

Master's Degree

MBA in Digital Transformation and Industry 4.0



Master's Degree MBA in Digital Transformation and Industry 4.0

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/artificial-intelligence/master-degree/master-digital-transformation-industry-4-0

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01 Introduction

The Internet of Things (IoT) is opening up a wide range of possibilities for organizations undergoing digitization processes. This interconnection of physical devices via the Internet brings numerous advantages, including the optimization of resources and improved quality of life. One example is remote health monitoring via smartwatches, which facilitates the monitoring of chronic diseases and preventive medical care. However, this technology presents a number of challenges that need to be addressed by experts to maximize its benefits and ensure its long-term success. For this reason, TECH is developing an online program that will delve into the cyber-physical systems of Industry 4.0.



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Get an effective update on Industry 4.0 thanks to this MBA, with a syllabus developed by pioneers of the Digital Transformation”

In a scenario marked by the advancement of technologies, Artificial Intelligence has become an indispensable element for all industrial sectors. An example of this is Virtual Reality, which has varied applications ranging from the field of entertainment to architecture and education. For this reason, more and more institutions are demanding the incorporation of experts in Digital Transformation projects. In this way, organizations can carry out innovation processes to distinguish themselves from their competitors and offer both differentiated goods and services with the highest quality standards.

To contribute to the specialization of professionals in this area, TECH creates an MBA focused on Industry 4.0. Designed by experts in this field, the syllabus will analyze the specificities of the digitization of industry, focusing on its disruptive technologies. Likewise, the syllabus will highlight the importance of Augment Workers to improve performance and productivity through Mixed and Augmented Reality. Didactic materials will also address the steps to create intelligent tools such as drones, robots and simulators. It should be noted that, throughout the entire academic itinerary, students will acquire new competencies that will help them to experience a significant leap in quality in their profession.

Since this program is developed through a 100% online modality, students will obtain an excellent education without the need to make uncomfortable trips to a study center. Likewise, the teaching materials are presented in various multimedia formats, including interactive summaries, explanatory videos and self-assessment tests. Therefore, students will acquire an effective learning process that is compatible with their and compatible with their personal and professional tasks.

This **MBA in Digital Transformation and Industry 4.0** contains the most complete and up-to-date program on the market. The most important features include:

- The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



You will implement in your projects the Industry 4.0 strategies to transform your business models and improve productivity"

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You will produce devices such as drones, robots or virtual reality to revolutionize the construction industry”

The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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

6 months of stimulating learning that will take you to a higher level for the implementation of Computer Integrated Automation CIM.

You will consolidate your knowledge through the revolutionary Relearning methodology, without the need to memorize.



02 Objectives

Under a theoretical-practical approach, this university program will provide students with the most comprehensive understanding about the field of Digital Transformation and Industry 4.0. Graduates will be equipped with the most powerful technological tools to carry out innovative projects using the mechanisms of Artificial Intelligence. In this way, they will be able to join the most prestigious companies in their environment to carry out digital modernization and automation processes. And automation processes. In this way, they will generate new sources of wealth in aspects such as creativity, innovation or technological efficiency.



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You will lead Digital Transformation projects in institutions thanks to this innovative TECH "program"



General Objectives

- ♦ Conduct a comprehensive analysis of the profound transformation and radical paradigm shift being experienced in the current global digitalization process
- ♦ Provide in-depth knowledge and the necessary technological tools to face and lead the technological leap and the challenges currently present in companies
- ♦ Mastering the digitalization procedures of companies and the automation of their processes to create new fields of wealth in areas such as creativity, innovation and technological efficiency
- ♦ Leading Digital Change





Specific Objectives

Module 1. Blockchain and Quantum Computing

- ♦ Acquire in-depth knowledge of the fundamentals of Blockchain technology and its value propositions
- ♦ Lead the creation of Blockchain-based projects and apply this technology to different business models and the use of tools such as Smart Contracts

Module 2. Big Data and Artificial Intelligence

- ♦ Delve into the knowledge of the fundamental principles of artificial intelligence
- ♦ Master the techniques and tools of this technology (machine learning/deep learning)
- ♦ Obtain a practical knowledge of one of the most widespread applications such as Chatbots and virtual assistants
- ♦ Acquire knowledge of the different transversal applications that this technology has in all fields

Module 3. Virtual, Augmented and Mixed Reality

- ♦ Acquire an expert knowledge of the characteristics and fundamentals of Virtual Reality, Augmented Reality and Mixed Reality
- ♦ Delve into the existing differences between each of these fields
- ♦ Use applications of each of these technologies and develop solutions with each of them individually and in an integrated manner
- ♦ Efficiently combine all these technologies to achieve immersive experiences

Module 4. Industry 4.0

- ♦ In-depth study of the key principles of Industry 4.0, the technologies on which they are based and the potential of all of them in their application to the different productive sectors
- ♦ Convert any manufacturing facility into a Smart Factory and be prepared for the challenges and challenges that come with it

Module 5. Leading Industry 4.0

- ♦ Understand the current virtual era and its leadership capacity, on which the success and survival of digital transformation processes involving any type of industry will depend
- ♦ Develop, from all available data, the Digital Twin of the facilities/systems/assets integrated in an IoT network

Module 6. Robotics, Drones and Augmented Workers

- ♦ Better understanding of the main automation and control systems, their connectivity, the types of industrial communications and the type of data they exchange
- ♦ Convert the production process facilities into a true Smart Factory
- ♦ Be able to deal with large amounts of data, define their analysis and derive value from them
- ♦ Define continuous monitoring, predictive and prescriptive maintenance models

Module 7. Industry 4.0 Automation Systems

- ♦ Conduct an exhaustive analysis of the practical application that emerging technologies are having in the different economic sectors and in the value chain of their main industries
- ♦ In-depth knowledge of the primary and secondary economic sectors, as well as the technological impact they are experiencing

Module 8. Industry 4.0- Services and Solutions I

- ♦ Entering the world of robotics and automation
- ♦ Delve into in the applications of artificial intelligence to robotics oriented to predict behaviors and optimize processes
- ♦ Study robotics concepts and tools, as well as use cases, real examples and integration with other systems and demonstration
- ♦ Analyze the most intelligent robots that will accompany us in the coming years and how humanoid machines will be trained to perform in complex and challenging environments

