

Advanced Master's Degree International Digital Entrepreneurship

A M D I D E



Advanced Master's Degree International Digital Entrepreneurship

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-international-digital-entrepreneurship

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01 Welcome

One of the sectors that has experienced the most digitalization is business. For that reason, this very complete TECH Advanced Master's Degree focuses on providing professionals with the competencies and skills that will allow them to design, create and manage companies in digital areas, providing in-depth knowledge of all the details and ensuring the future success of the new organization.

Everything, from the most everyday human activities to the most complex tasks, have a place in the digital world, and this makes it absolutely necessary for professionals to be trained to successfully take on the challenges posed by this new environment.



Advanced Master's Degree in International Digital Entrepreneurship
TECH Technological University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work”

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 by studying 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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (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

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 International Digital Entrepreneurship

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

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

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

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



“

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

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in International Digital Entrepreneurship** will train you to:

01

Know how to correctly administrate and manage companies of all sizes and sectors

02

Gain an in-depth understanding of what Information and Communication Technologies are and their use in today's organizations

03

Know how to work with different types of ICT

04

Know how to do company accounting and finance

05

Know the fundamentals of business administration from the description of its elements, its environment, function and organization

06

Have all necessary elements for assertive decision-making at your disposal



07

Understand areas of management and administration



08

Interpret the characteristics, functions and types of the various information technology systems

09

Intervene in technological scenarios for training processes adaptable to the new context

10

Understand how to formulate annual accounts

11

Understand the criteria for valuing accounts

12

Identify financial instruments

13

Analyze different corporate restructuring strategies

14

Understand the importance of information systems for the company to function properly

15

Understand the management strategies of information systems for the company to function properly

16

Identify the relation between management and the company

17

Understand the main managerial function of a company

18

Acquire a broad overview of the administrative process and apply it to their job functions

19

Know the characteristics of taxation

20

Understand tax obligations from a legal point of view; know how to classify taxes

21

Understand special tax regimes and when they apply

22

Learn to calculate various business taxes

23

Analyze the different strategies that exist in Digital Marketing

24

Define the most appropriate strategy in a given context and with given objectives

25

Know how to manage digital campaigns

26

Integrate new information technologies in virtual environments for training processes in different areas

27

Adapt to the new context, which means being involved and performing in digital enterprises

28

Analyze the implications of the global economic environment in business

29

Identify the variables to be considered in business decision making

30

Analyze the importance of having initiative for business entrepreneurship

31

Understand the preponderant role of innovation as a differentiator for establishing business plans

32

Develop strategies to create new markets and new businesses

33

Develop strategies to create new opportunities in existing markets



34

Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

35

Lead change processes in the company based on digitalization

36

Identify the changes required to improve management and administration within the company, based on orienting the strategy to the digital environment

37

Develop management skills necessary to lead the growth and expansion of companies operating in digital environments

38

Analyze and identify factors that generate difficulties or opportunities in digital environments



05 Skills

The skills to be developed by managers in the field of entrepreneurship must be diverse. Moreover, when talking about the International Digital Entrepreneurship environment, the difficulty of dealing with new technologies and the challenge of managing transnational projects is added. For this reason, this Advanced Master's Degree offers a review of the highest competencies in this field, boosting the graduate's professional career with skills that have been perfected and polished to the maximum.





“

You will acquire the necessary skills to fluently and effectively perform in the complicated world of International Digital Entrepreneurship”

01

Control and manage corporate finances

02

Develop the company's corporate and competitive strategy

03

Apply the different business models in the digital era

04

Apply innovative techniques in project design and management

05

Implement e-Commerce techniques



06

Implement digital marketing campaigns to improve the company's competitive position and its digital reputation

08

Use social networks as an indispensable tool to improve company recognition



09

Have extensive knowledge of consumer

07

Put search engine marketing techniques into practice

10

Perform web analytics to direct marketing and communication campaigns to effectively reach company objectives

11

Analyze the different strategies that exist in digital marketing and manage digital marketing campaigns

14

Understand the management strategies of information systems for the company to function properly

12

Promote innovation within companies in all sectors



13

Design a business plan from the beginning and become familiar with the available financing tools

15

Interpret the characteristics, functions and types of the various information technology systems

16

Intervene in technological scenarios for training processes adaptable to the new context

18

Analyze different corporate restructuring strategies



4

19

Learn to calculate various business taxes

17

Analyze the implications of the global economic environment in business

20

Empower ideas for entrepreneurship in the digital landscape

21

Integrate new information technologies in virtual environments for training processes in different areas

22

Adapt to the new context, which means being involved and performing in digital enterprises





23

Identify the variables to be considered in business decision making

24

Manage and administer companies in the digital sector

06

Structure and Content

The Advanced Master's Degree in International Digital Entrepreneurship is a tailor-made program delivered in a 100% online format so you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as managers and entrepreneurs.



“

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us...”

Syllabus

This Advanced Master's Degree in International Digital Entrepreneurship at TECH Technological University is an intense program that prepares students to face challenges and business decisions both on a national and international level.

The content of the Advanced Master's Degree in International Digital Entrepreneurship is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 3,000 hours of training, students will analyze a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in International Digital Entrepreneurship deals in depth with the main areas of a company, and is designed to train managers who understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement, that also prepares them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional teaching staff, which will provide you with the skills to creatively and efficiently resolve critical situations.

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| Module 1 | Business Administration: Introduction and Organization |
| Module 2 | Introduction to ICTs |
| Module 3 | Financial Accounting |
| Module 4 | Commercial Management I |
| Module 5 | Business Management |
| Module 6 | Company Tax Regime |
| Module 7 | Digital Marketing Strategy |
| Module 8 | Technology and Information in Digital Companies |
| Module 9 | Founding and Managing Companies in the Digital Environment |
| Module 10 | Innovation Management in Digital environments |
| Module 11 | Competitive Environment and Strategy |
| Module 12 | Entrepreneurial Innovation and Initiative |
| Module 13 | Digital Marketing and e-Commerce |
| Module 14 | Search Engine Marketing |
| Module 15 | Digital Communication and Online Reputation |
| Module 16 | Performance and Inbound Marketing |
| Module 16 | Web Analytics and Marketing Analytics |
| Module 18 | International Finance |
| Module 19 | Mobile e-Commerce |
| Module 20 | New Digital Trends |



Where, When and How is it Taught?

This Advanced Master's Degree takes place over 24 months and is divided into two terms. You can complete it 100% online, even attending virtual workshops and conferences.

