The program presents a comprehensive view of the Technological and Telecommunication Services business, with the objective of developing management skills for complex decision-making and working with specialists in different disciplines.

It is aimed at graduates from different professions who perform on IT platforms in companies within the field of high added-value services.

"The Master’s, unique in Latin America, provided me with very useful tools for the service duties based on the sale of technological solutions to customers of the whole region, as well as a very interesting networking space with other specialists of the area."
Marcos Westphalen

"Once I had this Master’s and included the information in my résumé in an employment portal I use, I began receiving telephone calls and mails of companies or intermediaries for job interviews weekly."
Enrique Solchman

MASTER’S AND SPECIALIZATION IN MANAGEMENT OF TECHNOLOGY AND TELECOMMUNICATIONS SERVICES

Other Management Postgraduate Courses:
MBA
Master in Organizational Studies
Master in Marketing and Communication, and Specialization in Marketing
Master and Specialization in Finance
Specialization in Non-Profit Organizations
Specialization in Strategic Human Resources Management

University with final authorization. Decreto PEN N°105. Master’s in Management of Technological Services and Telecommunications: Approved by Resolution 63/08, ME. Favorable pronouncement by CONEAU. Specialization in Management of Technological Services and Telecommunications: Approved by Resolution 1312/08, ME. Favorable pronouncement by CONEAU.

Campus:
Vito Dumas 284, Victoria, Pdo. de San Fernando, Pcia. de Buenos Aires
Tel.: (54-11) 4725-7000/7001
Buenos Aires City Site:
25 de Mayo 586, Ciudad A. de Buenos Aires
Tel.: (54-11) 4312-9499
www.udesa.edu.ar/mgstt
SYLLABUS

SPECIALIZATION

In addition to the above:
- Strategy and Policies of Technological Competitiveness.
- Telecommunications Technology and its Application to Business.
- Marketing of Technological Services and Telecommunications.
- Organizational Design and Process Management.
- Technology and IT Project Management.
- Financial and Accounting Evaluation of Investment Projects.
- Financial and Behavioural Team Work.
- Telecommunications and Technology Policy.
- Trends and New Products in the Telecommunications Industry.
- Methodological Research Seminar.
- Thesis Workshop.

ADDITIONAL NEW OPTIONAL SUBJECTS

Area of Financial Technological Services 2013
- Specialization: Strategic HR Management (SHRM).
- Internet Business Strategy.
- Intrapreneurship/Entrepreneurship applied to Business.
- Telecommunications Technology and its Application to Business.
- Competitiveness and Strategy in High Technology Companies.

Area of Retail Technological Services 2013
- Specialization: Innovation and Creativity.
- Mobility and Security in Banking: Banelco as a Case Study.
- The 7Cs of Digital Marketing. MICROSOFT.
- STRATEGIC HR MANAGEMENT (SHRM).
- Internet Retail Management and Marketing.
- Internet Retail and Marketing.
- Strategic Training in Services 2013
- Specialization: Telecommunications.
- Strategies and trends in entrepreneurial finance foundations: paradoxes and emerging models.
- Telecommunications in Emerging Markets.
- Internet Advertising.
- Internet Banking: Strategies in the Evolution to e-Business.
- Internet Banking: Strategies for the Evolution to e-Business.
- Telecommunications and Business Models.

SEMINARIOS DE EXTENSIÓN CON CRÉDITOS

- SSGA and Web 2.0: The New Language of Communications.
- Telecommunications Public Policies.
- ITU Dilligence: KPMG.
- The 7Cs of Digital Marketing. MICROSOFT.
- Mobility and Security in Banking: Banelco as a business facilitator: BANELCO.
- Telecommunications Industry.
- Technological companies business model and their evolution to e-Business.
- Mobility and Security in Banking: Banelco as a business facilitator: BANELCO.
- The 7Cs of Digital Marketing. MICROSOFT.
- Strategies and trends in entrepreneurial finance foundations: paradoxes and emerging models.
- Telecommunications in Emerging Markets.
- Internet Advertising.
- Internet Banking: Strategies in the Evolution to e-Business.
- Internet Banking: Strategies for the Evolution to e-Business.
- Telecommunications and Business Models.
MASTER’S AND SPECIALIZATION IN
MANAGEMENT OF TECHNOLOGY AND TELECOMMUNICATIONS SERVICES
SPONSOR COMPANIES OF THE POSTGRADUATE COURSE

Email: mgstt@udesa.edu.ar | www.udesa.edu.ar/mgstt