

# Advanced Master's Degree

## MBA in Digital Business Management

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## Advanced Master's Degree MBA in Digital Business Management

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official N° of hours: **3,000 h.**

Website: [www.techtitute.com/school-of-business/advanced-master-degree/advanced-master-degree-mba-digital-business-management](http://www.techtitute.com/school-of-business/advanced-master-degree/advanced-master-degree-mba-digital-business-management)

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# 01 Welcome

Digitalization in all sectors is here to stay, offering the advantages of the Internet to all companies. Therefore, business management must be directed towards this new field, to achieve effective and real growth, because all the processes of a company, today, are linked, in one way or another, with digitization, so there has been an exponential growth of online companies. In this context, company managers and decision-makers must increase their knowledge and specialize in all the tools offered by the digital era. For this purpose, TECH offers this complete program, in which you will find the most relevant information to achieve success in this field.



Advanced Master's Degree MBA in Digital Business  
Management TECH Technological University



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*Companies are looking for managers with extensive experience and in-depth knowledge of the digital world, who are able to adapt to market changes”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

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

**01**

### A significant career boost

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

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 key objectives is to help you develop the essential skills to strategically lead digital businesses”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree MBA in Digital Business Management** will enable you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

03

Follow the sustainability criteria set by international standards when developing a business plan

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives





06

Develop the essential skills to strategically manage the business activity

08

Understand the best way to manage the company's human resources, achieving a better performance in favor of the company's profits

09

Acquire the communication skills necessary for a business leader to get their message heard and understood by the members of their community

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes



11

Understand the logistics operations that are necessary in the business environment in order to develop an adequate management of them

14

Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up

12

Be able to apply information and communication technologies to the different areas of the company



13

Carry out the marketing strategy that allows us to make our product known to our potential customers and to generate an adequate image of our company

15

Acquire in-depth knowledge of the phases involved in creating a company

16

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

18

Lead change processes in the company based on digitalization

19

Carry out digital marketing and e-commerce strategies

17

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

20

Apply SEO and SEM tools in marketing campaigns



21

Leverage social media for marketing and advertising campaigns

23

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



22

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

24

Design and plan online reputation campaigns

25

Know how to manage online monitoring tools to understand the reach of marketing campaigns

27

Understand web analytics and digital metrics of the tools we use



26

Be able to carry out effective e-mailing campaigns

28

Understand the new trends in cell phone-based e-commerce

# 05 Skills

After passing the evaluations of the Advanced Master's Degree MBA in Digital Business Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative didactic methodology.





“

*Develop the skills needed to successfully manage a digital enterprise”*

01

Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02

Lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Proper team management to improve productivity and, therefore, company profits

05

Carry out the economic and financial control of the company





06

Control the company's logistics, purchasing and procurement processes

08

Apply the most appropriate strategies to support E-commerce of the company's products



07

Delve into the new business models of information systems

09

Develop and lead marketing plans

10

Focus on innovation in all processes and areas of the company

11

Lead the different projects of the company

14

Develop the company's corporate and competitive strategy

12

Focus on the sustainable development of the company, avoiding environmental impacts.

15

Apply the different business models based on the digital era

13

Control and manage corporate finances

16

Apply innovative techniques in the design and management of projects

17

Implement E-commerce techniques

20

Use social networks as an indispensable tool to improve company awareness

18

Implement digital marketing campaigns to improve the company's positioning in relation to its competitors, as well as its digital reputation

21

Have a broad knowledge of consumers

19

Put search engine marketing techniques into practice

22

Perform web analytics actions to direct the marketing and communication campaign in such a way that it is more effective in meeting the company's objectives

06

# Structure and Content

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

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



“

*We put all our resources at your disposal to help you achieve professional success”*