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

Module 1. Business Administration: Introduction and Organization

1.1. The Company and Its Components

- 1.1.1. The Concept of a Company
- 1.1.2. Functions and Classification of Business Objects
- 1.1.3. The Business Community
- 1.1.4. Types of Companies

1.2. The Company as System

- 1.2.1. Concepts of the System
- 1.2.2. Models
- 1.2.3. Company Subsystems
- 1.2.4. Values Subsystems

1.3. The Business Environment

- 1.3.1. Environment and Value
- 1.3.2. General Environment
- 1.3.3. Specific Environment
- 1.3.4. Analysis Tools

1.4. The Managerial Function

- 1.4.1. Basic Concepts
- 1.4.2. What Is Managing?
- 1.4.3. Decision-Making
- 1.4.4. Leadership

1.5. Corporate Planning

- 1.5.1. Corporate Plans
- 1.5.2. Planning Components
- 1.5.3. Stages
- 1.5.4. Planning Tools

1.6. Business Control

- 1.6.1. Concept, Types and Terminology
- 1.6.2. Management Control
- 1.6.3. Quality Control
- 1.6.4. Balanced Scorecard

1.7. Business Organization

- 1.7.1. Basic Concepts
- 1.7.2. Organizational Structure
- 1.7.3. Cultural Dimensions
- 1.7.4. Structural Models

1.8. Human Resources Management

- 1.8.1. Motivation
- 1.8.2. Recruitment and Selection
- 1.8.3. Personnel Training
- 1.8.4. Performance Assessment

1.9. Marketing and Financial Components

- 1.9.1. Concept and Stages
- 1.9.2. Marketing and Markets
- 1.9.3. Strategic Marketing
- 1.9.4. Relationships and Synergies

Module 2. Introduction to ICTs

2.1. Information Systems: Features, Functions and Types

- 2.1.1. Introduction to ICTs
- 2.1.2. Principles
- 2.1.3. Features
- 2.1.4. Onset

- 2.1.5. Advantages and Disadvantages
- 2.1.6. Typology
- 2.1.7. Types of Information Systems
- 2.1.8. Business Processes

2.2. Information Systems: Influence, Competitive Advantage and Strategies Based on Networks and Web 2.0

- 2.2.1. ICT Influences
- 2.2.2. Current ICTs

- 2.2.3. Global ICTs
- 2.2.4. Competitive Advantages
- 2.2.5. Strategies Based on Web 2.0
- 2.2.6. Network Strategies

2.3. Information and Communication Technologies (ICT)

- 2.3.1. Components
- 2.3.2. Concept
- 2.3.3. Types of Components
- 2.3.4. Applications

- 2.3.5. Infrastructure Evolution
- 2.3.6. History
- 2.3.7. Current Situation and Development
- 2.3.8. ICT Infrastructure Administration
- 2.3.9. Drivers
- 2.3.10. Administration

2.4. Hardware and Hardware Trends

- 2.4.1. Hardware
- 2.4.2. Concept
- 2.4.3. Hardware Evolution
- 2.4.4. Hardware and Software Classification
- 2.4.5. Hardware Trends

- 2.4.6. Data Processing
- 2.4.7. Accelerating Processes
- 2.4.8. Storing Processed Data
- 2.4.9. Graphic Visualization

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| <p>2.5. Integration of Processing and Telecommunication Platforms</p> <p>2.5.1. Integration 2.5.2. Conceptualization 2.5.3. Evolution</p> | <p>2.5.4. Business Interdependence 2.5.5. Integration and Competition 2.5.6. Integration Tools 2.5.7. Big Data</p> | <p>2.6. Processing Modes, Virtualization and Multi-Core Processors</p> <p>2.6.1. Different Models 2.6.2. Multiprocessor Systems 2.6.3. Concept of Processing</p> | <p>2.6.4. Virtualization 2.6.5. Requirements 2.6.6. Hypervisors 2.6.7. Paravirtualization</p> |
| <p>2.7. Software and Software Platforms</p> <p>2.7.1. Software 2.7.2. Context 2.7.3. Concepts and Definitions 2.7.4. Applications 2.7.5. Software Platforms 2.7.6. Current Platforms 2.7.7. The Evolution of Platforms</p> | <p>2.8. Java Language and Business Application Integration</p> <p>2.8.1. Java 2.8.2. Concepts 2.8.3. Features</p> | <p>2.8.4. Highlights 2.8.5. Business Applications Architecture 2.8.6. Concept 2.8.7. Integration in Companies 2.8.8. Transcoding 2.8.9. Adapting Semantic Content</p> | <p>2.9. Networks: Corporate Networks and Connectivity Technologies</p> <p>2.9.1. Corporate Networks and Connectivity Technologies 2.9.2. Transformation 2.9.3. Connectivity in Companies</p> |
| <p>2.9.4. Connectivity Solutions 2.9.5. Transmission Types and Means 2.9.6. Concept and Definitions 2.9.7. Transmission Maps</p> | <p>2.10. The Internet, the Web, Web 2.0 and Web 3.0</p> <p>2.10.1. What Is the Internet? 2.10.2. Conceptualization 2.10.3. Applications 2.10.4. Web 1.0 2.10.5. Conceptualization 2.10.6. Static Content</p> | <p>2.10.7. Dissemination 2.10.8. Web 2.0 2.10.9. Conceptualization 2.10.10. Dynamic Content 2.10.11. Development 2.10.12. Web 3.0 2.10.13. Conceptualization 2.10.14. Multidevice Content 2.10.15. The Intelligent Web</p> | <p>2.11. Business Tools for Communication and Coordination</p> <p>2.11.1. Business Tools 2.11.2. Distance Management 2.11.3. Planning Communication 2.11.4. Coordination Methods 2.11.5. International Coordination 2.11.6. International Coordination 2.11.7. Concept of Online</p> |
| <p>2.12. Traditional File Organization, Data Management Systems, and Data Warehouses and Mining</p> <p>2.12.1. Data storage 2.12.2. Data Analysis 2.12.3. Types of Storage 2.12.4. Type of Storable Information 2.12.5. Data Variability</p> | <p>2.12.6. Data Management Systems 2.12.7. Balanced Scorecard 2.12.8. Planning Process 2.12.9. Management Indicators 2.12.10. Data Mining 2.12.11. Concept 2.12.12. Computational Complexity Theory 2.12.13. Trends</p> | <p>2.13. Company Systems: Business Management and Decision Support Systems</p> <p>2.13.1. Decision Support Systems 2.13.2. Support Systems: DSS 2.13.3. Decision Making Based on Data Management</p> | <p>2.13.4. Business Management Processes 2.13.5. Concept of Management 2.13.6. Stages of the Process</p> |
| <p>2.14. E-Commerce</p> <p>2.14.1. E-Commerce Significance 2.14.2. Concept 2.14.3. B2B 2.14.4. Implications 2.14.5. E-Commerce Challenges 2.14.6. Main Types of e-Commerce</p> | <p>2.14.7. Types of e-Commerce 2.14.8. Trading Markets 2.14.9. Evolution and Repercussion 2.14.10. Expansion 2.14.11. Global Repercussion</p> | | |

Module 3. Financial Accounting

3.1. Financial Accounts: Components and Formulation

- 3.1.1. Balance Sheet, Income Statement and Financial Statement Notes
- 3.1.2. Statement of Changes in Equity
- 3.1.3. Cash Flow Statement
- 3.1.4. Financial Accounts Formulation Rules
- 3.1.5. Financial Statement Templates

3.2. Assessment Criteria

- 3.2.1. Historical Cost
- 3.2.2. Fair Value
- 3.2.3. Net Realizable Value
- 3.2.4. Utilization Value
- 3.2.5. Book or Carrying Value
- 3.2.6. Creative Accounting

3.3. Property, Plant and Equipment and Intangible Assets

- 3.3.1. Regulations and Method of Acquisition
- 3.3.2. Amortization
- 3.3.3. Impairment or Disposal Losses
- 3.3.4. Real Estate Investments

3.4. Financial Instruments

- 3.4.1. Financial Assets
- 3.4.2. Financial Liabilities
- 3.4.3. Risk Assessment, Identification and Management
- 3.4.4. Hedging and Trading
- 3.4.5. Equity Instruments Accounting

3.5. Equity Study and Valuation

- 3.5.1. Balance Sheet Equity
- 3.5.2. Grants, Donations and Legacies
- 3.5.3. Equity and Adjustments for Changes in Value

3.6. Restructuring Operations

- 3.6.1. Mergers
- 3.6.2. Demergers
- 3.6.3. Non-Monetary Contributions
- 3.6.4. Value Exchanges