Module 9. Industry 4.0 Services and Solutions II

- ♦ Possess a thorough understanding of the technological impact and how technologies are revolutionizing the tertiary economic sector in the fields of transportation and logistics, healthcare (E-Health and Smart Hospitals), smart cities, the financial sector (Fintech) and mobility solutions
- ♦ Knowing the technological trends of the future

Module 10. Internet of Things (IoT)

- ♦ Have detailed knowledge of the functioning of IoT and Industry 4.0 and its combinations with other technologies, its current situation, its main devices and uses and how hyper-connectivity gives rise to new business models where all products and systems are connected and in permanent communication
- ♦ Deepen the knowledge of an IoT platform and the elements that compose it, the challenges and opportunities to implement IoT platforms in factories and companies, the main business areas related to IoT platforms and the relationship between IoT platforms, robotics and other emerging technologies

Module 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate social responsibility
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the competencies necessary for the effective management of human resources by competencies
- ♦ Delve into the methodologies for performance evaluation and management
- ♦ Integrate innovations in talent management and their impact on employee retention and staff loyalty
- ♦ Develop strategies for motivation and development of high performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations

Module 13. Economic and Financial Management

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define the information systems and Business Intelligence for financial decision-making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtain business financing

Module 14. Commercial and Strategic Marketing Management

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

Module 15. Executive Management

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of managers in organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons





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You will access the Virtual Campus from any device with Internet connection. Even from your cell phone or tablet!"

03 Skills

Thanks to this university program, graduates will have a wide range of tools at their disposal to carry out Digital Transformation projects and enter the new Industry 4.0. Students will master Artificial Intelligence to lead digitization projects in the most reputable technology companies.

In tune with this, they will obtain advanced skills that will enable them to effectively handle cutting-edge technologies such as drones, robots or autonomous vehicles.



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Acquire the necessary skills and capabilities to lead Industry 4.0. Enroll now”



General Skills

- Develop an Industry 4.0 oriented strategy
- Have a thorough knowledge of the fundamental elements to successfully carry out a digital transformation process adapted to the new market rules
- Develop an advanced knowledge of the new emerging and exponential technologies that are affecting the vast majority of industrial and business processes in the market
- Adapt to the current market situation governed by automation, robotization and IoT platforms

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You will enrich your professional praxis with the most effective tools for creating user experiences"





Specific Skills

- ♦ Securing an existing IoT ecosystem or creating a secure one by deploying intelligent security systems
- ♦ Automate production systems with the integration of robots and industrial robotics systems
- ♦ Maximize value creation for the customer by applying Lean Manufacturing to the digitalization of our production process
- ♦ Know how the Blockchain works and the characteristics of the so-called networks
- ♦ Use the main techniques of artificial intelligence such as Machine Learning and Deep Learning, Neural Networks, and the applicability and use of Natural Language Recognition
- ♦ Face the great challenges related to artificial intelligence, such as providing it with emotions, creativity and personality, even considering how ethical and moral connotations may be affected in its use
- ♦ Create virtual worlds and elevate User Experience (UX) enhancement
- ♦ Integrating the benefits and main advantages of Industry 4.0
- ♦ Leading the new business models derived from Industry 4.0
- ♦ Develop future production models
- ♦ Facing the challenges of Industry 4.0 and understanding its effects
- ♦ Mastering the essential technologies of Industry 4.0
- ♦ Lead manufacturing digitization processes and identify and define digital capabilities in an organization
- ♦ Define the architecture behind a Smart Factory
- ♦ Reflect on technological markers in the post-covid era and in the era of absolute virtualization
- ♦ Learn more about the current situation in the digital transformation
- ♦ Use RPA (Robotic Process Automation) to automate processes in companies, gain efficiency and reduce costs
- ♦ Address the major challenges facing robotics and automation, such as transparency and ethics
- ♦ Know the business strategies derived from Industry 4.0, its value chain and the factors of digitalization of its processes

04 Course Management

Faced with the advance of technology and the so-called Industry 4.0, entities demand the incorporation of professionals who properly handle the most innovative electronic devices. For this reason, TECH implements a university program that brings together a team of professionals in this field. They are characterized by having a wide work background, where they have developed highly creative solutions using the most cutting-edge resources.

In this way, they pour into this program didactic contents characterized by their high quality. Therefore, students have the guarantees they need to specialize in a sector that is advancing by leaps and bounds.





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Thanks to the support of the teachers and their didactic contents, you will design innovative projects to revolutionize the digital industry"

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**, 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 **Human Resources** managers to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and value **proposition** through publications, events and social media.

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

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



Ms. Dove, Jennifer

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

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*A unique, crucial and
decisive learning
experience to boost your
professional development”*

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

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

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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

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity**, **vendor data updates** and vendor **prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing**, **media analytics**, **measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

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

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

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 **campaings**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).



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

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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 Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. 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

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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.

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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!”

Management



Dr. Segovia Escobar, Pablo

- ♦ Chief Executive of the Defense Sector in the Company Tecnobit of the Oesía Group
- ♦ Corporate Project Director Indra
- ♦ Master's Degree in Companies Administration and Management by the National University of Distance Education
- ♦ Postgraduate in Strategic Management Function
- ♦ Member of: Spanish Association of People with High Intellectual Quotient



Dr. Diezma López, Pedro

- ♦ Chief Innovation Officer and CEO of Zerintia Technologies
- ♦ Founder of the technology company Acuilae
- ♦ Member of the Kebala Group for business incubation and promotion
- ♦ Consultant for technology companies such as Endesa, Airbus or Telefónica
- ♦ Wearable "Best Initiative" Award in eHealth 2017 and "Best Technological "Solution" 2018 for occupational safety

Professors

Ms. Sánchez López, Cristina

- ♦ CEO and founder of Acuilae
- ♦ Artificial Intelligence consultant at ANHELA IT
- ♦ Creator of Etyka Software for Computer System Security
- ♦ (Software Engineer) for the Accenture Group in large clients such as Bank of Santander, BBVA, Endesa or Barclays Bank.
- ♦ Master's Degree in Data Science at KSchool
- ♦ Degree in Statistics from the Complutense University Madrid

Mr. Montes, Armando

- ♦ Expert in drones, robots , electronics and 3D printers
- ♦ EMERTECH collaborator developing technology products such as Smart Vest
- ♦ Ordering and Customer Fulfillment Specialist for GE Renewable Energy
- ♦ CEO of the School of Superheroes Foundation related to 3D Printing and Smart Robot Implementation and the Implementation of Smart Robots

Mr. Castellano Nieto, Francisco

- ♦ Head of Indra Company Maintenance Area
- ♦ Consultant for Siemens AG, Allen-Bradley at Rockwell Automation and other companies
- ♦ Industrial Electronic Technical Engineer by the Universidad Pontificia Comillas

Mr. Asenjo Sanz, Álvaro

- ♦ IT Consultant for Capitole Consulting
- ♦ Project Manager for Kolokium Blockchain Technologies
- ♦ IT Engineer for Aubay, Tecnocom, Humantech, Ibermatica and Acens Technologies
- ♦ Degree from Computer Engineering of Systems at the Complutense University of Madrid.

