. Financial Statements
- 6.3.5. International Accounting

### 6.4. Fundamentals of Economy

- 6.4.1. Economic Science
- 6.4.2. Goods, Factors and Productive Agents
- 6.4.3. Economy and Business: Business Agent
- 6.4.4. Main Economic Problems

### 6.5. Management Control

- 6.5.1. The Control Process
- 6.5.2. Design of a Control System
- 6.5.3. Control Indicators and Dashboards
- 6.5.4. Benchmarks

### 6.6. Financial Risks

- 6.6.1. Concept of Risk and its Management
- 6.6.2. Components and Risk Languages
- 6.6.3. Main Market, Financial and Operational Risks

### 6.7. Capital Markets

- 6.7.1. Types of Capital Markets and Traded Products
- 6.7.2. Functions of Capital Markets
- 6.7.3. Efficient Markets

### 6.8. Financing

- 6.8.1. Financial Structure
- 6.8.2. Traditional Financing
- 6.8.3. Alternative Financing

### 6.9. Audit

- 6.9.1. Internal Control Measures
- 6.9.2. External Auditing

### 6.10. Future Tendencies

- 6.10.1. Cryptocurrencies
- 6.10.2. The Rise of Private Equity
- 6.10.3. Other Trends

## Module 7. Operations

### 7.1. Introduction to Operation Research

- 7.1.1. Specificity of Operations in Industrial Companies
- 7.1.2. Specificity of Operations in Commercial and Service Companies

### 7.2. Operations Fundamentals

- 7.2.1. The Value Chain and its Transformation
- 7.2.2. Challenges in Contemporary Operations
- 7.2.3. Environment and Operations

### 7.3. Focus on Quality

- 7.3.1. Academic Definitions of Quality
- 7.3.2. Historical Evolution of the Phenomenon of Quality
- 7.3.3. Comprehensive Quality
- 7.3.4. Planning and Quality Management
- 7.3.5. Quality Tools

### 7.4. Just in time and lean manufacturing

- 7.4.1. Tackling Waste and Inefficiencies
- 7.4.2. Just in Time
- 7.4.3. Lean Manufacturing

### 7.5. Supply Chain Management SCM

- 7.5.1. Logistics and Production
- 7.5.2. Production Planning
- 7.5.3. Logistical Phenomenon
- 7.5.4. Integrated Supply Chain Management Strategies
- 7.5.4. SCM Tools: Chain Assessment, Sourcing, ECR, Strategic Inventories, etc.

### 7.6. Service Operation

- 7.6.1. Service Companies
- 7.6.2. Commercial Business
- 7.6.3. Supply and Demand Mismatches
- 7.6.4. Adjustment Strategies

### 7.7. Industry 4.0

- 7.7.1. Evolution and Industrial History
- 7.7.2. Factors of the Fourth Revolution
- 7.7.3. Digital Transformation
- 7.7.4. Manufacturing Intelligence
- 7.7.5. Security Challenges and Others

### 7.8. Industrial Technology

- 7.8.1. ERPs
- 7.8.2. PLMS
- 7.8.3. Additive Manufacturing
- 7.8.4. Robotics

### 7.9. Outsourcing

- 7.9.1. The Phenomenon of Outsourcing in Operations
- 7.9.2. Advantages and Disadvantages
- 7.9.3. Outsourcing in the Public Sector

### 7.10. Future Tendencies

- 7.10.1. Cloud and Infrastructure Virtualization
- 7.10.2. Environmental Emergency
- 7.10.3. Rapid Product Development

**Module 8. Technology and Information in Digital Companies**

**8.1. Information Systems and Organization Strategy**

- 8.1.1. Introduction to ICTs
- 8.1.2. Typology
- 8.1.3. ICT Influences
- 8.1.4. Competitive Advantages and Web 2.0

**8.2. Information and Communication Technologies (ICTs)**

- 8.2.1. Components
- 8.2.2. Infrastructure Evolution
- 8.2.3. ICT Infrastructure Administration

**8.3. Hardware and Software**

- 8.3.1. Hardware
- 8.3.2. Hardware Trends
- 8.3.3. Integration and Competition
- 8.3.4. Software and Platforms
- 8.3.5. Web 2.0 and Web Software

**8.4. Networks**

- 8.4.1. Corporate Networks and Connectivity Technologies
- 8.4.2. Transmission Types and Means
- 8.4.3. Internet, the Web, Web 2.0 and Web 3.0
- 8.4.4. Mobile and Wi-Fi Communication