3.7. Income Tax

- 3.7.1. Corporate Income Tax Structure
- 3.7.2. Calculation and Recording of the Accrued Corporate Income Tax Expense
- 3.7.3. Permanent and Temporary Differences

3.8. Foreign Currency Accounting

- 3.8.1. Functional and Presentation Currency
- 3.8.2. Valuation of Monetary and Non-Monetary Items
- 3.8.3. Temporary Transaction Differences in Foreign Currencies

Module 4. Commercial Management I

4.1. Market Research

- 4.1.1. Consumer Behavior
- 4.1.2. Market Research Techniques
- 4.1.3. Data Analysis Tools
- 4.1.4. Scope and Limitations

4.2. Advertising

- 4.2.1. The Importance of Public Companies
- 4.2.2. Purchase Experience
- 4.2.3. Advertising and Digital Media

4.3. Media Planning

- 4.3.1. Audiences and Advertising Markets
- 4.3.2. Selecting Media and Support
- 4.3.3. Measuring Sustainability

4.4. Commercial Management

- 4.4.1. Internal and External Analysis. SWOT
- 4.4.2. Sector and Competitive Analysis
- 4.4.3. Models: Canvas

Module 5. Business Management
5.1. Manager Functions: Organizational Culture and Approaches

- 5.1.1. Manager Functions
- 5.1.2. Management Strategy
- 5.1.3. Organizational Culture

5.2. Change Management Process

- 5.2.1. Types
- 5.2.2. Resistance
- 5.2.3. Stimulating Innovation
- 5.2.4. Management Models

5.3. Decision Making

- 5.3.1. Management and Decision-Making Processes
- 5.3.2. Management Styles
- 5.3.3. Types of Decisions

5.4. Strategic Planning

- 5.4.1. Objectives
- 5.4.2. Methods
- 5.4.3. Planning Dynamic Environments

5.5. The Process of Strategic Management

- 5.5.1. Types of Processes
- 5.5.2. Processes Mission and Analysis
- 5.5.3. Implementing Processes and Assessment

5.6. Organizational Structures

- 5.6.1. General Concepts
- 5.6.2. Mechanistic Structures
- 5.6.3. Organic Structures

5.7. Organizational Designs

- 5.7.1. Purpose behind Organization
- 5.7.2. Contingency Factors
- 5.7.3. Types of Design

5.8. Team Development and Performance

- 5.8.1. Definition and General Concepts
- 5.8.2. Efficient Teams
- 5.8.3. Global Teams

5.9. Company Communication

- 5.9.1. Function of Company Communication
- 5.9.2. Communication Methods
- 5.9.3. ICT Influences

5.10. Interpersonal and Organizational Communication

- 5.10.1. Basic Concepts
- 5.10.2. Interpersonal Communication
- 5.10.3. Organizational Communication

5.11. Company Motivation

- 5.11.1. Concept of Motivation and Application
- 5.11.2. Motivation Theories
- 5.11.3. Motivation Implementation

5.12. Company Leadership

- 5.12.1. Contingency Theories
- 5.12.2. Types of Leadership
- 5.12.3. Company Leadership Implementation

5.13. Operations Control

- 5.13.1. Concepts of Control and Management Control
- 5.13.2. Control Processes
- 5.13.3. Measurements and Assessment

5.14. Operations Control Management

- 5.14.1. Control Tools
- 5.14.2. Correction Systems
- 5.14.3. Operations Control Advantages and Problems

5.15. Operations Management

- 5.15.1. The Importance of Management
- 5.15.2. Value Chain
- 5.15.3. Quality Management
- 5.15.4. Storage Costs, Picking and Packing
- 5.15.5. Distribution Costs

Module 6. Company Tax Regime
6.1. Concept and Characteristics of Taxes
6.2. Judicial Relationship and Tax Liability
6.3. Exemption, Non-Taxation, Accrual and Enforceability
6.4. Essential Components of Tax Liability
6.5. The Tax System and Tax Classification
6.6. Corporate Income Tax Calculation
6.7. Special Tax Regimes
6.8. Calculating Personal Income Tax
6.9. VAT
6.10. Liability

Module 7. Digital Marketing Strategies

7.1. Digital Business Administration

- 7.1.1. Competitive Strategy in the Face of Growing Digitalization in Media
- 7.1.2. Designing and Creating a Digital Marketing Plan
- 7.1.3. Digital Media Planning and Contracting
- 7.1.4. ROI Analysis in a Digital Marketing Plan

7.2. Digital Marketing for Brand Reinforcement

- 7.2.1. Brand Content and Storytelling
- 7.2.2. Hyper-Segmentation
- 7.2.3. Video Marketing
- 7.2.4. Social Sales

7.3. Defining the Digital Marketing Strategy

- 7.3.1. Closed Loop Marketing
- 7.3.2. Continuous Loop Marketing
- 7.3.3. Multichannel Marketing

7.4. Digital Marketing for Customer Engagement and Retention

- 7.4.1. Hyper-Segmentation and Micro-Localization
- 7.4.2. Loyalty and Engagement Strategies Using the Internet
- 7.4.3. Visitor Relationship Management

7.5. Digital Marketing Trends

- 7.5.1. Digital Neuro-Marketing
- 7.5.2. Avatar Marketing
- 7.5.3. Bluecasting

7.6. Managing Digital Campaigns

- 7.6.1. Display Advertising and Rich Media
- 7.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 7.6.3. Advertising on Digital Television

7.7. Online Marketing Plan

- 7.7.1. Online Research
- 7.7.2. Creating an Online Marketing Plan
- 7.7.3. Configuration and Activation
- 7.7.4. Launch and Management

7.8. Blended Marketing

- 7.8.1. Integrating 'on' and 'off' Actions
- 7.8.2. Personalization and Segmentation
- 7.8.3. Improve User Experience

Module 8. Technology and Information in Digital Companies

8.1. Technological Environments

- 8.1.1. The Technological Environment
- 8.1.2. Functioning and Importance of IT in the Company
- 8.1.3. Needs and Opportunity Areas

8.2. Information Systems Management

- 8.2.1. Business Information Systems
- 8.2.2. Strategic Decisions
- 8.2.3. The Role of the CIO

8.3. Information Technology Strategic Planning

- 8.3.1. The Process of Strategic Planning
- 8.3.2. Formulating IS Strategies
- 8.3.3. Strategy Implementation Plan

8.4. Information Systems and Business Intelligence

- 8.4.1. CRM and Business Intelligence
- 8.4.2. Project Management and Business Intelligence
- 8.4.3. Business Intelligence Architecture

8.5. Corporate Management Applications

- 8.5.1. Company and Industry Sector Analysis
- 8.5.2. Online Business Models
- 8.5.3. The Value of IT in a Company

8.6. Digital Transformation

- 8.6.1. Technology-Based Business Models
- 8.6.2. Innovation Abilities
- 8.6.3. Redesigning Value Chain Processes

8.7. Technology and Trends

- 8.7.1. E-Commerce Strategies
- 8.7.2. Strategies Using Social Media
- 8.7.3. E-Commerce Models

8.8. Outsourcing Information Technology

- 8.8.1. Establishing IT Goals
- 8.8.2. Supplier Selection

Module 9. Founding and Managing Companies in the Digital Environment
9.1. Global Economic Environment

- 9.1.1. The Fundamentals of the Global Economy
- 9.1.2. The Globalization of Companies and Financial Markets
- 9.1.3. Entrepreneurship and New Markets

9.2. Corporate Finance

- 9.2.1. Financial Policy and Growth
- 9.2.2. Company Valuation Methods
- 9.2.3. Capital Structure and Financial Leverage

