Advanced Master's Degree
Senior Digital Transformation Management

AMDSDTM

tech *technological university*

Advanced Master's Degree
Senior Digital Transformation Management

Language: **English**

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-digital-transformation-management**

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01
Welcome

Advances in the use of the Internet have favored the evolution of every company. Nowadays, no business can afford to not be present online, because companies have to be where their customers are, and the Internet is the core that encompasses everything. This is the context in which this program has been created, which aims to provide business professionals with the tools to enter the most up-to-date and competitive environment: the digital one.

To get the best out of the Internet, it is important to have all the necessary knowledge about all the advantages offered by the network, including new tools, formats, business models, security measures ... a host of measures that are able to facilitate the daily life of any business, but that require in-depth knowledge on the part of professionals to know how to use and apply them in their business.

This program in Senior Digital Transformation Management has been created to teach you about the management and admininstration of online companies. Quality and up-to-date contents with the main developments are the bases that will allow you to develop your skills in this field and become a true professional.

Advanced Master's Degree in Senior Digital Transformation Management.
TECH Technological University

" *The Internet has revolutionized the way we work, so professionals must find a speciality to lead their companies into the digital world"*

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

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 ground-breaking 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 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.

tech

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.

We put all our resources at your disposal to help you achieve success in your career"

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**

The **Advanced Master's Degree in Senior Digital Transformation Management** qualifies students to:

01 Distinguish the main differences between the traditional business ecosystem and the digital one

02 Understand the main challenges of digital transformation in each area of the company

03 Delve into the main digital business models and how they are used in this environment to compete

04 Apply the main digital marketing tools and learn how to create digital marketing plans

05 Explore the key success factors of online sales in all its relevant facets: Operations, technology and sales

06 Master user/customer experience management in digital and multichannel ecosystems

08 Master the different BPM technological solutions and select the one that best suits each organization

09 Identify innovative processes that allow the creation of new technological products and services

07 Understand the impact of constant change in this business ecosystem, as well as the main transformation trends that are occurring

10 Model and design business processes using BPM methodology, creating process maps and process documentation

11 Develop a conceptual framework for the analysis of digital maturity and the challenges at the level of strategy, processes, technology, culture and people faced by the organization in the new digital paradigm

14 Master the different technological trends that are happening so that the student can have a strategic and global vision when applying them in their projects

12 Implement process automation and integration with customers, suppliers, workers, organizations, documents, systems and technology

13 Develop a strategic vision to lead the processes of change in innovation management and Digital Transformation

15 Establish the Digital Strategy, understanding this with a 360º vision, applied to the customer experience as well as to the internal experience in the company

16 Acquire a strategic vision and the ability to define a marketing plan, through an exhaustive analysis of the tools to be used in: Social networks, influencer marketing, email marketing, SEO positioning, mobile marketing and ASO, paid-media campaigns, affiliate marketing, programmatic advertising, loyalty programs and cobranding actions

18 Implement Business Process Management in a timely and successful manner

19 Create process models taking into account the most used notation types, knowing their relevant aspects, in order to choose the appropriate modeling type for each scenario

17 Know and reflect on the different behavioral trends in users, as well as the new communication that all companies will have to face

20 Design the desired process and evaluate its performance, formulating management indicators according to the level of the organization

21 Master the keys of the main Agile Methodologies for the Management and Transformation of the company

22 Delve into the development of business models with Canvas Business Model

23 Apply the Lean Start-up Methodology to the development of projects and new products through all its phases

24 Cover in depth the main agile software development methodologies, with special attention to Scrum, undoubtedly the most relevant

25 Master Design Thinking as the main tool for creativity and innovation in the 21st century

26 Develop solid structures on the main legal issues related to digital transformation processes, in order to obtain a critical view on the impact of technology on law and the main challenges that have arisen in the digital sphere

05
Skills

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

After completing this Advanced Master's Degree, you will have acquired the necessary skills to develop successfully in your profession"