## Syllabus

The Advanced Master's Degree MBA in Digital Business Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, which will allow you to transfer everything you have learned to daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Digital Business Management deals in depth with the main areas of the company, and is designed for managers to understand the management of a digital business from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands your needs and those of your company through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

|                  |   |
|------------------|---|
| <b>Module 1</b>  | Leadership, Ethics, and CSR                                   |
| <b>Module 2</b>  | Strategic Direction and Executive Management                  |
| <b>Module 3</b>  | People and Talent Management                                  |
| <b>Module 4</b>  | Economic and Financial Management                             |
| <b>Module 5</b>  | Operations and Logistics Management                           |
| <b>Module 6</b>  | Information Systems Management                                |
| <b>Module 7</b>  | Commercial Management, Marketing, and Corporate Communication |
| <b>Module 8</b>  | Innovation and Project Management                             |
| <b>Module 9</b>  | Competitive Environment and Strategy                          |
| <b>Module 10</b> | Entrepreneurial Innovation and Initiative                     |
| <b>Module 11</b> | Digital Marketing and E-Commerce                              |
| <b>Module 12</b> | Search Engine Marketing                                       |
| <b>Module 13</b> | Digital Communication and Online Reputation                   |
| <b>Module 14</b> | Performance and Inbound Marketing                             |
| <b>Module 15</b> | Web Analytics and Marketing Analytics                         |
| <b>Module 16</b> | International Finance   |
| <b>Module 17</b> | Mobile E-Commerce   |
| <b>Module 18</b> | New Digital Trends  |



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

TECH offers the possibility of developing this program completely online. During the 24 months of training, you will be able to access all the contents of this program at any time, which will allow the student to self-manage their study time.

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

**Module 1. Leadership, Ethics, and CSR.**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Ethical Codes and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

**Module 2. Strategic Direction and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate Level Strategy
- 2.2.2. Typologies of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision and Values
- 2.5.2. Balanced Scorecard
- 2.5.3. Analyzing, Monitoring and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Strategic Implementation and Execution**

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/ Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision Making



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

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

**3.2. Strategic People Management**

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

**3.3. Management and Leadership Development**

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

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Management Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Country-Case Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/ Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management (1)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management (2) Implementation**

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production and Distribution
- 5.5.3. Quality, Quality Costs and Tools
- 5.5.4. After-Sales Service.

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies.**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business**

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

**Module 7. Commercial Management, Marketing, and Corporate Communication**

**7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

**7.3. Strategic Marketing Management**

- 7.3.1. Sources of Innovation.
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management****8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

**8.2. Innovation Strategy**

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

**8.3. Business Model Design and Validation**

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model and Metrics
- 8.3.5. Growth and Loyalty

**8.4. Project Management**

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

**Module 9. Competitive Environment and Strategy****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. Comparative Analysis
- 9.3.3. Decision-Making. 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 Department
- 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 its 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 Internet 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 Business**

- 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. Entrepreneurial Innovation and Initiative**

**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. Entrepreneur Soft Skills

**10.4. Managing Start-ups**

- 10.4.1. Introduction to Financial Management in Start-up Companies
- 10.4.2. Financial Metrics for Start-ups
- 10.4.3. Financial Planning: Projection Models and their Interpretation
- 10.4.4. Valuation Methods

**10.5. The Business Plan.**

- 10.5.1. Business Plan in the Digital Era
- 10.5.2. The Canvas Model
- 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 Start-ups
- 10.6.3. Project Tracking and Project Steering

**10.7. Growth Phases in Startup Companies**

- 10.7.1. Seed Phase
- 10.7.2. Start-up Phase
- 10.7.3. Growth Phase
- 10.7.4. Consolidation Phase

**10.8. Financing Start-ups**

- 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 BStart-up
- 10.9.4. FOND-ICO Global
- 10.9.5. Accelerators: Wayra, Lanzadera y Plug & Play

**10.10. Lean Management**

- 10.10.1. The Basic Principles of Lean Management
- 10.10.2. Improvement and Problem-Solving Groups
- 10.10.3. New Forms of Maintenance and Quality Management

**Module 11. Digital Marketing and e-Commerce**

**11.1. Digital E-Commerce Management**

- 11.1.1. New E-Commerce Business Models
- 11.1.2. Planning and Developing an E-Commerce Strategic Plan
- 11.1.3. Technological Structure in E-Commerce

**11.2. E-Commerce Operations and Logistics**

- 11.2.1. How to Manage Fulfillment?
- 11.2.2. Digital Point-of-Sale Management
- 11.2.3. Contact Center Management
- 11.2.4. Automation in Management and Monitoring Processes

**11.3. Implementing E-Commerce Techniques**

- 11.3.1. Social Media and Integration in the E-Commerce Plan
- 11.3.2. Multichannel Strategy
- 11.3.3. Personalizing Dashboards