9.3. Economic Analysis of Decisions

- 9.3.1. Budget Control
- 9.3.2. Competitive Analysis
- 9.3.3. Comparative Analysis
- 9.3.4. Decision-Making
- 9.3.5. Business Investment or Divestment

9.4. Information Systems in Companies

- 9.4.1. The Evolution of the IT Model
- 9.4.2. Organization and IT Departments
- 9.4.3. Information Technology and Economic Environment

9.5. Corporate Strategy and Technology Strategy

- 9.5.1. Creating Value for Customers and Shareholders
- 9.5.2. Strategic IS/IT Decisions
- 9.5.3. Corporate Strategy vs. Technology and Digital Strategy

9.6. Information Systems for Decision-Making

- 9.6.1. Business Intelligence
- 9.6.2. Data Warehouse
- 9.6.3. Balanced Scorecard (BSC)

9.7. Digital Strategy

- 9.7.1. Technology Strategy and Impact on Digital Innovation
- 9.7.2. Strategic Planning of Information Technologies
- 9.7.3. Strategy and the Internet

9.8. Online Business Models

- 9.8.1. Analyzing Established Companies in the Technology Sector
- 9.8.2. Business Model Generation Systems
- 9.8.3. Analyzing Innovative Business Models in Traditional Sectors
- 9.8.4. Analyzing Innovative Business Models on the Internet

9.9. Company Systems Based on Collaboration

- 9.9.1. Customer Management Systems: Customer Relationship Management (CRM)
- 9.9.2. Supply Chain Management Systems
- 9.9.3. E-Commerce Systems

9.10. Social Businesses

- 9.10.1. Web 2.0 Strategic Vision and Its Challenges
- 9.10.2. Convergence Opportunities and ICT Trends
- 9.10.3. How to Monetize Web 2.0 and Social Media
- 9.10.4. Mobility and Digital Business

Module 10. Innovation Management in Digital environments

10.1. Design Thinking

- 10.1.1. The Blue Ocean Strategy
- 10.1.2. Collaborative Innovation
- 10.1.3. Open Innovation

10.2. Strategic Innovation Intelligence

- 10.2.1. Technology Monitoring
- 10.2.2. Technology Foresight
- 10.2.3. Coolhunting

10.3. Entrepreneurship and Innovation

- 10.3.1. Strategies to Search for Business Opportunities
- 10.3.2. Assessing the Feasibility of New Projects
- 10.3.3. Innovation Management Systems
- 10.3.4. Entrepreneurial Soft Skills

10.4. Managing Start-Ups

- 10.4.1. Introduction to Financial Management in Startup Companies
- 10.4.2. Financial Metrics for Start-Ups
- 10.4.3. Financial Planning: Projection Models and Interpretation
- 10.4.4. Valuation Methods
- 10.4.5. Legal Aspects

10.5. The Business Plan

- 10.5.1. Business Plans in the Digital Era
- 10.5.2. Models: Canvas
- 10.5.3. Value Proposition Model
- 10.5.4. Content and Presentation

10.6. Project Management

- 10.6.1. Agile Development
- 10.6.2. Lean Management in Startups
- 10.6.3. Monitoring and Project Management

10.7. Growth Phases in Startup Companies

- 10.7.1. Seed Phase
- 10.7.2. Startup Phase
- 10.7.3. Growth Phase
- 10.7.4. Consolidation Phase

10.8. Financing Startups

- 10.8.1. Bank Financing
- 10.8.2. Subsidies
- 10.8.3. Seed Capital and Accelerators Business Angels
- 10.8.4. Venture Capital IPO
- 10.8.5. Public to Private Partnership

10.9. National and International Venture Capital and Seed Capital Entities

- 10.9.1. Public Institutions: CDTI, ENISA
- 10.9.2. National and International Venture Capital Entities
- 10.9.3. Private Investors: Caixa Capital Risc Bstartup
- 10.9.4. FOND-ICO Global
- 10.9.5. Accelerators: Wayra, Lanzadera and Plug & Play

10.10. Lean Management

- 10.10.1. The Basic Principles of Lean Management
- 10.10.2. Improvement and Problem-Solving Teams
- 10.10.3. New Forms of Maintenance and Quality Management
- 10.10.4. Customer Communication Channels
- 10.10.5. Online Store Integration
- 10.10.6. Online Service Centers

Module 11. Competitive Environment and Strategy
11.1. Global Economic Environment

- 11.1.1. The Fundamentals of the Global Economy
- 11.1.2. The Globalization of Companies and Financial Markets
- 11.1.3. Entrepreneurship and New Markets

11.2. Corporate Finance

- 11.2.1. Financial Policy and Growth
- 11.2.2. Company Valuation Methods
- 11.2.3. Capital Structure and Financial Leverage

11.3. Economic Analysis of Decisions

- 11.3.1. Budget Control
- 11.3.2. Competitive Analysis Comparative Analysis
- 11.3.3. Decision Making Business Investment or Divestment

11.4. Information Systems in Companies

- 11.4.1. The Evolution of the IT Model
- 11.4.2. Organization and IT Departments
- 11.4.3. Information Technology and Economic Environment

11.5. Corporate Strategy and Technology Strategy

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- 11.5.2. Strategic IS/IT Decisions
- 11.5.3. Corporate Strategy vs. Technology and Digital Strategy

11.6. Information Systems for Decision Making

- 11.6.1. Business Intelligence
- 11.6.2. *Data Warehouse*
- 11.6.3. Balanced Scorecard (BSC)

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- 11.7.1. Technology Strategy and Impact on Digital Innovation
- 11.7.2. Strategic Planning of Information Technologies
- 11.7.3. Strategy and the Internet

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- 11.8.4. Analyzing Innovative Business Models on the Internet

11.9. Company Systems based on Internet Collaboration

- 11.9.1. Customer Management Systems: Customer Relationship Management (CRM)
- 11.9.2. Supply Chain Management Systems
- 11.9.3. E-Commerce Systems

11.10. Social Business

- 11.10.1. Web 2.0 Strategic Vision and Challenges
- 11.10.2. Convergence Opportunities and ICT Trends
- 11.10.3. How to Monetize Web 2.0 and Social Media
- 11.10.4. Mobility and Digital Business

Module 12. Entrepreneurial Innovation and Initiative
12.1. Design Thinking

- 12.1.1. The Blue Ocean Strategy
- 12.1.2. Collaborative Innovation
- 12.1.3. Open Innovation

12.2. Strategic Innovation Intelligence

- 12.2.1. Technology Monitoring
- 12.2.2. Technology Foresight
- 12.2.3. Coolhunting

12.3. Entrepreneurship and Innovation

- 12.3.1. Strategies to Search for Business Opportunities
- 12.3.2. Assessing the Feasibility of New Projects
- 12.3.3. Innovation Management Systems
- 12.3.4. Entrepreneurial Soft Skills

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- 12.4.1. Introduction to Financial Management in Startup Companies
- 12.4.2. Financial Metrics for Startups
- 12.4.3. Financial Planning: Projection Models and Interpretation
- 12.4.4. Valuation Methods
- 12.4.5. Legal Aspects

12.5. The Business Plan

- 12.5.1. Business Plans in the Digital Era
- 12.5.2. Canvas Model
- 12.5.3. Value Proposition Model
- 12.5.4. Content and Presentation

12.6. Project Management

- 12.6.1. Agile Development
- 12.6.2. Lean Management in Start-Ups
- 12.6.3. Project Tracking and Steering

12.7. Growth Phases in Startup Companies

- 12.7.1. Seed Phase
- 12.7.2. Startup Phase
- 12.7.3. Growth Phase
- 12.7.4. Consolidation Phase