01 Understand the impact of digital transformation on customers, processes, business models, human talent and work tools

02 Acquire a strategic vision to lead the change processes of innovation management and digital transformation

03 Create a digital transformation team by understanding which areas of the company and profiles should be involved

04 Analyze the impact on the business of using current technologies

05 Lead the changes that are transforming organizational processes

06 Use the most appropriate purchasing tools for the selection and evaluation of the best suppliers

08 Lead and manage the digital marketing area at the company level at the enterprise level

09 Master the advances in new advertising formats, thus having the necessary knowledge to bet on them in a future strategy

07 Develop the vision and strategic capacity to define a marketing plan, as well as the tools that are currently being used

10 Implement a digital strategy by seeing the impact it is having on today's different sectors

11 Recognize if the company has the necessary elements for a successful implementation of the BPM project

14 Know in depth and apply the main management trends and methodologies impacted by the digital transformation

12 Create business process models taking into account the most commonly used types of model notation

13 Plan and organize the available resources to ensure comprehensive legal protection of the company

15 Understand the impact of interactivity in communication resulting in Web 20

16 Understand how diverse business models can be combined to achieve competitive advantages

18 Apply tools and trends in digital transformation

19 Make an exhaustive analysis of the business plan based on more solid business models

17 Analyze the current state of the company and start the path to digital transformation

20 Understand how digital transformation positively impacts project development
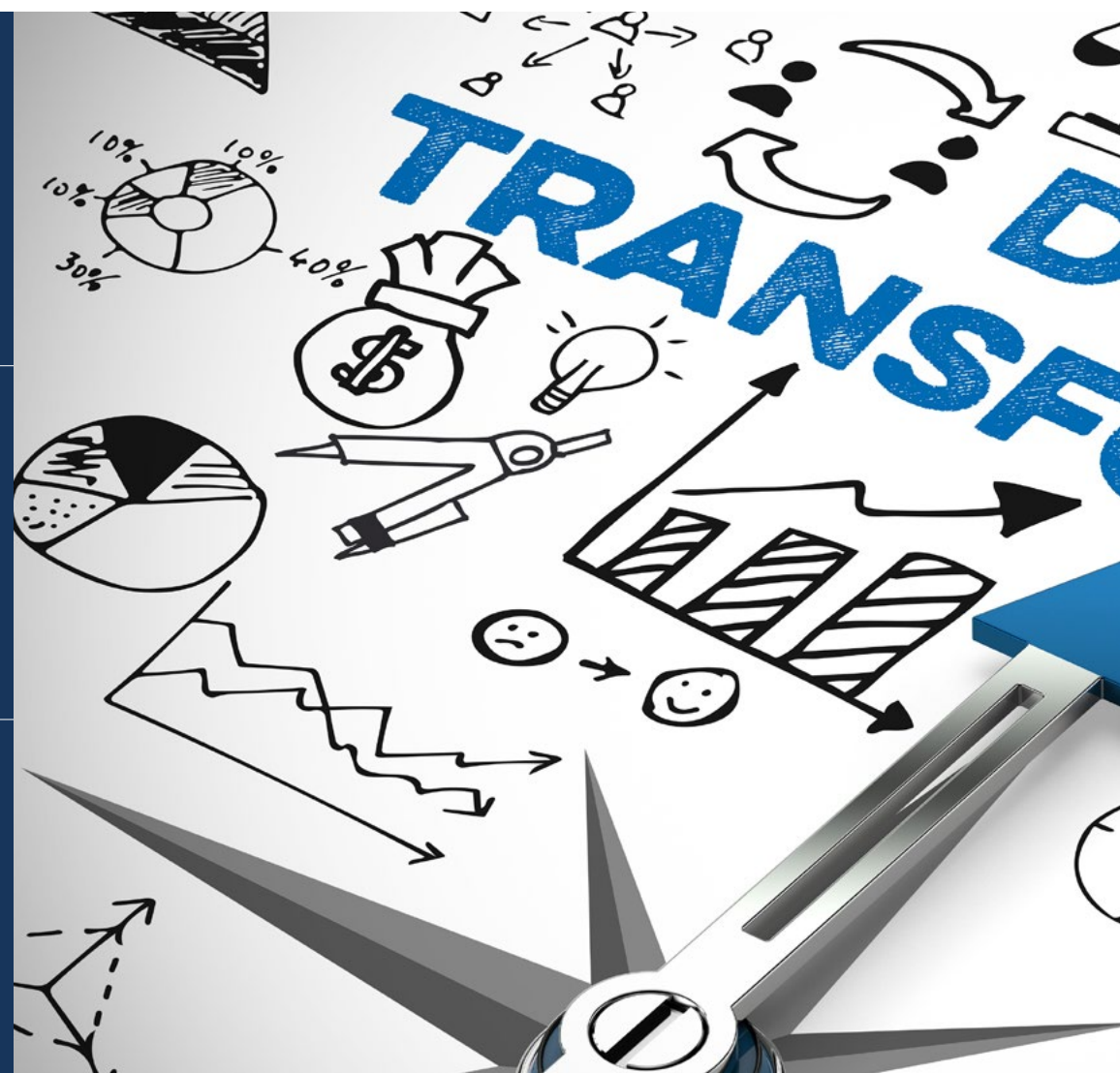
21 Apply the main applications in the field of innovation and the digital context