Mr. Gonzáles Cano, José Luis

- ♦ Lighting Designer
- ♦ Vocational training teacher in electronic systems, telematics (CISCO certified instructor), radio communications, IoT.
- ♦ Degree in Optics and Optometry from the Complutense University of Madrid
- ♦ Industrial Electronics Technician by Netecad Academy
- ♦ Member of: The Professional Association of Lighting Designers (Technical Consultant) and Member of the Spanish Lighting Committee

05

Structure and Content

This MBA is prepared by professionals in Digital Transformation and Industry 4.0, who pour their extensive knowledge of emerging technologies into the teaching materials. The specialization will analyze in detail the Blockchain and Quantum Computing, allowing students to understand their properties to implement them in booming areas such as cryptocurrencies. Likewise, the syllabus will provide the most advanced Machine Learning tools to develop algorithms that allow computers to learn and perform automated tasks. The didactic materials will also delve into the creation of drones, robots and simulators. Graduates will be able to develop highly innovative projects.



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*Raise your professional potential within
the world of Quantum Computing
thanks to this 100% online MBA"*

Module 1. Blockchain and Quantum Computing

- 1.1. Aspects of Decentralization
 - 1.1.1. Market Size, Growth, Companies and Ecosystem
 - 1.1.2. Fundamentals of Blockchain
- 1.2. Background: Bitcoin, Ethereum, etc.
 - 1.2.1. Popularity of Decentralized Systems
 - 1.2.2. Evolution of Decentralized Systems
- 1.3. Blockchain Operation and Examples
 - 1.3.1. Types of Blockchain and Protocols
 - 1.3.2. Wallets, Mining and More
- 1.4. Characteristics of Blockchain Networks
 - 1.4.1. Functions and Properties of Blockchain Networks
 - 1.4.2. Applications: Cryptocurrencies, Reliability, Chain of Custody, etc
- 1.5. Types of Blockchain
 - 1.5.1. Public and Private Blockchains
 - 1.5.2. Hard And Soft Forks
- 1.6. Smart Contracts
 - 1.6.1. Intelligent Contracts and Their Potential
 - 1.6.2. Smart Contract Applications
- 1.7. Industry Use Models
 - 1.7.1. Blockchain Applications by Industry
 - 1.7.2. Blockchain Success Stories by Industry
- 1.8. Security and Cryptography
 - 1.8.1. Objectives of Cryptography
 - 1.8.2. Digital Signatures and Hash Functions
- 1.9. Cryptocurrencies and Uses
 - 1.9.1. Types of Cryptocurrencies Bitcoin, Hyperledger, Ethereum, Litecoin, etc.
 - 1.9.2. Current and Future Impact of Cryptocurrencies
 - 1.9.3. Risks and Regulations
- 1.10. Quantum Computing
 - 1.10.1. Definition and Keys
 - 1.10.2. Uses of Quantum Computing



Module 2. Big Data and Artificial Intelligence

- 2.1. Fundamental Principles of Big Data
 - 2.1.1. Big Data
 - 2.1.2. Tools to Work With Big Data
- 2.2. Data Mining and Warehousing
 - 2.2.1. Data Mining Cleaning and Standardization
 - 2.2.2. Information Extraction, Machine Translation, Sentiment Analysis, etc
 - 2.2.3. Types of Data Storage
- 2.3. Data Intake Applications
 - 2.3.1. Principles of Data intake
 - 2.3.2. Data Ingestion Technologies to Serve Business Needs
- 2.4. Data Visualization
 - 2.4.1. The Importance of Data Visualization
 - 2.4.2. Tools to Carry It Out Tableau, D3, Matplotlib (Python), Shiny®
- 2.5. Machine Learning
 - 2.5.1. Understanding Machine Learning
 - 2.5.2. Supervised and Unsupervised Learning
 - 2.5.3. Types of Algorithms
- 2.6. Neural Networks (Deep Learning)
 - 2.6.1. Neural Network: Parts and Operation
 - 2.6.2. Types of Networks CNN, RNN
 - 2.6.3. Applications of Neural Networks; Image Recognition and Natural Language Interpretation
 - 2.6.4. Generative Text Networks: LSTM
- 2.7. Natural Language Recognition
 - 2.7.1. PLN (Processing Natural Language)
 - 2.7.2. Advanced PLN Techniques: Word2vec, Doc2vec
- 2.8. Chatbots and Virtual Assistants
 - 2.8.1. Types of Assistants: Voice and Text Assistants
 - 2.8.2. Fundamental Parts for the Development of an Assistant: Intents, Entities and Dialog Flow
 - 2.8.3. Integrations: Web, Slack, WhatsApp, Facebook
 - 2.8.4. Assistant Development Tools: Dialogflow, Watson Assistant

- 2.9. Emotions, Creativity and Personality in IA
 - 2.9.1. Understand How to Detect Emotions Using Algorithms
 - 2.9.2. Creating a Personality: Language, Expressions and Content
- 2.10. Future of Artificial Intelligence
- 2.11. Reflections

Module 3. Virtual, Augmented and Mixed Reality

- 3.1. Market and Tendencies
 - 3.1.1. Current Market Situation
 - 3.1.2. Reports and Growth by Different Industries
- 3.2. Differences Between Virtual, Augmented and Mixed Reality
 - 3.2.1. Differences Between Immersive Realities
 - 3.2.2. Immersive Reality Typology
- 3.3. Virtual Reality Cases and Uses
 - 3.3.1. Origin and Fundamentals of Virtual Reality
 - 3.3.2. Cases Applied to Different Sectors and Industries
- 3.4. Augmented Reality Cases and Uses
 - 3.4.1. Origin and Fundamentals of Augmented Reality
 - 3.4.2. Cases Applied to Different Sectors and Industries
- 3.5. Mixed and Holographic Reality
 - 3.5.1. Origin, History and Fundamentals of Mixed and Holographic Reality
 - 3.5.2. Cases Applied to Different Sectors and Industries
- 3.6. 360° Photography and Video
 - 3.6.1. Camera Typology
 - 3.6.2. Uses of 360 Images
 - 3.6.3. Creating a Virtual Space in 360 Degrees
- 3.7. Virtual World Creation
 - 3.7.1. Platforms for the Creation of Virtual Environments
 - 3.7.2. Strategies for the Creation of Virtual Environments