12.8. Financing Startups

- 12.8.1. Bank Financing
- 12.8.2. Subsidies
- 12.8.3. Seed Capital and Accelerators Business Angels
- 12.8.4. Venture Capital IPO
- 12.8.5. Public to Private Partnership

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- 12.9.3. Private Investors: Caixa Capital Risc Bstartup
- 12.9.4. FOND-ICO Global
- 12.9.5. Accelerators: Wayra, Lanzadera y Plug & Play

12.10. Lean Management

- 12.10.1. The Basic Principles of Lean Management
- 12.10.2. Improvement and Problem-Solving Teams
- 12.10.3. New Forms of Maintenance and Quality Management

Module 13. Digital Marketing and e-Commerce

13.1. Digital e-Commerce Management

- 13.1.1. New e-Commerce Business Models
- 13.1.2. Planning and Developing an e-Commerce Strategy Plan
- 13.1.3. Technological Structure in e-Commerce

13.2. E-Commerce Operations and Logistics

- 13.2.1. How to Manage Fulfillment
- 13.2.2. Digital Point-of-Sale Management
- 13.2.3. Contact Center Management
- 13.2.4. Automation in Management and Monitoring Processes

13.3. Implementing e-Commerce Techniques

- 13.3.1. Social Media and Integration in e-Commerce Plans
- 13.3.2. Multichannel Strategy
- 13.3.3. Personalizing Dashboards

13.4. Digital Pricing

- 13.4.1. Online Payment Methods and Gateways
- 13.4.2. Electronic Promotions
- 13.4.3. Digital Price Timing
- 13.4.4. E-Auctions

13.5. From e-Commerce to m-Commerce and s-Commerce

- 13.5.1. E-Marketplace Business Models
- 13.5.2. S-Commerce and Brand Experience
- 13.5.3. Purchasing via Mobile Devices

13.6. Customer Intelligence: from e-CRM to s-CRM

- 13.6.1. Integrating the Consumer in the Value Chain
- 13.6.2. Online Research and Loyalty Techniques
- 13.6.3. Planning a Customer Relationship Management Strategy

13.7. Digital Marketing Trade

- 13.7.1. Cross Merchandising
- 13.7.2. Designing and Managing Facebook Ads Campaigns
- 13.7.3. Designing and Managing Google Adwords Campaigns

13.8. Online Marketing for e-Commerce

- 13.8.1. Inbound Marketing
- 13.8.2. Display and Programmatic Purchasing
- 13.8.3. Communication Plan

Module 14. Search Engine Marketing

14.1. How Search Engines Work

- 14.1.1. Indicators and Indexes
- 14.1.2. Algorithms
- 14.1.3. SEO and Corporate Branding

14.2. SEO Analysis

- 14.2.1. Determining KPIs
- 14.2.2. Generating Scripts and Alerts
- 14.2.3. Image, Video and Other Elements Optimization
- 14.2.4. Linkbuilding

14.3. Technical SEO

- 14.3.1. Web Performance Optimization
- 14.3.2. Real Time and Content
- 14.3.3. Relevant Tagging and Headers
- 14.3.4. Advanced WPO Techniques

14.4. SEO and e-Commerce

- 14.4.1. Conversion Rate Optimization
- 14.4.2. Google WebMaster Tools
- 14.4.3. Social Proof and Viralization
- 14.4.4. Navigation and Indexability

14.5. Keyword Hunting for SEM

- 14.5.1. Adwords Keyword Tool
- 14.5.2. Google Suggest
- 14.5.3. Insights for Search
- 14.5.4. GoogleTrends

14.6. SEM and Google Adwords

- 14.6.1. Google Shopping
- 14.6.2. Google Display Network
- 14.6.3. Google AdWords Mobile
- 14.6.4. Advertising on YouTube

14.7. Facebook Ads

- 14.7.1. PPC/PPF (Pay-Per-Fan) Adverts
- 14.7.2. Creating Facebook Ads
- 14.7.3. Facebook Power Editor
- 14.7.4. Campaign Optimization

14.8. SEM Strategy and Measurement

- 14.8.1. Quality Score
- 14.8.2. Site Links
- 14.8.3. KPIs
- 14.8.4. Impressions, Clicks, Conversions. *Revenue*, ROI, CPA

Module 15. Digital Communication and Online Reputation
15.1. Web 2.0 or the Social Web

- 15.1.1. Organization in the Age of Conversation
- 15.1.2. Web 2.0 Is All About People
- 15.1.3. Digital Environment and New Communication Formats

15.2. Digital Communication and Reputation

- 15.2.1. Online Reputation Report
- 15.2.2. Netiquette and Good Practices on Social Media
- 15.2.3. Branding and Networking 2.0

15.3. Designing and Planning an Online Reputation Plan

- 15.3.1. Overview of the Main Social Media in Spain
- 15.3.2. Brand Reputation Plan
- 15.3.3. General metrics, ROI, and Social CRM
- 15.3.4. Online Crisis and Reputational SEO

15.4. General, Professional, and Microblogging Platforms

- 15.4.1. Facebook
- 15.4.2. LinkedIn
- 15.4.3. Google+
- 15.4.4. Twitter

15.5. Video, Image, and Mobility Platforms

- 15.5.1. YouTube
- 15.5.2. Instagram
- 15.5.3. Flickr
- 15.5.4. Vimeo
- 15.5.5. Pinterest

15.6. Content and Storytelling Strategy

- 15.6.1. Corporate Blogging
- 15.6.2. Content Marketing Strategy
- 15.6.3. Creating a Content Plan
- 15.6.4. Content Curation Strategy

15.7. Social Media Strategies

- 15.7.1. Corporate PR and Social Media
- 15.7.2. Defining the Strategy to Be Followed in Each Medium
- 15.7.3. Analysis and Evaluation of Results

15.8. Community Management

- 15.8.1. Functions, Duties, and Responsibilities of Community Managers
- 15.8.2. Social Media Manager
- 15.8.3. Social Media Strategist

15.9. Social Media Plan

- 15.9.1. Designing a Social Media Plan
- 15.9.2. Schedule, Budget, Expectations, and Monitoring
- 15.9.3. Contingency Protocol in Case of Crisis

15.10. Online Monitoring Tools

- 15.10.1. Management Tools and Desktop Applications
- 15.10.2. Monitoring and Research Tools

Module 16. Performance and Inbound Marketing
16.1. Permission Marketing

- 16.1.1. How to Obtain User Permission
- 16.1.2. Personalizing the Message
- 16.1.3. Mail Confirmation or Double Opt-in

16.2. Strategy and Performance Techniques

- 16.2.1. Performance Marketing: Results
- 16.2.2. Digital Media Mix
- 16.2.3. The Importance of the Funnel

16.3. Affiliate Campaign Development

- 16.3.1. Agencies and Affiliate Programs
- 16.3.2. Postview
- 16.3.3. Defining Affiliate Programs
- 16.3.4. Display and Campaign Optimization

16.4. Launching an Affiliate Program

- 16.4.1. Affiliation and Direct Affiliation Networks
- 16.4.2. Results Analysis and Monitoring
- 16.4.3. Fraud Control

16.5. Developing Campaigns Via e-mailing

- 16.5.1. Lists of Subscribers, Leads, and Customers
- 16.5.2. e-Mail Marketing Tools and Resources
- 16.5.3. Online Writing for e-Mail Marketing Campaigns

16.6. e-Mail Marketing Metrics

- 16.6.1. List Metrics
- 16.6.2. Newsletter Delivery Metrics
- 16.6.3. Conversion Metrics