**8.5. Data Bases**

- 8.5.1. Traditional Organization of Archives
- 8.5.2. Database Management Systems
- 8.5.3. Data Storage and Data Mining

**8.6. Business Systems**

- 8.6.1. Supply Chain Management
- 8.6.2. Customer Relationship Management
- 8.6.3. Trends of Business Systems

**8.7. Other Applications of ICT in Businesses**

- 8.7.1. Decision Support System
- 8.7.2. E-Commerce
- 8.7.3. E-Marketplaces

**8.8. Information Systems Planning and Implementation**

- 8.8.1. Basic Concepts and Systems Planning
- 8.8.2. Requirements Analysis and Design
- 8.8.3. Methodologies for Developing Information Systems

**8.9. Information Systems Security**

- 8.9.1. Malicious Software
- 8.9.2. Vulnerabilities of Information Systems
- 8.9.3. Computer Crimes

**Module 9. Management and Leadership Development**

**9.1. People in Organizations.**

- 9.1.1. Quality of Work Life and Psychological Well-Being
- 9.1.2. Work Teams and Meeting Management
- 9.1.3. Coaching and Team Management
- 9.1.4. Managing Equality and Diversity

**9.2. Talent Management**

- 9.2.1. Managing Human Capital
- 9.2.2. Environment, Strategy, and Metrics
- 9.2.3. Innovation in People Management

**9.3. Management and Leadership Development**

- 9.3.1. Leadership and Leadership Styles
- 9.3.2. Motivation
- 9.3.3. Emotional Intelligence
- 9.3.4. Skills and Abilities of the Leader 2.0
- 9.3.5. Efficient Meetings

**9.4. Change Management**

- 9.4.1. Performance Analysis
- 9.4.2. Leading Change. Resistance to Change
- 9.4.3. Managing Change Processes
- 9.4.4. Managing Multicultural Teams

**9.5. Strategic Communication**

- 9.5.1. Interpersonal Communication
- 9.5.2. Communication Skills and Influence
- 9.5.3. Internal Communication and Comprehensive Communication Plan
- 9.5.4. Barriers to Business Communication

**9.6. Negotiation and Conflict Management**

- 9.6.1. Effective Negotiation Techniques
- 9.6.2. Interpersonal Conflicts
- 9.6.3. Intercultural Negotiation



**Module 10. Entrepreneurial Innovation and Initiative**

**10.1. Introduction to Entrepreneurship Research**

- 10.1.1. Entrepreneurship
- 10.1.2. Strengths and Weaknesses of a Business Plan

**10.2. Introduction to Innovation Research**

- 10.2.1. Historical Overview of Entrepreneurial Innovation
- 10.2.2. Technology Transfer Processes

**10.3. Creativity**

- 10.3.1. The Theoretical Framework of Ideation and Creation
- 10.3.2. Creativity and Innovation
- 10.3.3. Creative Companies
- 10.3.4. Creative Tools
- 10.3.5. Selection of Ideas

**10.4. Agile Start-ups**

- 10.4.1. Lean Start-up Model
- 10.4.2. Development of Products and Services with Agile
- 10.4.3. DevOps in ICT Ventures

**10.5. Innovation Management**

- 10.5.1. Analysis of Types of Innovation
- 10.5.2. Innovation Levers
- 10.5.3. Scope of Innovation
- 10.5.4. Comparative Analysis of Innovation Cases
- 10.5.6. R+D Management

**10.6. Entrepreneurial Context: Information Society**

- 10.6.1. Entrepreneurs and their Time
- 10.6.2. Opportunities and Challenges of Contemporary Entrepreneurship

**10.7. Globalization**

- 10.7.1. Globalization
- 10.7.2. Lawyer and Detractors
- 10.7.3. Influence on the Entrepreneurial Project
- 10.7.4. Economic Analysis of International Environments

**10.8. Project Management**

- 10.8.1. The Business Plan.
- 10.8.2. Conventional Project Management
- 10.8.2. Agile Project Management

**10.9. Intrapreneurship**

- 10.9.1. Intrapreneurship Specificities
- 10.9.2. Comparative Analysis of Intrapreneurship Cases

**10.10. Future Tendencies**

- 10.10.1. New Entrepreneurship Niches
- 10.10.2. Social Entrepreneurship
- 10.10.3. Entrepreneurship for Seniors



*A unique experience that allows you to give a boost to your professional development"*

# 06

# 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 Executive Master's Degree in Business Sciences is a program aimed at professionals who want to update their knowledge, discover new ways of successfully carrying out their roles, and advance their professional career.