- 3.8. User Experience (UX)
 - 3.8.1. Components in the User Experience
 - 3.8.2. Tools for the Creation of User Experiences
- 3.9. Devices and Glasses for Immersive Technologies
 - 3.9.1. Device Typology on the Market
 - 3.9.2. Glasses and Wearables: Operation, Models and Uses
 - 3.9.3. Smart Glasses Applications and Evolution
- 3.10. Future Immersive Technologies
 - 3.10.1. Tendencies and Evolution
 - 3.10.2. Challenges and Opportunities

Module 4. Industry 4.0

- 4.1. Definition of 4.0 Industry
 - 4.1.1. Features
- 4.2. Benefits of the 4.0 Industry
 - 4.2.1. Key Factors
 - 4.2.2. Main Advantages
- 4.3. Industrial Revolutions and Vision of the Future
 - 4.3.1. Industrial Revolutions
 - 4.3.2. Keys Factors in Each Revolution
 - 4.3.3. Technological Principles as a Basis for Possible New Revolutions
- 4.4. The Digital Transformation of the Industry
 - 4.4.1. Characteristics of the Digitization of the Industry
 - 4.4.2. Disruptive Technologies
 - 4.4.3. Applications in the Industry
- 4.5. Forth Industrial Revolution. Key Principles of Industry 4.0
 - 4.5.1. Definitions
 - 4.5.2. Key Principles and Applications
- 4.6. 4.0 Industry and Industrial Internet
 - 4.6.1. Origin of IoT
 - 4.6.2. Operation
 - 4.6.3. Steps to Follow for its Implementation
 - 4.6.4. Benefits

- 4.7. Smart Factory Principles
 - 4.7.1. The Smart Factory
 - 4.7.2. Elements that Define a Smart Factory
 - 4.7.3. Steps to Deploy a Smart Factory
- 4.8. Status of the 4.0 Industry
 - 4.8.1. Status of the 4.0 Industry in Different Sectors
 - 4.8.2. Barriers to the Implementation of 4.0 Industry
- 4.9. Challenges and Risks
 - 4.9.1. DAFO Analysis
 - 4.9.2. Challenges
- 4.10. Role of Technological Capabilities and the Human Factor
 - 4.10.1. Disruptive Technologies in Industry 4.0
 - 4.10.2. The Importance of the Human Factor Key Factor

Module 5. Leading Industry 4.0

- 5.1. Leadership Abilities
 - 5.1.1. Leadership Factors in the Human Factor
 - 5.1.2. Leadership and Technology
- 5.2. Industry 4.0 and the Future of Production
 - 5.2.1. Definitions
 - 5.2.2. Production Systems
 - 5.2.3. Future of Digital Production Systems
- 5.3. Effects of Industry 4.0
 - 5.3.1. Effects and Challenges
- 5.4. Essential Technologies in Industry 4.0
 - 5.4.1. Definition of Technologies
 - 5.4.2. Characteristics of Technologies
 - 5.4.3. Applications and Impacts
- 5.5. Digitization of Manufacturing
 - 5.5.1. Definitions
 - 5.5.2. Benefits of the Digitization of Manufacturing
 - 5.5.3. Digital Twins

- 5.6. Digital Capabilities in an Organization
 - 5.6.1. Development Digital Capabilities
 - 5.6.2. Understanding the Digital Ecosystem
 - 5.6.3. Digital Vision of the Business
- 5.7. Architecture Behind a Smart Factory
 - 5.7.1. Areas and Operations
 - 5.7.2. Connectivity and Security
 - 5.7.3. Case Uses
- 5.8. Technology Markers in the Post-Covid Era
 - 5.8.1. Technological Challenges in the Post-Covid Era
 - 5.8.2. New Case Uses
- 5.9. The Era of Absolute Virtualization
 - 5.9.1. Virtualization
 - 5.9.2. The New Era of Virtualization
 - 5.9.3. Advantages
- 5.10. Current Situation in Digital Transformation Gartner Hype
 - 5.10.1. Gartner Hype
 - 5.10.2. Analysis of Technologies and Their Status
 - 5.10.3. Data Exploitation

Module 6. Robotics, Drones and Augmented Workers

- 6.1. Robotics
 - 6.1.1. Robotics, Societies and Cinema
 - 6.1.2. Components and Parts of Robot
- 6.2. Robotics and Advanced Automation: Simulators, Cobots
 - 6.2.1. Transfer of Learning
 - 6.2.2. Cobots and Case Uses
- 6.3. RPA (Robotic Process Automatization)
 - 6.3.1. Understanding RPA and its Functioning
 - 6.3.2. RPA Platforms, Projects and Roles

- 6.4. Robot as a Service (RaaS)
 - 6.4.1. Challenges and Opportunities for Implementing RaaS Services and Robotics in Enterprises
 - 6.4.2. Operation of a Raas system
- 6.5. Drones and Automated Vehicles
 - 6.5.1. Components and Drones Operation
 - 6.5.2. Uses, Types and Applications of Drones
 - 6.5.3. Evolution of Drones and Autonomous Vehicles
- 6.6. The Impact of 5G
 - 6.6.1. Evolution of Communications and Implications
 - 6.6.2. Uses of 5G Technology
- 6.7. Augmented Workers
 - 6.7.1. Human-Machine Integration in Industrial Environments
 - 6.7.2. Challenges in Worker-Robot Collaboration
- 6.8. Transparency, Ethics and Traceability
 - 6.8.1. Ethical Challenges in Robotics and Artificial Intelligence
 - 6.8.2. Monitoring, Transparency and Traceability Methods
- 6.9. Prototyping, Components and Evolution
 - 6.9.1. Prototyping Platforms
 - 6.9.2. Phases to Make a Prototype
- 6.10. Future of Robotics
 - 6.10.1. Trends in Robotization
 - 6.10.2. New Types of Robots