**11.4. Digital Pricing**

- 11.4.1. Online Payment Methods and Payment Gateways
- 11.4.2. Electronic Promotions
- 11.4.3. Digital Price Timing
- 11.4.4. E-Auctions

**11.5. From E-Commerce to M-Commerce and S-Commerce**

- 11.5.1. E-Marketplace Business Models
- 11.5.2. S-Commerce and Brand Experience
- 11.5.3. Purchase via Mobile Devices

**11.6. Customer Intelligence: from E-CRM to S-CRM**

- 11.6.1. Integrating the Consumer in the Value Chain
- 11.6.2. Online Research and Loyalty Techniques
- 11.6.3. Planning a Customer Relationship Management Strategy

**11.7. Digital Marketing Trade**

- 11.7.1. Cross Merchandising
- 11.7.2. Designing and Managing Facebook Ads Campaigns
- 11.7.3. Designing and Managing Google Ad Campaigns

**11.8. Online Marketing for E-Commerce**

- 11.8.1. Inbound Marketing
- 11.8.2. Display and Programmatic Purchasing
- 11.8.3. Communication Plan

**Module 12. Search Engine Marketing**

**12.1. How Search Engines Work**

- 12.1.1. Indicators and Indexes
- 12.1.2. Algorithms
- 12.1.3. SEO and Corporate Branding

**12.2. SEO Analysis**

- 12.2.1. Determining KPIs
- 12.2.2. Generating Scripts and Alerts
- 12.2.3. Optimization of Images, Videos and Other Elements
- 12.2.4. Linkbuilding

**12.3. Technical SEO**

- 12.3.1. Web Performance Optimization
- 12.3.2. Real Time and Content
- 12.3.3. Relevant Tagging and Headers
- 12.3.4. Advanced WPO Techniques

**12.4. SEO and e-Commerce**

- 12.4.1. Conversion Rate Optimization
- 12.4.2. Google WebMaster Digital Business Tools
- 12.4.3. Social Proof and Viralization
- 12.4.4. Navigation and Indexability

**12.5. Keyword Hunting for SEM**

- 12.5.1. Adwords Keyword Tool
- 12.5.2. Google Suggest
- 12.5.3. Insights for Search
- 12.5.4. Google Trends

**12.6. SEM and Google Ads**

- 12.6.1. Google Shopping
- 12.6.2. Google Display Network
- 12.6.3. Google Ads Mobile
- 12.6.4. YouTube Advertising

**12.7. Facebook Ads**

- 12.7.1. PPC/PPF (Pay-Per-Fan) Adverts
- 12.7.2. Creating Facebook Ads
- 12.7.3. Facebook Power Editor
- 12.7.4. Campaign Optimization

**12.8. SEM Strategy and Measurement**

- 12.8.1. Quality Score
- 12.8.2. Site Links
- 12.8.3. KPIs
- 12.8.4. Impressions, Clicks, Conversions. Revenue, ROI, CPA

**Module 13. Digital Communication and Online Reputation**

**13.1. Web 2.0 or the Social Web**

- 13.1.1. Organization in the Age of Conversation
- 13.1.2. Web 2.0 Is All About People
- 13.1.3. Digital Environment and New Communication Formats

**13.2. Digital Communication and Reputation**

- 13.2.1. Online Reputation Report
- 13.2.2. Netiquette and Good Practices on Social Media
- 13.2.3. Branding and Networking 2.0

**13.3. Designing and Planning an Online Reputation Plan**

- 13.3.1. Brand Reputation Plan
- 13.3.2. General metrics, ROI, and Social CRM
- 13.3.3. Online Crisis and Reputational SEO

**13.4. General, Professional, and Microblogging Platforms**

- 13.4.1. Facebook
- 13.4.2. LinkedIn
- 13.4.3. Twitter

**13.5. Video, Image, and Mobility Platforms**

- 13.5.1. YouTube
- 13.5.2. Instagram
- 13.5.3. Flickr
- 13.5.4. Vimeo
- 13.5.5. Pinterest

**13.6. Content and Storytelling Strategy**

- 13.6.1. Corporate Blogging
- 13.6.2. Content Marketing Strategy
- 13.6.3. Creating a Content Plan
- 13.6.4. Content Curation Strategy