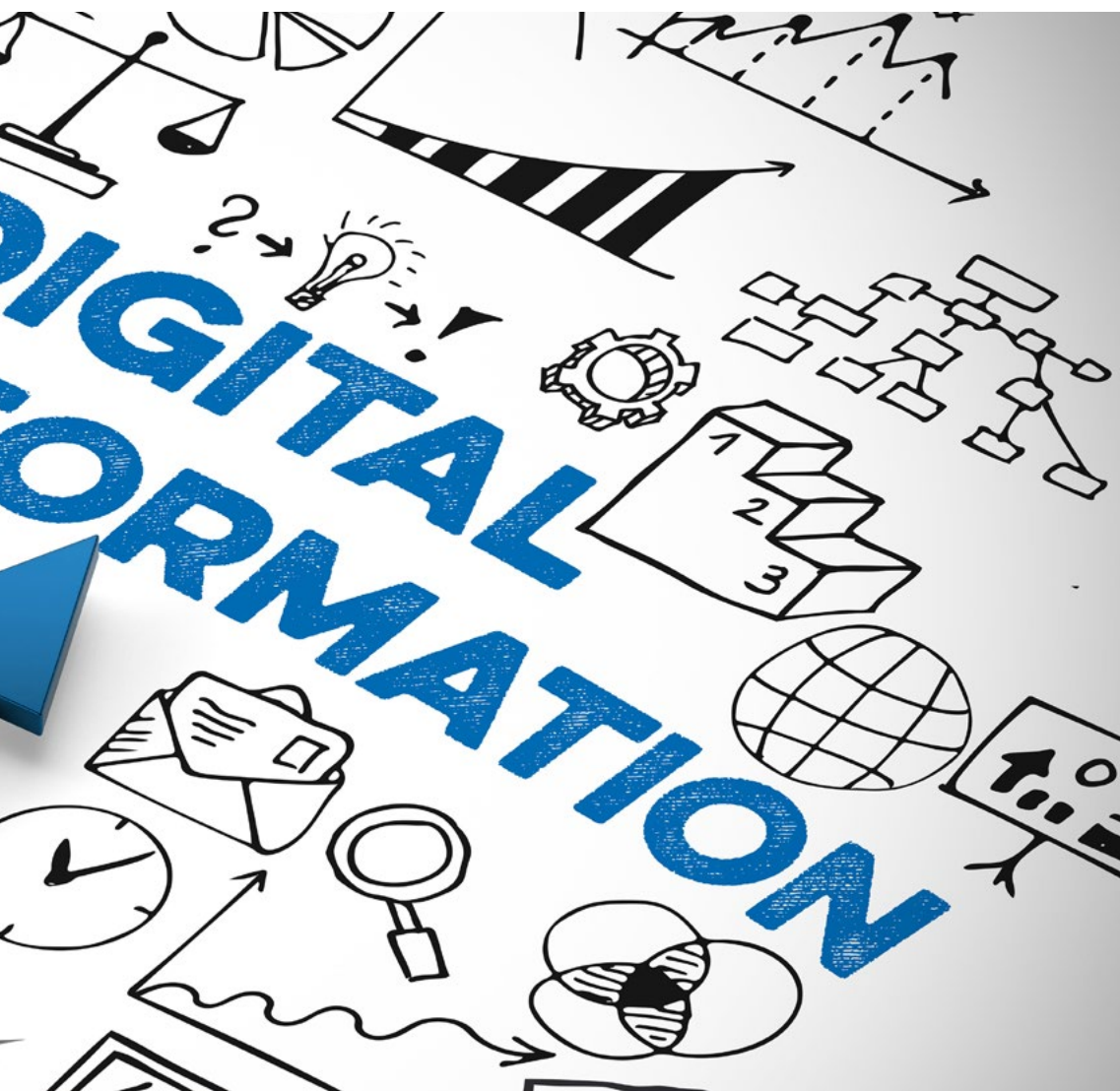**22** Use Design Thinking as a tool in the creation and optimization of products and services, from a professional perspective