Module 7. Industry 4.0 Automation Systems

- 7.1. Industrial Automation
 - 7.1.1. Automization
 - 7.1.2. Architecture and Components
 - 7.1.3. Safety
- 7.2. Industrial Robotics
 - 7.2.1. Fundamentals of Industrial Robotics
 - 7.2.2. Models and Impact on Industrial Processes

- 7.3. PLC Systems and Industrial Control
 - 7.3.1. PLC Evolution and Status
 - 7.3.2. Evolution of Programming Languages
 - 7.3.3. Computer Integrated Automation CIM
- 7.4. Sensors and Actuators
 - 7.4.1. Classification of Transducers
 - 7.4.2. Types of Sensors
 - 7.4.3. Standardization of Signals
- 7.5. Monitor and Manage
 - 7.5.1. Types of Actuators
 - 7.5.2. Feedback Control Systems
- 7.6. Industrial Connectivity
 - 7.6.1. Standardized Fieldbuses
 - 7.6.2. Connectivity
- 7.7. Proactive / Predictive Maintenance
 - 7.7.1. Predictive Maintenance
 - 7.7.2. Fault Identification and Analysis
 - 7.7.3. Proactive Actions Based on Predictive Maintenance
- 7.8. Continuous Monitoring and Prescriptive Maintenance
 - 7.8.1. Prescriptive Maintenance Concept in Industrial Environments
 - 7.8.2. Selection and Exploitation of Data for Self-Diagnostics
- 7.9. Lean Manufacturing
 - 7.9.1. Lean Manufacturing
 - 7.9.2. Benefits Lean Implementation in Industrial Processes
- 7.10. Industrialized Processes in Industry 4.0. Use Case
 - 7.10.1. Project Definition
 - 7.10.2. Technological Selection
 - 7.10.3. Connectivity
 - 7.10.4. Data Exploitation

Module 8. Industry 4.0- Services and Solutions I

- 8.1. Industry 4.0 and Business Strategies
 - 8.1.1. Factors of Business Digitalization
 - 8.1.2. Roadmap for Business Digitalization
- 8.2. Digitalization of Processes and the Value Chain
 - 8.2.1. Value Chain
 - 8.2.2. Key Steps in the Digitization of Processes
- 8.3. Sector Solutions Primary Sector
 - 8.3.1. The Primary Economic Sector
 - 8.3.2. Characteristics of Each Subsector
- 8.4. Digitization of the Primary Sector: Smart Farms
 - 8.4.1. Main Characteristics
 - 8.4.2. Keys Factors of Digitization
- 8.5. Digitization of the Primary Sector: Digital and Intelligent Agriculture
 - 8.5.1. Main Characteristics
 - 8.5.2. Keys Factors of Digitization
- 8.6. Sector Solutions Secondary Sector
 - 8.6.1. The Secondary Economic Sector
 - 8.6.2. Characteristics of Each Subsector
- 8.7. Digitization of the Secondary Sector: Smart Factory
 - 8.7.1. Main Characteristics
 - 8.7.2. Keys Factors of Digitization
- 8.8. Digitization of the Secondary Sector: Energy
 - 8.8.1. Main Characteristics
 - 8.8.2. Keys Factors of Digitization
- 8.9. Digitization of the Secondary Sector: Construction
 - 8.9.1. Main Characteristics
 - 8.9.2. Keys Factors of Digitization
- 8.10. Digitization of the Secondary Sector: Mining
 - 8.10.1. Main Characteristics
 - 8.10.2. Keys Factors of Digitization

Module 9. Industry 4.0 Services and Solutions II

- 9.1. Tertiary Sector Solutions
 - 9.1.1. Tertiary Economic Sector
 - 9.1.2. Characteristics of Each Subsector
- 9.2. Digitalization of the Tertiary Sector: Transportation
 - 9.2.1. Main Characteristics
 - 9.2.2. Keys Factors of Digitization
- 9.3. Digitization of the Tertiary Sector: e-Health
 - 9.3.1. Main Characteristics
 - 9.3.2. Keys Factors of Digitization
- 9.4. Digitization of the Tertiary Sector: Smart Hospitals
 - 9.4.1. Main Characteristics
 - 9.4.2. Keys Factors of Digitization
- 9.5. Digitization of the Tertiary Sector: Smart Cities
 - 9.5.1. Main Characteristics
 - 9.5.2. Keys Factors of Digitization
- 9.6. Digitalization of the Tertiary Sector: Logistics
 - 9.6.1. Main Characteristics
 - 9.6.2. Keys Factors of Digitization
- 9.7. Digitalization of the Tertiary Sector: Tourism
 - 9.7.1. Main Characteristics
 - 9.7.2. Keys Factors of Digitization
- 9.8. Digitization of the Tertiary Sector: Fintech
 - 9.8.1. Main Characteristics
 - 9.8.2. Keys Factors of Digitization
- 9.9. Digitalization of the Tertiary Sector: Mobility
 - 9.9.1. Main Characteristics
 - 9.9.2. Keys Factors of Digitization
- 9.10. Future Technological Tendencies
 - 9.10.1. New Technological Innovations
 - 9.10.2. Application Trends

Module 10. Internet of Things (IoT)

- 10.1. Cyber-Physical Systems (CPS) in the Industry 4.0 Vision
 - 10.1.1. Internet of Things (IoT)
 - 10.1.2. Components Involved in IoT
 - 10.1.3. Cases and Applications of IoT
- 10.2. Internet of Things and Cyber-Physical Systems
 - 10.2.1. Computing and Communication Capabilities to Physical Objects
 - 10.2.2. Sensors, Data and Elements in Cyber-Physical Systems
- 10.3. Device Ecosystem
 - 10.3.1. Typologies, Examples and Uses
 - 10.3.2. Applications of the Different Devices
- 10.4. IoT Platforms and their Architecture
 - 10.4.1. IoT Market Typologies and Platforms
 - 10.4.2. Operation of an IoT Platform
- 10.5. Digital Twins
 - 10.5.1. Digital Twin
 - 10.5.2. Uses and Applications the Digital Twin
- 10.6. Indoor & outdoor Geolocation (Real Time Geospatial)
 - 10.6.1. Indoor and Outdoor Geolocation Platforms
 - 10.6.2. Implications and Challenges of Geolocation in an IoT Project
- 10.7. Security Intelligence Systems
 - 10.7.1. Typologies and Platforms for Security Systems Implementation
 - 10.7.2. Components and Architectures in Intelligent Safety Systems
- 10.8. IoT and IIoT Platform Security
 - 10.8.1. Security Components in an IoT System
 - 10.8.2. IoT Security Implementation Strategies
- 10.9. Wearables at Work
 - 10.9.1. Types of Wearables in Industrial Environments
 - 10.9.2. Lessons Learned and Challenges in Implementing Wearables in the Workplace
- 10.10. Implementing an API to Interact with a Platform
 - 10.10.1. Types of APIs Involved in an IoT Platform
 - 10.10.2. API Market
 - 10.10.3. Strategies and Systems to Implement API Integrations