16.7. Inbound Marketing

- 16.7.1. Effective Inbound Marketing
- 16.7.2. The Benefits of Inbound Marketing
- 16.7.3. Measuring the Success of Inbound Marketing

16.8. Target Research

- 16.8.1. Consumer Intent Modelling and Buyer Personas
- 16.8.2. Customer Journey Mapping
- 16.8.3. Content Strategy

16.9. Content Optimization

- 16.9.1. Content Optimization for Search Engines
- 16.9.2. Content Creation
- 16.9.3. Content Dynamization

16.10. Conversion

- 16.10.1. Lead Capturing and CRO
- 16.10.2. Lead Nurturing and Marketing Automation

Module 17. Web Analytics and Marketing Analytics

17.1. Web Analysis

- 17.1.1. The Fundamentals of Web Analytics
- 17.1.2. Classic Media vs Digital Media
- 17.1.3. The Web Analyst's Basic Methodology

17.2. Google Analytics

- 17.2.1. Configuring an Account
- 17.2.2. Javascript Tracking API
- 17.2.3. Customized Reports and Segments

17.3. Qualitative Analysis

- 17.3.1. Research Techniques Applied in Web Analytics
- 17.3.2. Customer Journey
- 17.3.3. Purchase Funnel

17.4. Digital Metrics

- 17.4.1. Basic Metrics
- 17.4.2. Ratios
- 17.4.3. Setting Objectives and KPIs

17.5. Strategy Analysis Areas

- 17.5.1. Web Traffic Acquisition
- 17.5.2. Activation
- 17.5.3. Conversion
- 17.5.4. Loyalty

17.6. Data Science and Big Data

- 17.6.1. Business Intelligence
- 17.6.2. Methodology and Analysis of Large Volumes of Data
- 17.6.3. Data Extraction, Processing, and Loading

17.7. Viewing Data

- 17.7.1. Viewing and Interpreting Dashboards
- 17.7.2. Converting Data into Value
- 17.7.3. Integrating Sources
- 17.7.4. Presenting Reports

17.8. Web Analytics Tools

- 17.8.1. Technological Basis of WA Tool
- 17.8.2. Logs and Tags
- 17.8.3. Basic and Ad-hoc Labeling

Module 18. International Finance

18.1. Process Engineering and Product Engineering

- 18.1.1. Innovation Strategies
- 18.1.2. Open Innovation
- 18.1.3. Innovative Organization and Culture
- 18.1.4. Multi-functional Teams

18.2. Launch and Industrialization of New Products

- 18.2.1. Designing New Products
- 18.2.2. Lean Design
- 18.2.3. Industrializing New Products
- 18.2.4. Manufacture and Assembly

18.3. E-Logistics B2C and B2B

- 18.3.1. E-Logistics
- 18.3.2. B2C E-Fulfillment, the Last Mile
- 18.3.3. B2B E-Procurement Marketplaces

18.4. Legal Aspects in e-Commerce

- 18.4.1. EU and Spanish Regulations
- 18.4.2. Data Protection
- 18.4.3. Fiscal Aspects in e-Commerce
- 18.4.4. General Sales Conditions

18.5. The Warehouse in E-Commerce

- 18.5.1. Peculiarities of the Warehouse in E-Commerce
- 18.5.2. Warehouse Design and Planning
- 18.5.3. Infrastructure: Fixed and Mobile Devices
- 18.5.4. Zoning and Locations

18.6. Designing an Online Store

- 18.6.1. Design and Usability
- 18.6.2. Most Common Functionalities
- 18.6.3. Alternative Technologies

18.7. Supply Chain Management and Future Trends

- 18.7.1. The Future of e-Business
- 18.7.2. The Current and Future Reality of E-Commerce
- 18.7.3. SC Operating Models for Global Companies

Module 19. Mobile E-Commerce

19.1. Mobile Marketing

- 19.1.1. New Consumption and Mobility Habits
- 19.1.2. SoLoMo Model
- 19.1.3. The 4 Ps of Mobile Marketing Mix

19.2. Mobile Technology

- 19.2.1. Mobile Operators
- 19.2.2. Mobile Devices and Operating Systems
- 19.2.3. Mobile Applications and WebApps
- 19.2.4. Sensors and Integration with the Physical World

19.3. Trends in Mobile Marketing

- 19.3.1. Mobile Publishing
- 19.3.2. Advergaming and Gamification
- 19.3.3. Mobile Geolocalization
- 19.3.4. Augmented Reality

19.4. Mobile User Behavior

- 19.4.1. New Search Habits on Mobile Devices
- 19.4.2. Multi-Screen
- 19.4.3. Mobile as a Purchasing Driver
- 19.4.4. ASO, Mobile User Acquisition and Loyalty

19.5. User Interface and Shopping Experience

- 19.5.1. Rules and Platforms M-Commerce
- 19.5.2. Omnichannel
- 19.5.3. Mobile & Proximity Marketing
- 19.5.4. Gap between Consumer and Advertiser
- 19.5.5. Mobile Commerce Content Managers

19.6. Apps and Purchases

- 19.6.1. Designing Mobile Commerce Apps
- 19.6.2. App Stores
- 19.6.3. App Marketing for Customer Loyalty
- 19.6.4. App Marketing for E-Commerce

19.7. Mobile Payments

- 19.7.1. Value Chain and Business Models of Mobile Payment Methods
- 19.7.2. Keys to Improve UX in Mobile Payment
- 19.7.3. Positioning Strategies in the Mobile Payment Market
- 19.7.4. Fraud Management

19.8. Mobile Analytics

- 19.8.1. Mobile Measurement and Analysis Methodologies
- 19.8.2. Mobile Metrics: Main KPIs
- 19.8.3. Profitability Analysis
- 19.8.4. Mobile Analytics

19.9. Mobile Commerce

- 19.9.1. Services
- 19.9.2. Applications
- 19.9.3. Mobile Social Shopping

19.10. Mobile Social Media Applications

- 19.10.1. Integrating Cell Phones into Social Networks
- 19.10.2. Mobility, Relationship, Ubiquity, and Advertising
- 19.10.3. Facebook Places
- 19.10.4. Geolocation, Mobile Directories, Online Recommendations, and Shopping

Module 20. New Digital Trends

20.1. The Internet of Things

- 20.1.1. Visions and Challenges
- 20.1.2. Key Technologies
- 20.1.3. Pioneering Projects

20.2. Gamification

- 20.2.1. Business Gamification Techniques
- 20.2.2. Gamification Design Framework
- 20.2.3. Operating Mechanisms and Motivation
- 20.2.4. Benefits and Return on Investment

20.3. Big Data

- 20.3.1. Sectoral Application
- 20.3.2. Business Models
- 20.3.3. New Professions

20.4. Artificial Intelligence

- 20.4.1. Methodological Aspects in Artificial Intelligence
- 20.4.2. Heuristic Search
- 20.4.3. Rule Inference Methods
- 20.4.4. Semantic Networks

20.5. Robotics

- 20.5.1. Robot Morphology
- 20.5.2. Mathematical Tools for Spatial Localization
- 20.5.3. Cinematic Control
- 20.5.4. Criteria for Implementing an Industrial Robot

20.6. Modelling and Simulation

- 20.6.1. Modeling Using DEVS
- 20.6.2. Modeling Random Inputs
- 20.6.3. Generating Random Inputs
- 20.6.4. Experiments and Optimization Design

20.7. Implementing Cryptography in Technology Projects

- 20.7.1. Electronic Signatures
- 20.7.2. Digital Certificates
- 20.7.3. Data Encryption
- 20.7.4. Practical Applications of Cryptography

20.8. Other Trends

- 20.8.1. 3D Printing
- 20.8.2. Drones
- 20.8.3. Artificial Vision.
- 20.8.4. Augmented Reality

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

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.