**13.7. Social Media Strategies**

- 13.7.1. Corporate PR and Social Media
- 13.7.2. Defining the Strategy to Be Followed in Each Medium
- 13.7.3. Analysis and Evaluation of Results

**13.8. Community Management**

- 13.8.1. Functions, Duties and Responsibilities of the Community Manager
- 13.8.2. Social Media Manager
- 13.8.3. Social Media Strategist

**13.9. Social Media Plan**

- 13.9.1. Designing a Social Media Plan
- 13.9.2. Schedule, Budget, Expectations and Monitoring
- 13.9.3. Contingency Protocol in Case of Crisis

**13.10. Online Monitoring Tools**

- 13.10.1. Management Tools and Desktop Applications
- 13.10.2. Monitoring and Research Tools

**Module 14. Performance and Inbound Marketing**

**14.1. Permission Marketing**

- 14.1.1. How to Obtain a User's Permission?
- 14.1.2. Personalizing the Message
- 14.1.3. Mail Confirmation or Double Opt-in.

**14.2. Strategy and Performance Techniques**

- 14.2.1. Performance Marketing: Results
- 14.2.2. Digital Media Mix
- 14.2.3. The Importance of the Funnel

**14.3. Affiliate Campaign Development**

- 14.3.1. Agencies and Affiliate Programs
- 14.3.2. Postview
- 14.3.3. Defining Affiliate Programs
- 14.3.4. Display and Campaign Optimization

**14.4. Launching an Affiliate Program**

- 14.4.1. Affiliation and Direct Affiliation Networks
- 14.4.2. Results Analysis and Monitoring
- 14.4.3. Fraud Control

**14.5. Developing E-Mail Campaigns**

- 14.5.1. Lists of Subscribers, Leads and Customers
- 14.5.2. E-Mail Marketing Tools and Resources
- 14.5.3. Online Writing for E-Mail Marketing Campaigns

**14.6. E-Mail Marketing Metrics**

- 14.6.1. List Metrics
- 14.6.2. Newsletter Delivery Metrics
- 14.6.3. Conversion Metrics

**14.7. Inbound Marketing**

- 14.7.1. Effective Inbound Marketing
- 14.7.2. The Benefits of Inbound Marketing
- 14.7.3. Measuring the Success of Inbound Marketing

**14.8. Target Research**

- 14.8.1. Consumer Intent Modelling and Buyer Personas
- 14.8.2. Customer Journey Mapping
- 14.8.3. Content Strategy

**14.9. Content Optimization**

- 14.9.1. Content Optimization for Search Engines
- 14.9.2. Content Creation
- 14.9.3. Content Dynamization

**14.10. Conversion**

- 14.10.1. Lead Capturing and CRO
- 14.10.2. Lead Nurturing and Marketing Automation

## Module 15. Web Analytics and Marketing Analytics

### 15.1. Web Analysis

- 15.1.1. The Fundamentals of Web Analytics
- 15.1.2. Classical Media vs. Digital Media
- 15.1.3. The Web Analyst's Basic Methodology

### 15.2. Google Analytics

- 15.2.1. Configuring an Account
- 15.2.2. Javascript Tracking API
- 15.2.3. Customized Reports and Segments

### 15.3. Qualitative Analysis

- 15.3.1. Research Techniques Applied in Web Analytics
- 15.3.2. Customer Journey
- 15.3.3. Purchase Funnel

### 15.4. Digital Metrics

- 15.4.1. Basic Metrics
- 15.4.2. Ratios
- 15.4.3. Setting Objectives and KPI

### 15.5. Strategy Analysis Areas

- 15.5.1. Web Traffic Acquisition
- 15.5.2. Activation
- 15.5.3. Conversion
- 15.5.4. Loyalty

### 15.6. Data Science and Big Data

- 15.6.1. Business Intelligence
- 15.6.2. Methodology and Analysis of Large Volumes of Data
- 15.6.3. Data Extraction, Processing and Loading

### 15.7. Viewing Data

- 15.7.1. Viewing and Interpreting Dashboards
- 15.7.2. Converting Data into a Value
- 15.7.3. Integrating Sources
- 15.7.4. Presenting Reports

### 15.8. Web Analytics Tools

- 15.8.1. Technological Basis of WA Tools
- 15.8.2. Logs and Tags
- 15.8.3. Basic and Ad-hoc Labeling

