

ELEVATOR BUSINESS  
MANAGEMENT PROGRAM

EBM EN



## GENERAL INFORMATION

<b>Format</b>	According to their circumstances and preferences, participants can choose between a 100% online format and a blended format.
<b>Student profile:</b>	Elevator industry personnel aspiring to a managerial position or currently carrying out managerial responsibilities.
<b>Program structure:</b>	Modular structure, with the versatility of enrolling in the whole program or only in one of its four modules: <ul style="list-style-type: none"><li>• Business management.</li><li>• Business administration.</li><li>• Technical management.</li><li>• Elevator engineering.</li></ul>
<b>Language:</b>	English.
<b>Duration:</b>	<ul style="list-style-type: none"><li>• 15 months.</li><li>• Dedication time estimated per module: 54 hours.</li><li>• Total: 240 hours.</li></ul>
<b>Registration:</b>	Registration period open.
<b>New edition:</b>	January 2020
<b>Web:</b>	<a href="http://www.docensas.eu">www.docensas.eu</a>
<b>Telephone:</b>	+34 954 294 202



JOSÉ M<sup>a</sup>  
COMPAGNI  
Managing Director

Nowadays, companies in the elevator installation and maintenance industry cannot be managed as they were years ago. As circumstances have changed, so have the necessary capabilities and skills to compete in today's market.

The good news is that all companies are in the same situation, so it depends on them to adapt to the process of change, through a continuous training.

Addressed at executives who aim to position their companies as leaders in the elevator industry, the **Elevator Business Management Program** (EBM Program) is based on the most advanced management tools and techniques.

At **Docensas**, we want to facilitate access to quality training. That is why we offer a flexible methodology, with the versatility of enrolling in a 100% online or a blended format.

Besides, our modular structure allows our students to enroll separately in one or more modules and complete the program throughout the time needed.

The only conditions required are the ambition to improve and the effort necessary for every process of change.

Join now to the **Elevator Business Management Program**, a pioneer training initiative in the elevator industry.

A handwritten signature in blue ink, which appears to read "José M. Compagni". The signature is fluid and cursive, written over a light blue horizontal line.



## DOCENSAS TRAINING ADVANTAGES

### SPECIALIZATION

Unlike other training companies, instructors at **Docensas** have a wide field of experience in the elevator industry, including both business management and technical support and design. We are only and exclusively focused on training and it is very important for us to use the most suitable methods in each case.

### FORMAT OPTIONS: ONLINE OR BLENDED

According to your ability to travel, you can follow the program 100% online or blended (online, with only a 3-days face-to-face lecture at the beginning of each module).

We count on our own technology to provide regular training without unnecessary transfers. It is easy to use and allows total mobility, since it can be used from your mobile phone.

### AGILITY & EFFICIENCY

Making use of temporary or permanent subcontracting, **Docensas** offers the services of a committed training department, without incurring fixed costs, which favors efficiency and agility.

### CUSTOMIZATION

Working under strict confidentiality rules, **Docensas** personnel will act as members of your own team, loyal, motivated and committed.

### FLEXIBILITY

**Docensas** offers different services, depending on the needs of each company.

Enjoy a quality global training

always with you





# EBM

PARTICIPANT PROFILE



## PARTICIPANT PROFILE



## EXECUTIVES

Elevator industry personnel exercising managerial functions or aspiring to.

At **Docensas**, we are fully aware of the reality that installation and maintenance companies are facing worldwide. We know how important it is, in terms of competitiveness and success, to count on qualified personnel.

From the elevator maintenance technician, to the managing director, all personnel must aspire to be leaders in their fields. That is the only way to create strong, sustainable-in-time companies.

The globalization phenomenon, the adaptation to technological innovations, the emergence of new competitors, the greater need of employees and clients: all of them are part of those new challenges which require a strategic reconsideration.

The experience gained throughout many years, along with the theoretical knowledge of the different disciplines, make the **Docensas** teaching team a perfect asset for all elevator, components and escalator manufacturers all over the world.



# EBM

TEACHING TEAM



## TEACHING TEAM

The **Docensas** team is composed of dedicated professionals who have a recognized and relevant experience at national and international levels. They provide training in renowned universities and business schools, and are specialists in technical and business management in the Elevator World.

### OUR MANAGING DIRECTOR

**José María Compagni**, has attained an International Executive MBA and a Bachelor's Degree in Law from IE University, and counts amongst his previous experience as the Director of the Installation and Maintenance Service Department at MP Lifts and Commercial Director at MACPUARSA as invaluable in relation to the training of others in all Managerial aspects of the lift industry and Lift companies. He also holds the position of Associate Professor at School of Architecture at IE University.

### LECTURERS

**Jaime Casado Ruiz**, practicing Lawyer and Consultant since 1989, Managing Partner of the Law Firm Jaime Casado Ruiz, former General Counsel and Legal Counsel at several companies in the Elevator Industry, as well as in the New Technologies or the Aeronautical Industries, Lecturer for the Law Master's Degree at the University Pablo de Olavide. Legal Area.