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
- 11.4. Management and Leadership Development
 - 11.4.1. Concept of Management Development
 - 11.4.2. Concept of Leadership
 - 11.4.3. Leadership Theories
 - 11.4.4. Leadership Styles
 - 11.4.5. Intelligence in Leadership
 - 11.4.6. The Challenges of Today's Leader
- 11.5. Ethics and Morality
 - 11.5.1. Business Ethics
 - 11.5.2. Leadership and Ethics in Companies
- 11.6. Sustainability
 - 11.6.1. Sustainability and Sustainable Development
 - 11.6.2. The 2030 Agenda
 - 11.6.3. Sustainable Companies
- 11.7. Corporate Social Responsibility
 - 11.7.1. International Dimensions of Corporate Social Responsibility
 - 11.7.2. Implementing Corporate Social Responsibility
 - 11.7.3. The Impact and Measurement of Corporate Social Responsibility

- 11.8. Responsible Management Systems and Tools
 - 11.8.1. CSR: Corporate Social Responsibility
 - 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.8.4. CSR Tools and Standards
- 11.9. Multinationals and Human Rights
 - 11.9.1. Globalization, Multinational Companies and Human Rights
 - 11.9.2. Multinational Corporations and International Law
 - 11.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.10. Legal Environment and Corporate Governance
 - 11.10.1. International Rules on Importation and Exportation
 - 11.10.2. Intellectual and Industrial Property
 - 11.10.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Human Resources Management
 - 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 Performance 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. Talent Identification, Training and Development
 - 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. Change Management
 - 12.7.1. Change Management
 - 12.7.2. Type of Change Management Processes
 - 12.7.3. Stages or Phases in the Change Management Process
- 12.8. Negotiation and Conflict Management
 - 12.8.1. Negotiation
 - 12.8.2. Conflicts Management
 - 12.8.3. Crisis Management
- 12.9. Executive Communication
 - 12.9.1. Internal and External Communication in the Corporate Environment
 - 12.9.2. Communication Departments
 - 12.9.3. The Person in Charge of Communication of the Company The Profile of the Dircom
- 12.10. Productivity, Attraction, Retention and Activation of Talent
 - 12.10.1. Productivity
 - 12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

- 13.1. Economic Environment
 - 13.1.1. Macroeconomic Environment and the National Financial System
 - 13.1.2. Financial Institutions
 - 13.1.3. Financial Markets
 - 13.1.4. Financial Assets
 - 13.1.5. Other Financial Sector Entities

- 13.2. Executive Accounting
 - 13.2.1. Basic Concepts
 - 13.2.2. The Company's Assets
 - 13.2.3. The Company's Liabilities
 - 13.2.4. The Company's Net Worth
 - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
 - 13.3.1. Fundamentals and Classification
 - 13.3.2. Cost Allocation Phases and Methods
 - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
 - 13.4.1. The Budget Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. Treasury Budget
 - 13.4.6. Budget Monitoring
- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Financial Administration Risk Management
- 13.6. Financial Planning
 - 13.6.1. Definition of Financial Planning
 - 13.6.2. Actions to be Taken in Financial Planning
 - 13.6.3. Creation and Establishment of the Business Strategy
 - 13.6.4. The Cash Flow Table
 - 13.6.5. The Working Capital Table
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Financial Products for Corporate Financing

- 13.8. Strategic Financing
 - 13.8.1. Self-Financing
 - 13.8.2. Increase in Equity
 - 13.8.3. Hybrid Resources
 - 13.8.4. Financing Through Intermediaries
- 13.9. Financial Analysis and Planning
 - 13.9.1. Analysis of the Balance Sheet
 - 13.9.2. Analysis of the Income Statement
 - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
 - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial and Strategic Marketing Management

- 14.1. Commercial Management
 - 14.1.1. Conceptual Framework of Commercial Management
 - 14.1.2. Business Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
 - 14.2.1. The Concept of Marketing
 - 14.2.2. Basic Elements of Marketing
 - 14.2.3. Marketing Activities of the Company
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Strategic Marketing
 - 14.3.2. Concept of Strategic Marketing Planning
 - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and e-Commerce
 - 14.4.1. Digital Marketing and E-commerce Objectives
 - 14.4.2. Digital Marketing and Media Used
 - 14.4.3. E-Commerce General Context
 - 14.4.4. Categories of E-commerce
 - 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce

- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Your Brand's Reputation
 - 14.5.2. Branded Content and Storytelling
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies through the Internet
 - 14.6.2. Visitor Relationship Management
 - 14.6.3. Hypersegmentation
- 14.7. Managing Digital Campaigns
 - 14.7.1. What is a Digital Advertising Campaign?
 - 14.7.2. Steps to Launch an Online Marketing Campaign
 - 14.7.3. Mistakes in Digital Advertising Campaigns
- 14.8. Sales Strategy
 - 14.8.1. Sales Strategy
 - 14.8.2. Sales Methods
- 14.9. Corporate Communication
 - 14.9.1. Concept
 - 14.9.2. The Importance of Communication in the Organization
 - 14.9.3. Type of Organizational Communication
 - 14.9.4. Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Communication Problems
 - 14.9.7. Communication Scenarios
- 14.10. Digital Communication and Reputation
 - 14.10.1. Online Reputation
 - 14.10.2. How to Measure Digital Reputation?
 - 14.10.3. Online Reputation Tools
 - 14.10.4. Online Reputation Report
 - 14.10.5. Online Branding