## Module 16. International Finance

### 16.1. Process Engineering and Product Engineering

- 16.1.1. Innovation Strategies
- 16.1.2. Open Innovation
- 16.1.3. Innovative Organization and Culture
- 16.1.4. Multifunctional Teams

### 16.2. Launch and Industrialization of New Products

- 16.2.1. Design of New Products
- 16.2.2. Lean Design
- 16.2.3. Industrialization of New Products
- 16.2.4. Manufacture and Assembly

### 16.3. Digitale-Commerce Management

- 16.3.1. New E-Commerce Business Models
- 16.3.2. Planning and Developing an E-Commerce Strategic Plan
- 16.3.3. Technological Structure in E-Commerce

### 16.4. E-Commerce Operations and Logistics

- 16.4.1. Digital Point-of-Sale Management
- 16.4.2. Contact Center Management
- 16.4.3. Automation in Management and Monitoring Processes

### 16.5. E-Logistics. B2C and B2B

- 16.5.1. E-Logistics
- 16.5.2. B2C: E-Fulfillment, the Last Mile
- 16.5.3. B2B: E-Procurement. Marketplaces

### 16.6. Digital Pricing

- 16.6.1. Online Payment Methods and Payment Gateways
- 16.6.2. Electronic Promotions
- 16.6.3. Digital Price Timing
- 16.6.4. E-Auctions

### 16.7. The Warehouse in E-Commerce

- 16.7.1. Peculiarities of the Warehouse in E-Commerce
- 16.7.2. Warehouse Design and Planning
- 16.7.3. Infrastructure. Fixed and Mobile Devices
- 16.7.4. Zoning and Locations

### 16.8. Designing an Online Store

- 16.8.1. Design and Usability
- 16.8.2. Most Common Functionalities
- 16.8.3. Alternative Technologies

### 16.9. Supply Chain Management and Future Trends

- 16.9.1. The Future of e-Business
- 16.9.2. The Current and Future Reality of E-Commerce
- 16.9.3. SC Operating Models for Global Companies

**Module 17. Mobile E-Commerce**

**17.1. Mobile Marketing**

- 17.1.1. New Consumption and Mobility Habits
- 17.1.2. The SoLoMo Model
- 17.1.3. The 4 S of the Marketing Mix in Mobility

**17.2. Mobile Technology**

- 17.2.1. Mobile Operators
- 17.2.2. Mobile Devices and Operating Systems
- 17.2.3. Mobile Applications and WebApps
- 17.2.4. Sensors and Integration with the Physical World

**17.3. Trends in Mobile Marketing**

- 17.3.1. Mobile Publishing
- 17.3.2. Advergaming and Gamification
- 17.3.3. Mobile Geolocalization
- 17.3.4. Augmented Reality

**17.4. Mobile User Behavior**

- 17.4.1. New Search Habits on Mobile Devices
- 17.4.2. Multi-Screen
- 17.4.3. Mobile as a Purchasing Driver
- 17.4.4. ASO, Mobile User Acquisition and Loyalty

**17.5. User Interface and Shopping Experience**

- 17.5.1. M-Commerce Rules and Platforms.
- 17.5.2. Omnichannel
- 17.5.3. Mobile & Proximity Marketing
- 17.5.4. Gap between Consumer and Advertiser
- 17.5.5. Mobile Commerce Content Managers

**17.6. Apps and Purchases**

- 17.6.1. Designing Mobile Commerce Apps
- 17.6.2. App Stores
- 17.6.3. App Marketing for Customer Loyalty
- 17.6.4. App Marketing for eCommerce

**17.7. Mobile Payments**

- 17.7.1. Value Chain and Business Models of Mobile Payment Methods
- 17.7.2. Keys to Improve UX in Mobile Payment
- 17.7.3. Positioning Strategies in the Mobile Payments Market
- 17.7.4. Fraud Management

**17.8. Mobile Analytics**

- 17.8.1. Mobile Measurement and Analysis Methodologies
- 17.8.2. Mobile Metrics: Main KPIs
- 17.8.3. Profitability Analysis
- 17.8.4. Mobile Analytics

**17.9. Mobile Commerce**

- 17.9.1. Services
- 17.9.2. Applications
- 17.9.3. Mobile Social Shopping

**17.10. Mobile Social Media Applications**

- 17.10.1. Integrating Cell Phones into Social Networks
- 17.10.2. Mobility, Relationship, Ubiquity and Publicity
- 17.10.3. Facebook Places
- 17.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