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.



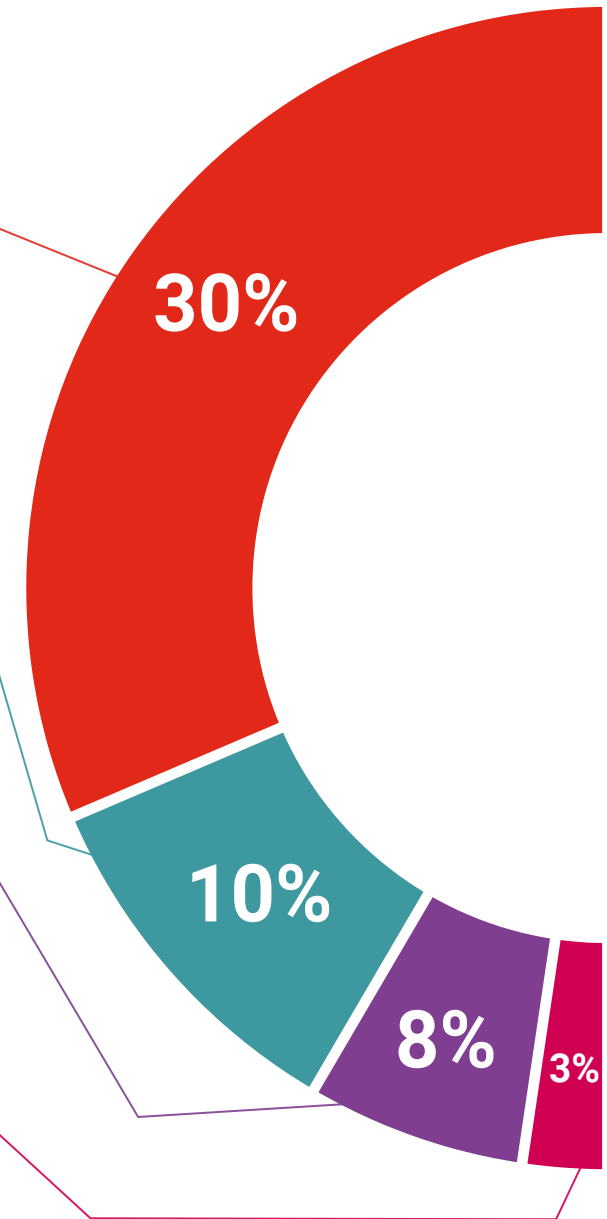
Management Skills Exercises

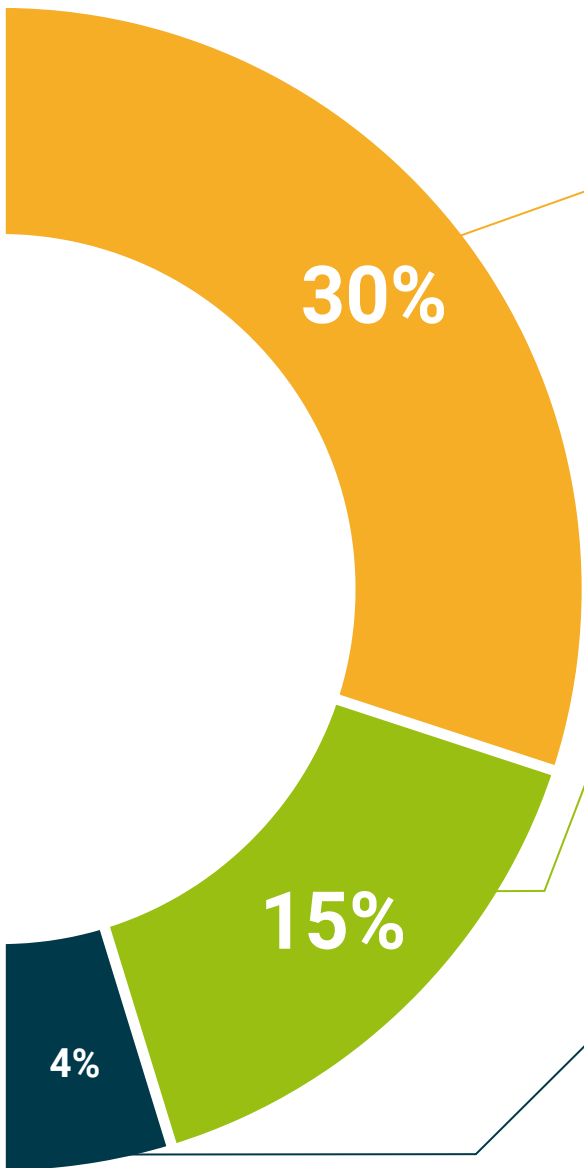
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 TECH Advanced Master's Degree in International Digital Entrepreneurship is a program aimed at people with university studies and at least four years of professional experience who want to transform their career and orient it towards business management.

This program uses a multidisciplinary approach as students have a diverse set of academic profiles and represent multiple nationalities.



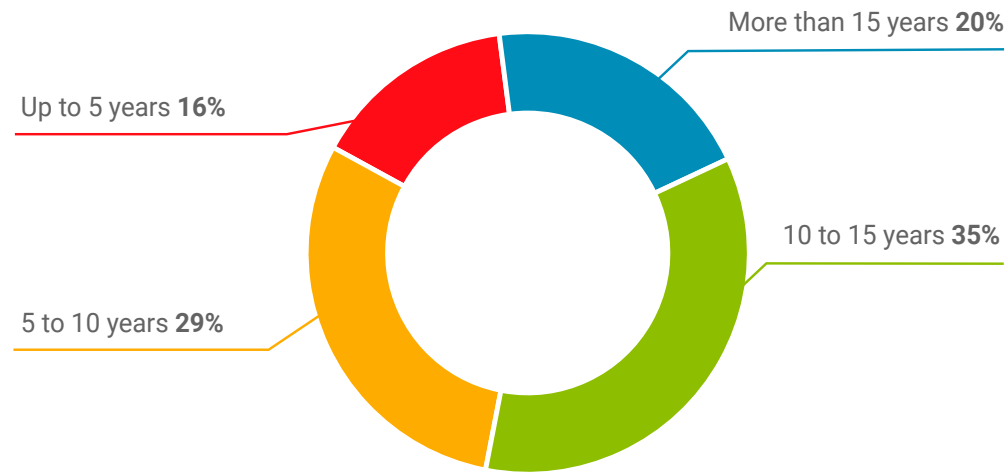
“

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”