Module 15. Executive Management

- 15.1. General Management
 - 15.1.1. The Concept of General Management
 - 15.1.2. The Role of the CEO
 - 15.1.3. The CEO and their Responsibilities
 - 15.1.4. Transforming the Work of Management
- 15.2. Manager Functions: Organizational Culture and Approaches
 - 15.2.1. Manager Functions: Organizational Culture and Approaches
- 15.3. Operations Management
 - 15.3.1. The Importance of Management
 - 15.3.2. Value Chain
 - 15.3.3. Quality Management
- 15.4. Public Speaking and Spokesperson Education
 - 15.4.1. Interpersonal Communication
 - 15.4.2. Communication Skills and Influence
 - 15.4.3. Communication Barriers
- 15.5. Personal and Organizational Communications Tools
 - 15.5.1. Interpersonal Communication
 - 15.5.2. Interpersonal Communication Tools
 - 15.5.3. Communication in the Organization
 - 15.5.4. Tools in the Organization
- 15.6. Communication in Crisis Situations
 - 15.6.1. Crisis
 - 15.6.2. Phases of the Crisis
 - 15.6.3. Messages: Contents and Moments
- 15.7. Preparation of a Crisis Plan
 - 15.7.1. Analysis of Possible Problems
 - 15.7.2. Planning
 - 15.7.3. Adequacy of Personnel

- 15.8. Emotional Intelligence
 - 15.8.1. Emotional Intelligence and Communication
 - 15.8.2. Assertiveness, Empathy, and Active Listening
 - 15.8.3. Self-Esteem and Emotional Communication
- 15.9. Personal Branding
 - 15.9.1. Strategies for Personal Brand Development
 - 15.9.2. Personal Branding Laws
 - 15.9.3. Tools for Creating Personal Brands
- 15.10. Leadership and Team Management
 - 15.10.1. Leadership and Leadership Styles
 - 15.10.2. Leader Capabilities and Challenges
 - 15.10.3. Managing Change Processes
 - 15.10.4. Managing Multicultural Teams



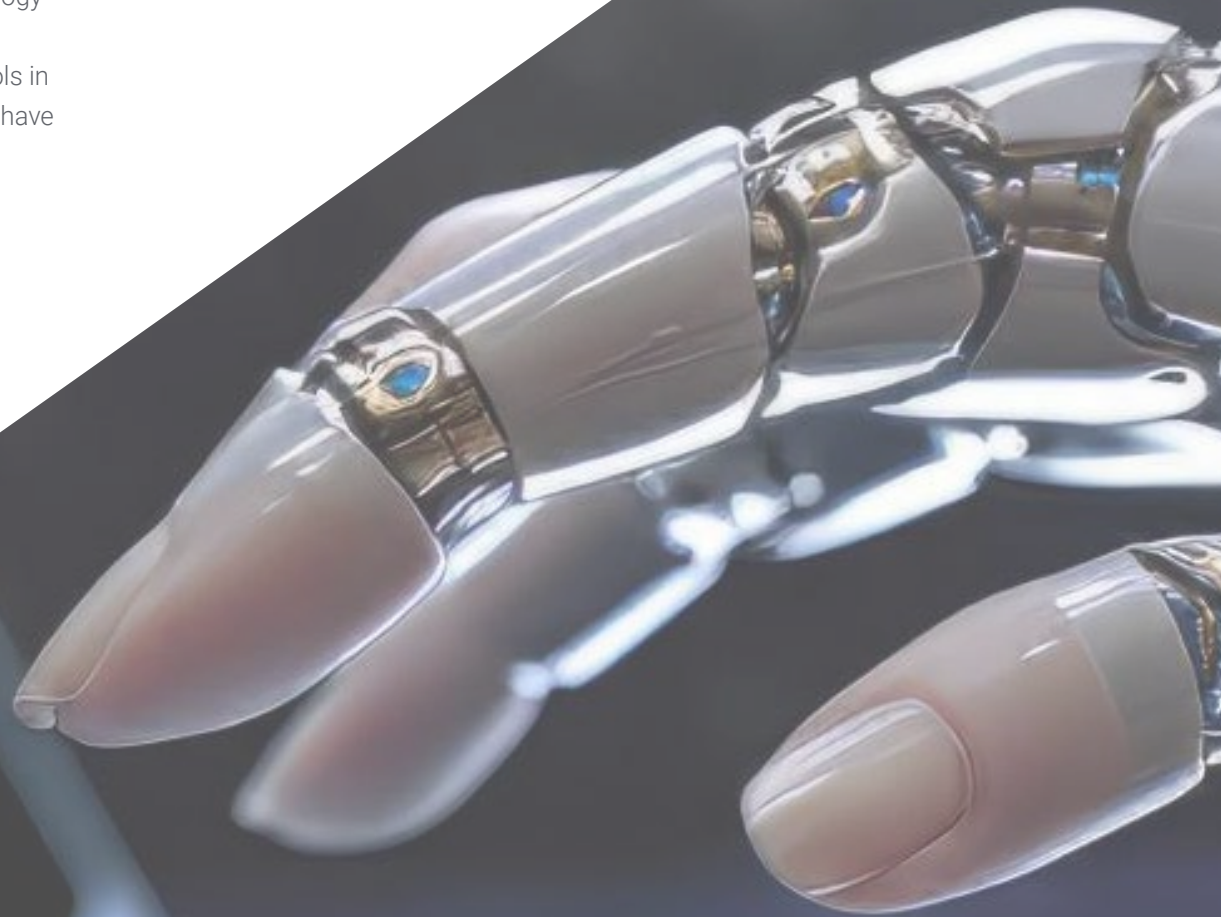
With TECH you will be up to date with the latest technological advances in the field of Big Data. Enroll now!"

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"

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”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method has been the most widely used learning system among the world's leading Information Technology 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

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.