**Module 18. New Digital Trends**

**18.1. The Internet of Things**

- 18.1.1. Visions and Challenges
- 18.1.2. Key Technologies
- 18.1.3. Pioneering Projects

**18.2. Gamification**

- 18.2.1. Business Gamification Techniques
- 18.2.2. Gamification Design Framework
- 18.2.3. Operating Mechanisms and Motivation
- 18.2.4. Benefits and Return of Investment

**18.3. Big Data**

- 18.3.1. Sectoral Application
- 18.3.2. Business Models
- 18.3.3. New Professions

**18.4. Artificial Intelligence**

- 18.4.1. Methodological Aspects in Artificial Intelligence
- 18.4.2. Heuristic Search
- 18.4.3. Rule Inference Methods
- 18.4.4. Semantic Networks

**18.5. Robotics**

- 18.5.1. Robot Morphology
- 18.5.2. Mathematical Tools for Spatial Localization
- 18.5.3. Cinematic Control
- 18.5.4. Criteria for Implementing an Industrial Robot

**18.6. Modelling and Simulation**

- 18.6.1. Modelling using DEVS
- 18.6.2. Modelling of Random Inputs
- 18.6.3. Generation of Random Inputs
- 18.6.4. Design of Experiments and Optimization

**18.7. Implementing Cryptography in Technology Projects**

- 18.7.1. Electronic Signature
- 18.7.2. Digital Certificate
- 18.7.3. Data Encryption
- 18.7.4. Practical Applications of Cryptography

**18.8. Other Trends**

- 18.8.1. 3D Printing
- 18.8.2. Drones
- 18.8.3. Artificial Vision.
- 18.8.4. 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.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

# Our Students' Profiles

The Advanced Master's Degree MBA in Digital Business Management is a program aimed at professionals who specialize in business management, and who want to update their knowledge and progress in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*Our students are professionals with extensive experience, aware of the need to improve their training in order to advance in their careers"*

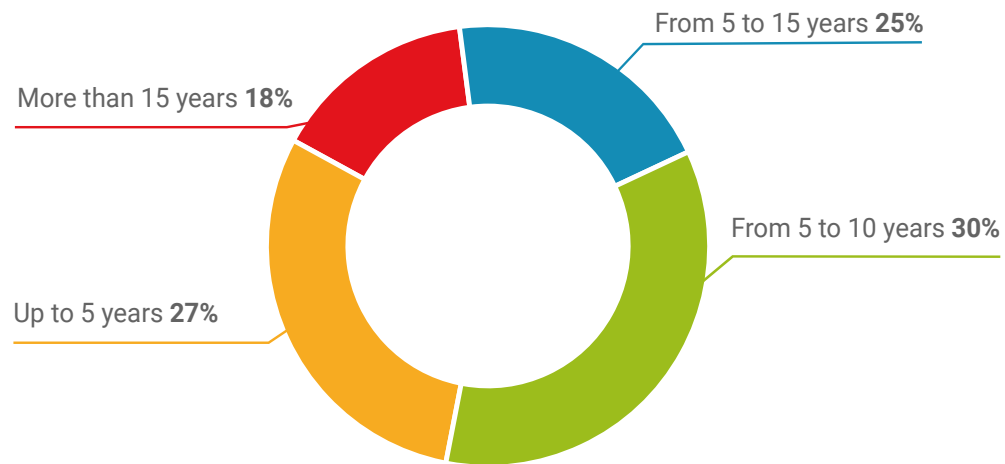
### Average Age

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

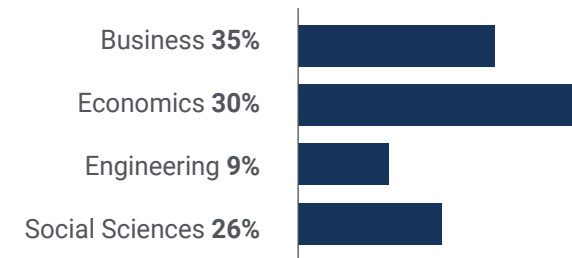
### Years of Experience

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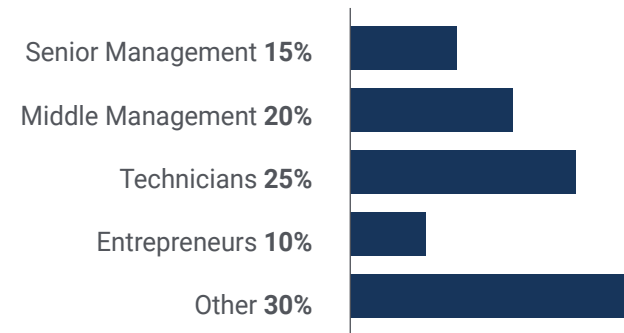
### Training