“

*Our students choose us in search of professional improvement, and most of them get it”*

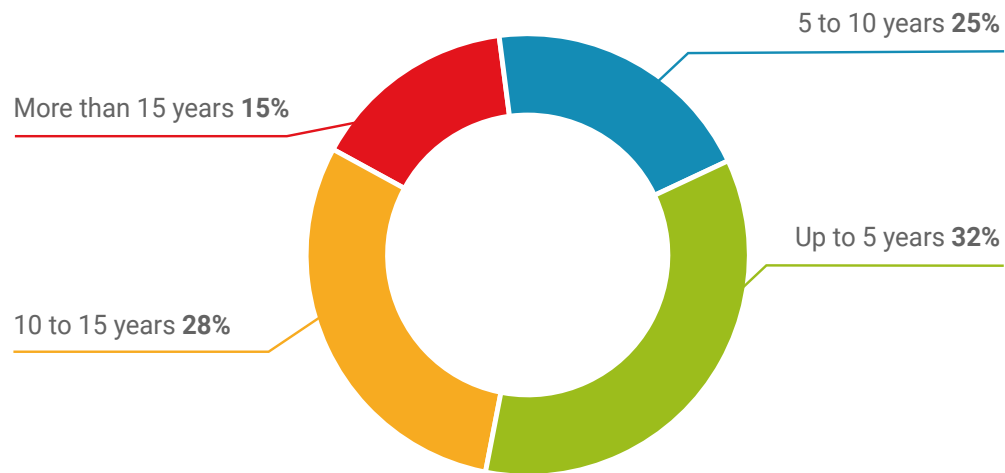
### Average Age

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

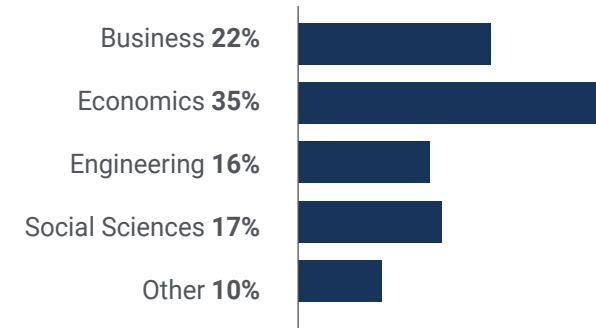
### Years of Experience

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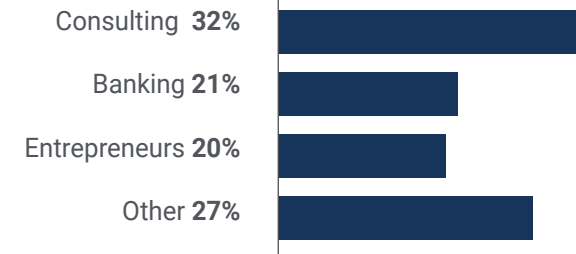
### Training

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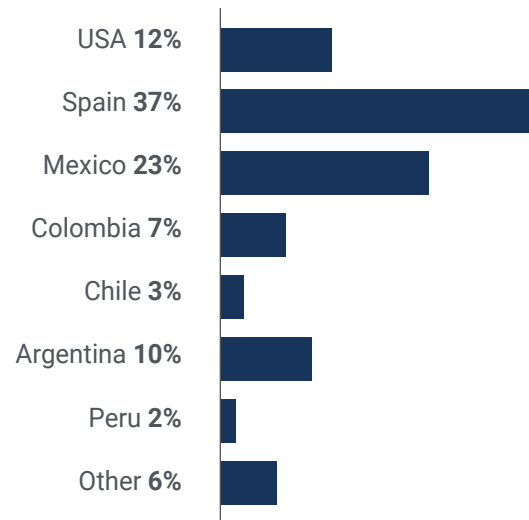
### Academic Profile

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## Geographical Distribution

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## Rosa Pérez

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### Business Consultant

*"Since I was very young, I have been interested by the world of business research. However, although I completed my business degree, I had never thought about specializing in this field. Luckily, TECH offered me the possibility to study this Executive Master's Degree which allowed me to acquire the higher education I needed and dedicate my career to what I had always dreamed of, business consulting"*

09

# Course Management

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





“

*We have a team of professionals with extensive experience that will help you during your learning process”*