23 Delve deeper into the impact of the digital revolution on marketing

24 Discover the benefits and opportunities offered by research on user experience

25 Analyze the impact of technological decisions on e-commerce

26 Address the main logistical and operational challenges of online sales

06
Structure and Content

The Advanced Master's Degree in Senior Digital Transformation Management is a program designed to suit the student, and is taught in a 100% online format so that they can choose the time and place that best suits their availability, schedule and interests. It is a program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for students' success as a Project Manager and entrepreneur in the digital field.

Our syllabus will lead you through a high-level educational journey"

Syllabus

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

Over the course of 3,000 hours of study, a multitude of practical cases will be analyzed through individual work, achieving an in-depth learning that will be of great use in daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of digital business and is designed for managers who understand business management from a strategic, international and innovative perspective.

A plan designed for students, focusing on their professional improvement and preparing 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. In addition, the exceptional faculty will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 20 modules:

Module 1   Digital Impact on Business: New Digital Business Models

Module 2   The Digital Environment in Business Processes

Module 3   The Digital Transformation of the Company

Module 4   Digital Transformation of the Company: Areas Impacted by the Transformation

Module 5   Digital Transformation as a 360º strategy

Module 6   The New Digital Era: Internet of Things (IoT)

Module 7   Marketing Channels in the Digital Age

Module 8   Digital Marketing: The Transformation of Communication and Marketing

Module 9   User Experience Management in a Digital Ecosystem

Module 10   E-commerce: New Sales Channels

Module 11	New Drivers in the Digital Transformation of Companies
Module 12	Business Process Management (BPM)
Module 13	Process Modeling and Analysis
Module 14	Control and Optimization of Processes
Module 15	Agile Methodologies for the Development of New Business Models: Canvas Business Model
Module 16	Agile Methodologies for Project Management and Technology
Module 17	Innovation Methodologies: Design Thinking
Module 18	Agile Methodologies for New Products and Businesses: Lean Start-Up
Module 19	New Trends in Digital Transformation and their Impact on Businesses
Module 20	Legal Aspects of the Digital Transformation

Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Digital Transformation Management completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Digital Impact on Business: New Digital Business Models

1.1. Internet and its Impact on Society
1.1.1. Internet Development and its Social Impact
1.1.2. Web 1.0 Starts
1.1.3. Connectivity
1.1.4. Future New Trends

1.2. The Internet as a Means of Communication: Social and Economic Change
1.2.1. The Media
1.2.2. Contribution of the Internet as a Means of Communication
1.2.3. Inconveniences

1.3. Web 2.0: A Paradigm Shift
1.3.1. Internet 2.0
1.3.2. The Clue Train Manifesto
1.3.3. The New Communication Paradigm and the New Consumer
1.3.4. Cell Phone

1.4. Business Models
1.4.1. Business Model
1.4.2. Revenue Generation
1.4.3. Target Audience
1.4.4. The Competition
1.4.5. Value Proposition