**José Luis Espinosa**, Industrial Electronic Engineer, Managing Director at Elevators Alcor. He has a wide experience in different technical services (design, installation, maintenance), as well as in management.

**Juan José López Martín**. Bachelor's Degree in Economic and Business Sciences, Black belt certificate from Lean Six Sigma (L6S), Economist at Telefónica in Spain, Lecturer at the Professional Training Centre Guadalquivir and at the New Professions Spanish Centre.

**Maosheng Liu**. Bachelor's degree, Elevator engineering senior engineer, specializing in large project management; He has hold the position of Director of the Installation and Maintenance Department at CSCEC-Algeria in Oran & Algiers (with 500 installations during 3 years) and director of KMA-Spain with installations of METRO-SEVILLA, CAJA MAGICA-Madrid, IKEA-La Coruña, IKEA-Kuala Lumpur MALAYSIA, BEAC-Libreville GABON

**Mario Canivell**, Industrial Engineer, Business Organization, Managing Director at Claritic S.L, Solutions and Strategies TIC, Technological Consultant for the elevator industry. Operations and Information & Communication Technology Areas.

**Ricardo Vieira**, with 22 years of experience in the elevator industry, Ex National Sales Manager at Thyssenkrupp, Ex After-sales Manager at Thyssenkrupp Elevators, Technical Expert at IPAC for the elevator area.

**Ramón González**, Industrial / Mechanical Engineer (Universidad de Sevilla/University of Sheffield) Senior Management Program, AD-I (Instituto Internacional San Telmo). HSE Technician (Universidad de Sevilla). CPO and Technical Coordinator at ALJARAFESA, public company responsible for the Urban Water Cycle to +300.000 inhab.

With special cooperation from the **Technological Institute of Aragón, ITA Innova**.





# EBM

MODULAR PROGRAM

# MODULAR PROGRAM

## ELEVATOR BUSINESS MANAGEMENT PROGRAM. EBM

**Business Management, Business Administration, Technical Management and Elevator Engineering**

### BUSINESS

Duration:

6 months.

#### **MODULE I. BUSINESS MANAGEMENT (3 months).**

- Strategy.
- Marketing.
- Human Resources.

#### **MODULE II. BUSINESS ADMINISTRATION (3 months).**

- Operations.
- Finance.
- Legal and Economic Environment.



### TECHNICAL

Duration:

6 months.

#### **MODULE III. TECHNICAL MANAGEMENT (3 months).**

- Health and Safety.
- Quality.
- Information & Communication Technology.

#### **MODULE IV. ELEVATOR ENGINEERING (3 months).**

- Elevator solutions.
- Installation.
- Maintenance.



EBM

FLEXIBLE FORMATS



## FLEXIBLE FORMATS

The program offers a great flexibility so that everyone can benefit from it, regardless circumstances related to time or money.

According to your possibilities to travel, you can follow the program 100% online or blended.

### 100% ONLINE

Videoconference sessions and online forum sessions in [Docensas](#) virtual campus. One hour and a half videoconferences.

### BLENDED

Online format, but with a 3-days face-to-face lecture at the beginning of each module. One hour and a half videoconferences.



## DEDICATION TIME

The estimated dedication time per module is 54 hours.

The estimated total dedication time is 240 hours.





# EBM

## LEARNING OBJECTIVES



## LEARNING OBJECTIVES

### BUSINESS

#### MODULE I. BUSINESS MANAGEMENT

---

Strategy:	Mastering the business strategy fundamentals in a general sense and their application in the elevator industry.
Marketing:	Identifying the business positioning keys and making marketing global plans.
Human Resources:	Understanding the organizational behavior and the HR management.

---

#### MODULE II. BUSINESS ADMINISTRATION

---

Operations:	Designing business operations in an efficient and effective manner.
Finance:	Understanding the business financial fundamentals, as well as the accounting systems basic concepts.
Legal and Economic Environment:	Legal and Economic Environment training for business administration.

---

### TECHNICAL

#### MODULE III. TECHNICAL MANAGEMENT

---

Health and Safety:	Getting to know the risks related to the installation and maintenance services and considering what is necessary to ensure people safety.
Quality:	Knowing how to instill a culture of quality and designing systems which facilitate the achievement of the company's goals.
Information & Communication Technology	Getting familiar with the Information & Communication technologies applied to business management.

---

#### MODULE IV. ELEVATOR ENGINEERING

---

Elevator Solutions:	Considering elevator solutions for each kind of building.
Installation:	Analyzing installation methods and identifying critical points.
Maintenance:	Knowing the dimensions of the whole maintenance service, as well as advanced organization systems.

---



Specialized training

[www.docensas.eu](http://www.docensas.eu)

Telephone: +34 954 294 202

DOCENS S  
TRAINING FOR ELEVATOR COMPANIES



Offices in:

**Spain**  
**Portugal**