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



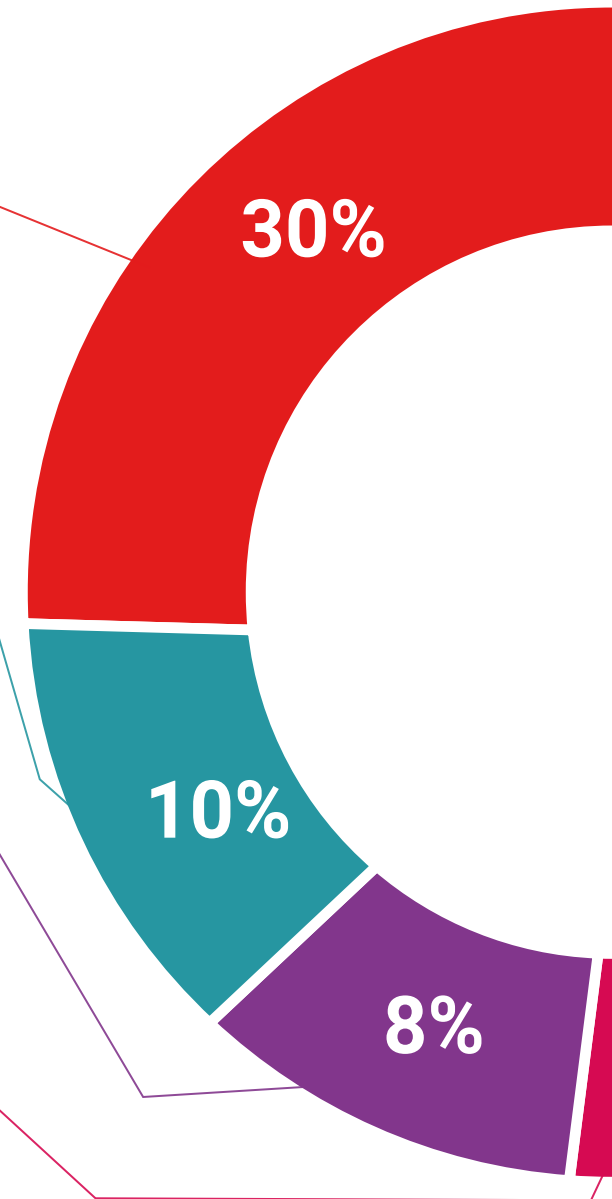
Practising Skills and Abilities

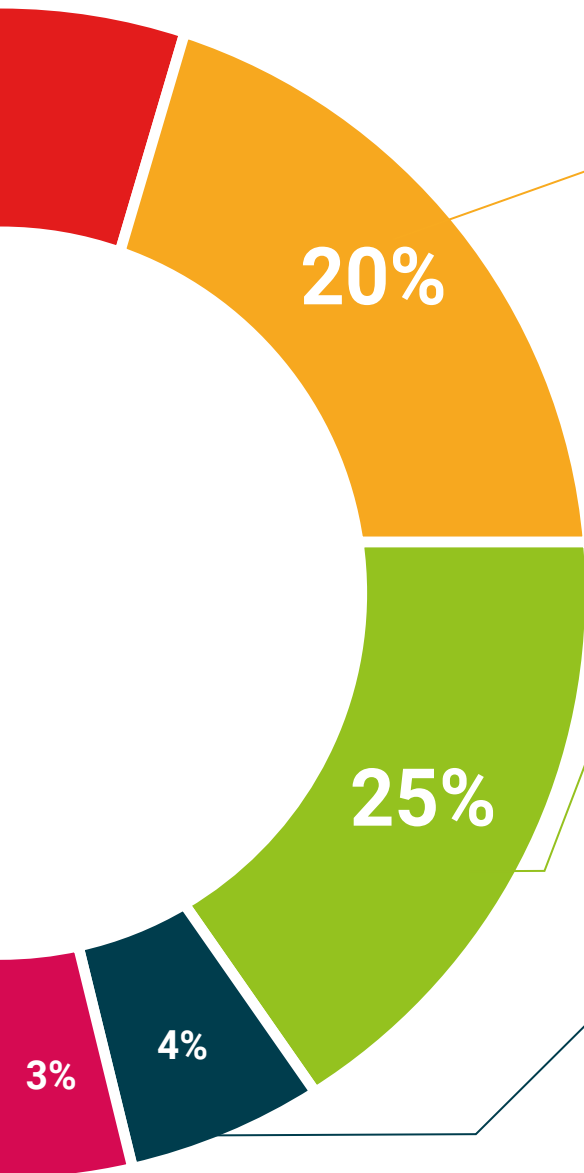
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 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.



07

Certificate

The MBA in Digital Transformation and Industry 4.0 guarantees students, in addition to the most rigorous and up-to-date education, access to a 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”*

This program will allow you to obtain a Master's Degree **Master's Degree MBA in Digital Transformation and Industry 4.0**, the world's largest online university.

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

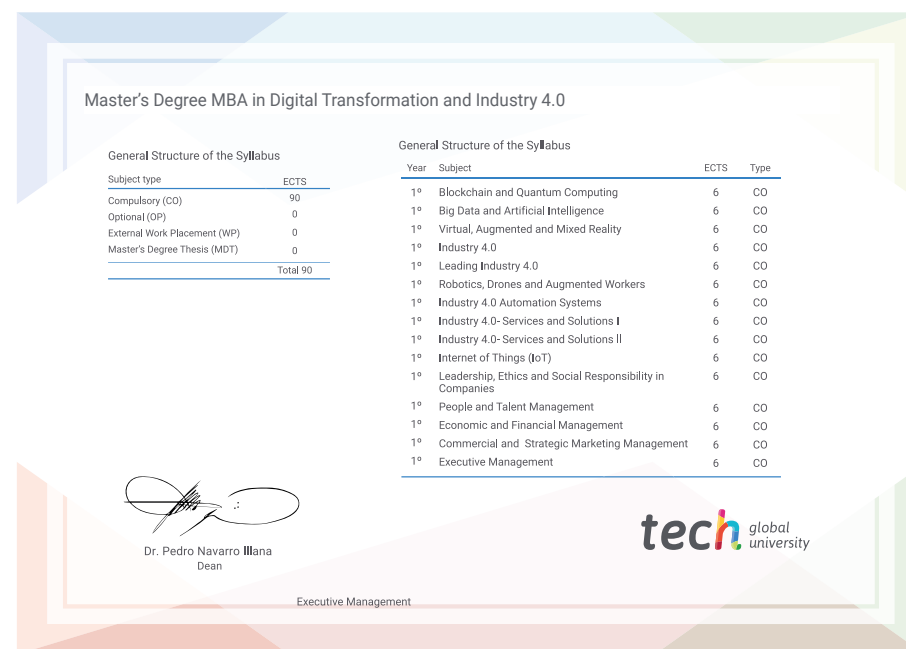
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Master's Degree MBA in Digital Transformation and Industry 4.0**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**





Executive Master's Degree

MBA in Digital Transformation and Industry 4.0

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Master's Degree

MBA in Digital Transformation and Industry 4.0