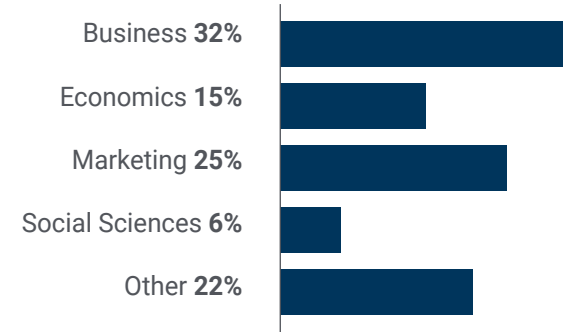
Average Age

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

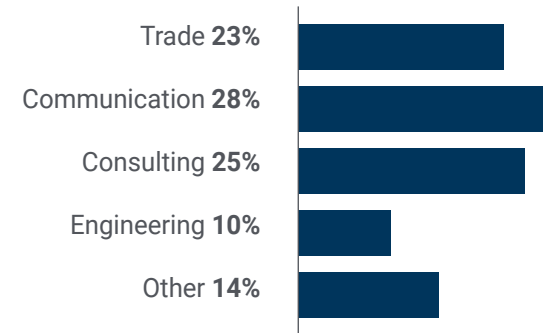
Years of Experience



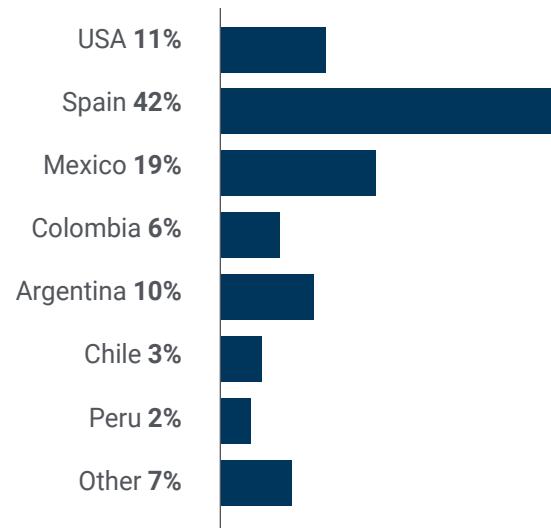
Training



Academic Profile



Geographical Distribution



Pedro García

Managing director at a multinational company

"No matter how much you want to, considering an Advanced Master's Degree is not a simple matter, especially when you have to balance it with your professional and family life. However, the Advanced Master's Degree in International Digital Entrepreneurship at TECH Technological University gave me the opportunity to do it. The excellent professors made the learning experience even more enriching. Largely as a result of that, today I'm the director of a large company, a new role that I play with enthusiasm and my best work. In short, change that comes from action"

09

Course Management

To create a specialized syllabus aimed at the most ambitious entrepreneurs, TECH has assembled a teaching team with extensive knowledge of both entrepreneurship and the international digital environment. Their own experience is reflected in each of the Advanced Master's Degree topics, as they include numerous real case studies in which the entrepreneur will contextualize the most important lessons to launch a successful international project in the digital world.



“

You will enjoy tutoring which is completely personalized to your interests, with a teaching team committed to your path toward reaching the zenith of your career”

International Guest Director

Recognized among the 35 Global Innovative Leaders under 35 by the MIT Tech Review, Rebeca Hwang is a prominent personality on the international business and entrepreneurship scene. This expert stands out for her experience, versatility and success in developing venture capital investments. In addition, she has been co-founder and partner of entrepreneurial projects in different countries such as the United States, Mexico, Malaysia, South Korea, Iceland, Peru and Iceland.

Among other responsibilities, Hwang serves as Director of the Thunderbird Center for Global Entrepreneurship and Family Business. There she has established herself as an influential corporate leader. In addition, her role as Managing Partner of Kalei Ventures, an investment firm that focuses on early-stage technology startups in Latin America, has contributed to the growth and development of numerous companies in that region. Prior to Kalei, she was co-founder and CEO of Rivet Ventures, focused on women-led companies, highlighting the importance of gender inclusion in the entrepreneurial world.

In addition to her business accomplishments, she is a prolific inventor with 12 patents granted and 9 pending. She has also been a passionate supporter of driving change opportunities for family-owned businesses. Her dedication to working with new generations of small entrepreneurs in technology, investment in alternative assets and entrepreneurship makes her a true visionary in the contemporary corporate context.

On the other hand, she has been involved in the founding of organizations such as Cleantech Open, Startup Malaysia and Startup Nations Summit, which evidence her commitment to supporting budding businesses around the world. In addition, her assiduous collaboration with various initiatives and committees, as well as her experience as a TED speaker, underscore her global influence.



Dr. Hwang, Rebeca

- Director of the Thunderbird Center for Global Entrepreneurship and Family
- Business at the University of Arizona
- Entrepreneur specialized in Venture Capital Investing
- Inventor with 12 granted patents and 9 pending patents
- Academic collaborator at Stanford University
- Managing Partner of Kalei Ventures
- Managing Director of Rivet Ventures
- Co-founder and President of the startup YouNoodle
- Co-founder of Cleantech Open
- Co-founder of Startup Malaysia
- Co-founder of Startup Nations Summit
- Member of:
 - Access to Capital Committee of the United States-Mexico Council for Entrepreneurship and Innovation
 - Kauffman's GEN Global Council
 - World Economic Forum's Global Council on the Future of Migration

“

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

Management



Mr. Galán, José

- ♦ Specialist in the Online Marketing, e-Commerce, SEO, SEM, and Blogging fields
- ♦ Director of e-Marketing at TECH Technological University
- ♦ Blogger on "Cosas sobre Marketing Online" www.josegalan.es
- ♦ Director of Corporate Marketing at Médica Panamericana
- ♦ Degree in Advertising and Public Relations. Complutense University of Madrid
- ♦ European Higher Program in Digital Marketing ESIC



Dr. López Rausell, Adolfo

- ♦ Director of Tech Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management at Club de Innovación de la Comunidad Valenciana (Innovation Club of the Valencian Community)
- ♦ Degree in Economics and Business Administration from the University of Valencia
- ♦ Diploma in Marketing in ESEM Business School



10

Impact on Your Career

The field of entrepreneurship requires, in addition to perfected digital and international skills, special attention to transversal skills. The entrepreneur must be a person capable of self-management, self-motivation and a greater communicative capacity.

For this reason, this Advanced Master's Degree focuses on all the highly demanded soft skills in any field of management and entrepreneurship. Thus, graduates will not only specialize in International Digital Entrepreneurship, but will also enhance the most useful skills that will help them achieve their greatest ambitions.



“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it”

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

This TECH Technological University Advanced Master's Degree in International Digital Entrepreneurship is an intense program that prepares you to face challenges and business decisions both on a national and international level. The main objective is to promote your personal and professional growth. TECH is here to help you achieve success.

Therefore, those who wish to improve themselves, achieve a Generating Positive Change at a professional level and interact with the best will find their place at TECH.

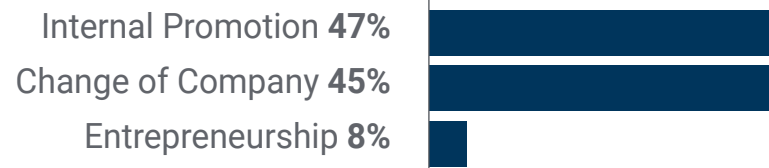
Don't miss the opportunity to train with TECH and you will find the career boost you were looking for.

If you want to make a positive change in your profession, the Advanced Master's Degree in International Digital Entrepreneurship will help you achieve it.

When the change occurs



Type of change



Salary Increase

This program represents a salary increase of more than **25%** for our students.



11

Benefits for Your Company

The Advanced Master's Degree in International Digital Entrepreneurship contributes to raising the organization's talent to its maximum potential through the training of high-level leaders.

Participating in this Advanced Master's Degree program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, and suppliers.





“

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization”

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

01

Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

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



05

Project Development

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06

Increased competitiveness

This Advanced Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

12 Certificate

This Advanced Master's Degree in International Digital Entrepreneurship guarantees, in addition to the most rigorous and update training, access to a Advanced Master's Degree issued by TECH Technological University.



“

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

This **Advanced Master's Degree in International Digital Entrepreneurship** contains the most complete and up-to-date program on the market.

After you have passed the evaluations, you will receive your corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Advanced Masters Degree in International Digital Entrepreneurship**

Official N° of hours: **3,000 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.



Advanced Master's Degree International Digital Entrepreneurship

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree International Digital Entrepreneurship