1.5. Competing in the Digital Economy
1.5.1. New Developments in the Digital Economy
1.5.2. Increased Competition
1.5.3. Innovations and Their Impact

1.6. Business Models of the Digital Economy I: Advertising
1.6.1. Content-Based Business Models
1.6.2. Advertising
1.6.3. Affiliation

1.7. Business Models of the Digital Economy II: Transactions
1.7.1. Online Stores
1.7.2. Marketplaces
1.7.3. Subscription
1.7.4. Sharing Economy
1.7.5. Freemium

1.8. Business Models of the Digital Economy III: Products and Services
1.8.1. Products
1.8.2. Services
1.8.3. Information
1.8.4. Community

1.9. Competition Based on New Business Models
1.9.1. Value Contribution vs. Revenues
1.9.2. Revenue Models Development
1.9.3. Competing in the New Digital Environment

1.10. Development of Projects in the Digital Economy
1.10.1. Valuation of Companies
1.10.2. Priorities
1.10.3. Procurement Policy
1.10.4. Financing

Module 2. The Digital Environment in Business Processes

2.1. The Digital World
2.1.1. Trends and Opportunities
2.1.2. Digital Transformation: Choice or Necessity
2.1.3. The Impact of the Digital Age on Customers

2.2. Impacts of Digital Transformation
2.2.1. Internal and External Communication
2.2.2. In Sales and Customer Channels
2.2.3. New Business Models

2.3. Process Management
2.3.1. Processes
2.3.2. Process and Cycle Deming
2.3.3. Business Process Mapping
　2.3.3.1. Strategic Management
　2.3.3.2. Operational or Value Chain
　2.3.3.3. Support

2.4. Optimization in Process Management
2.4.1. Process Based Focus
2.4.2. Process Improvement Phases
2.4.3. Continuous Improvement and Organization

2.5. Process Innovation
2.5.1. Design Thinking
2.5.2. Agile Approach
2.5.3. Lean Start-Up

2.6. Digital Strategy in the Company
2.6.1. Digital Marketing and E-Commerce
2.6.2. Integrating Traditional and Digital Marketing
2.6.3. Online Marketing Tools

2.7. Organizational Environment
2.7.1. Change Management
2.7.2. Strategy for the Management of Change
2.7.3. Organizational Change Implementation

2.8. Analysis and Management of Data
2.8.1. History, Evolution and Trends of Web Analytics
2.8.2. The Importance of Data Analytics
2.8.3. Big Data and Business Intelligence
　2.8.3.1. Big Data
　2.8.3.2. Business Intelligence (BI)

2.9. Innovation and Technology
2.9.1. Innovative Companies
2.9.2. Competitiveness Factors. Creativity and Innovation
2.9.3. Innovation and Process Management

2.10. Applications and Success Stories
2.10.1. Path of Digital Transformation
2.10.2. Projecting Digital Transformation
2.10.3. How to Succeed in Digital Transformation

Module 3. Digital Transformation of the Company

3.1. Digital and Business Transformation
3.1.1. Digitization vs. Digital Transformation
3.1.2. Social Business: Platforms, Processes and People
3.1.3. Organizational Models

3.2. Smart Company or Company 4.0
3.2.1. Difference between Smart Company, Digital Company and Traditional Company
3.2.2. Keys to Management in Digital Native Companies
3.2.3. Design, Manufacturing, Logistics and Distribution of the Company 4.0

3.3. Digital Transformation
3.3.1. Challenges of Digital Transformation
3.3.2. Advantages of Digital Transformation
3.3.3. Barriers of Digital Transformation

3.4. Typology of Digital Transformation
3.4.1. Digital Transformation by Type of Business
3.4.2. Digital Transformation by Business Model
3.4.3. Digital Transformation by User Profile

3.5. Profiles Leading the Digital Transformation by Area
3.5.1. Technology
3.5.2. Marketing and Growth
3.5.3. Human Resources
3.5.4. Management