## Management



### Dr. de Angelis, Ignacio

- ◆ Visiting Professor at the Department of Applied Economics - Economic Structure, University of Valencia, Spain
- ◆ Center for Interdisciplinary Studies on International and Local Issues. Project Management Scientific and Technical Publications National University of the Center of the Province of Buenos Aires. Tandil, Argentina
- ◆ Ibero-American Union of Municipalists (UIM). Participant in the project on the international financial insertion of municipalities. Granada, Spain
- ◆ Banco Hipotecario S.A. Marketing and management of mortgage banking. Manpower Argentina. Tandil, Argentina
- ◆ PhD in Economic Science National University of Matanza, Buenos Aires, Argentina
- ◆ Master in Technology Science and Society National University of Quilmes, Buenos Aires, Argentina
- ◆ Degree in International Relations National University of the Center of the Province of Buenos Aires. Tandil, Argentina





10

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, with us, you will find great possibilities to achieve it. For this, we have the perfect equation for a quality specialization: a highly up-to-date syllabus and internationally renowned teachers. Undoubtedly, a unique opportunity that will help you to boost your career in a short period of time.



“

*Our challenge is to generate a positive change in your professional career, and we are fully committed to helping you achieve it"*

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

With this program you will be able to drastically advance in your profession, although there is no doubt that, in order to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

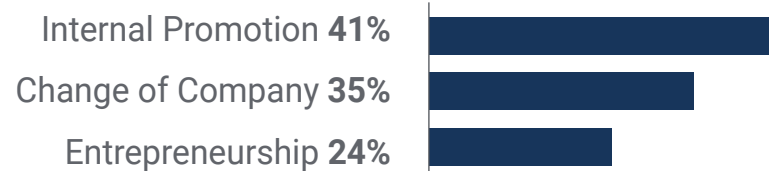
*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

*The best way to achieve professional change is to increase your skills. So don't stop studying at TECH.*

#### When the change occurs



#### Type of change



### Salary increase

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



11

# Benefits for Your Company

The Executive Master's Degree in Research in Business Sciences. contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Your role is indispensable to carry out highly relevant research in the business field”*

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

01

### **Intellectual Capital and Talent Growth**

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

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02

### **Retaining High-Potential Executives to Avoid Talent Drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building Agents of Change**

Make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased International Expansion Possibilities**

Thanks to this program, the Organisation will come into contact with the main markets in the world economy.





05

### **Project Development**

Be able to work on a real project or develop new projects.

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06

### **Increased Competitiveness**

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

# 12 Certificate

The Executive Master's Degree in Research in Business Sciences guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Technological University.





“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

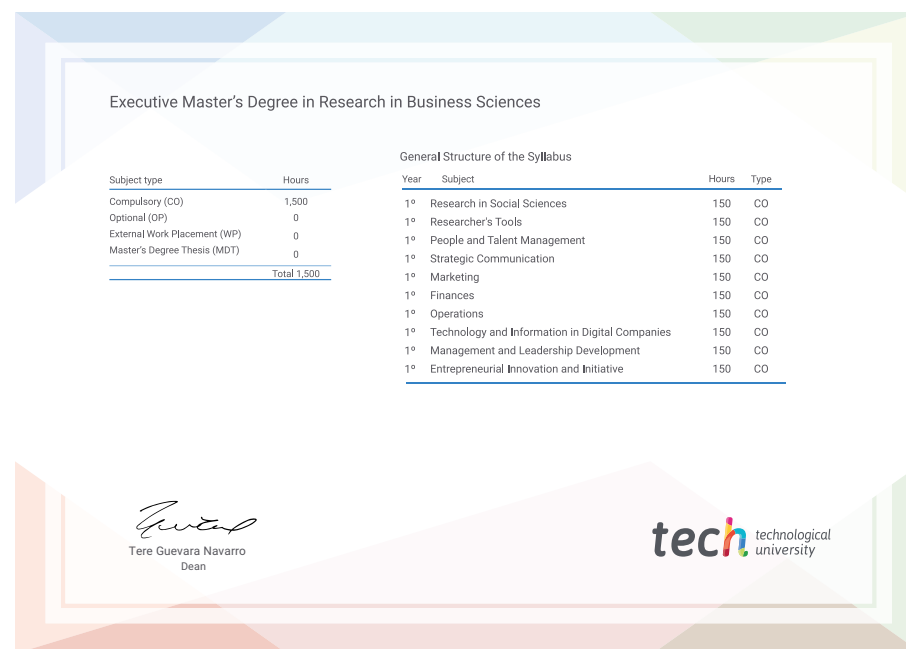
This **Executive Master's Degree in Research in Business Sciences** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in Research in Business Sciences**

Official N° of hours: **1,500 h.**



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



## Executive Master's Degree

### Research in Business Sciences

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree

## Research in Business Sciences

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