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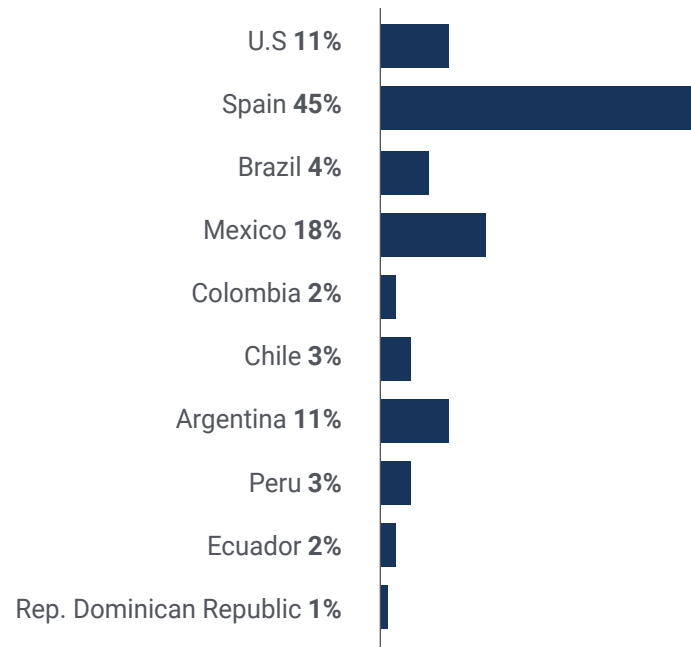
### Academic Profile

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## Geographical Distribution

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## Manuel Mendoza

Managing director of a multinational company

*"Completing this TECH program has allowed me to increase my training and get the boost I needed to advance my career. Without a doubt, it has been a unique opportunity to move up in my work and act more confidently in my daily practice"*

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, all efforts and tools are made available to the student to acquire the necessary skills and abilities that will allow you to achieve this change.





“

*We help you take the professional leap you want with a high-impact program for your career”*

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

The Advanced Master's Degree MBA in Digital Business Management of TECH Technological University is an intensive program that prepares to face challenges and business decisions at both national and international levels. The main objective is to promote your personal and professional growth and help you achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

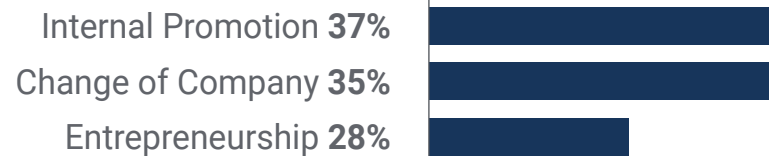
*A unique program, with the most relevant information on the subject, so that you can achieve the job improvement you desire.*

*The completion of this program will allow you to give a boost to your career.*

#### When the change occurs



#### Type of change





## Salary increase

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



# 10

# Benefits for Your Company

The Advanced Master's Degree MBA in Digital Business Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level but, above all, on a professional level, increasing training and improving management skills. But, in addition, joining the TECH educational community is a unique opportunity to access a powerful network of contacts to find future professional partners, customers or suppliers.





“

*After completing this Advanced Master's Degree, you will bring a new business vision to the company"*

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

**01**

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

You will bring to the company new concepts, strategies and perspectives that can bring about relevant 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**

You 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

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

---

06

### Increased competitiveness

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

# 11 Certificate

The Advanced Master's Degree in MBA Digital Business Management guarantees you, in addition to the most rigorous and updated 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 MBA in Digital Business Management** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** by 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 Master's Degree MBA in Digital Business Management**  
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**  
MBA in Digital Business  
Management

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official N° of hours: **3,000 h.**

# Advanced Master's Degree MBA in Digital Business Management