3.6. TI/ IS Strategic Planning
3.6.1. The IT/IS Plan
3.6.2. Structure of an IT/IS Plan
3.6.3. Phases of an IT/IS Plan

3.7. Information Systems Project Management
3.7.1. Functional and Non-Functional Requirements
3.7.2. Typology of Information Systems
3.7.3. Entity-Relationship Model

3.8. Differences Between Methodologies
3.8.1. Differences between Design Thinking, Lean Startup, Agile, Growth Hacking
3.8.2. Delving into the Methodology of Growth Hacking
3.8.3. Other Methodologies Design Sprint, Kanban and Six Sigma

3.9. Digital Competencies
3.9.1. Strategic, Communicative and Agile Vision
3.9.2. Data Analytics
3.9.3. Creativity Management
3.9.4. Security/Safety

3.10. Consequences of Digital Transformation
3.10.1. Digitization of Society
3.10.2. Digital Division
3.10.3. Flexible Work, Work by Objectives and Teleworking

Module 4. Digital Transformation of the Company: Areas Impacted by the Transformation

4.1. Digital Transformation
4.1.1. The New Industrial Revolution
4.1.2. Growing in a Digital Environment
4.1.3. Corporate Culture in a Digital Environment
4.1.4. Digital Native Companies

4.2. Organizational Culture and Leadership
4.2.1. Initial Analysis, Identifying the Degree of Maturity of the Organization in the Aspects of Leadership and Digitization
4.2.2. Definition of Strategic Objectives for Digital Transformation
4.2.3. Development of a Strategic Plan, Identifying Initiatives and Needs. Prioritizing those Considered to be Important in the Strategic Objectives
4.2.4. Leadership in Digital Transformation
4.2.5. Measurement and Monitoring of Strategic Objectives

4.3. IT Department
4.3.1. New Roles in the Organization
4.3.2. Tools for Use in IT
4.3.3. Digital Transformation Leadership by the IT Department

4.4. Customer Digitization
4.4.1. Factors that Influence Customer Loyalty
4.4.2. Customer Orientation, a Key Strategy
4.4.3. Understand Customer Behavior
4.4.4. Use of Data to Learn About the Customer
4.4.5. Corporate Reputation and Customer Satisfaction, Efficiency

4.5. From HR to People Management
4.5.1. Changes from the HR Point of View
4.5.2. New Digital Skills for the New Workers
4.5.3. Digital Experts vs. Digital Talent
4.5.4. Talent Selection Tools
4.5.5. Data-Driven Decision Making

4.6. Marketing and Sales
4.6.1. From Interrupting the Conversation to Part of it with Relevant Content
4.6.2. Transmit Emotions from Our Digital Assets in Immersive Way
4.6.3. Integrate Commerce + Mobile + Social to Achieve Impact to Accelerate Purchase
4.6.4. Hyper-Localization: Local is Global, Breaking the Paradigms of Commerce
4.6.5. Social Intelligence: from Big Data to Small Data to Predict Behaviors

4.7. Purchasing Department
4.7.1. Revaluation of the Purchasing Department
4.7.2. New Functionalities and Roles
4.7.3. More Effective Supply Chain Optimization
4.7.4. Skills and Capabilities of Purchasing Personnel

4.8. Industry 4.0
4.8.1. Mobile Internet and M2M Communication are the Foundation of IoT
4.8.2. Data Analysis (Big Data) Will Make it Possible to Identify Patterns and Interdependencies, Find Inefficiencies, and Even Predict Future Events
4.8.3. Applications and Infrastructures Offered in the Cloud

4.9. Financial Department
4.9.1. Data Analytics: Automated Data Analysis
4.9.2. Fact-Based Analysis of Actual Processes and Events
4.9.3. Artificial Intelligence for the Development of New Financial Models
4.9.4. Automation of the Most Repetitive Processes
4.9.5. Control of Operations by Blockchain

4.10. Logistics Department
4.10.1. Customer Experience
4.10.2. New Digital Profiles for Logistics
4.10.3. Leadership
4.10.4. Digital Platforms

Module 5. Digital Transformation as a 360º strategy

5.1. 360º Strategy
5.1.1. Brand Awareness
5.1.2. Content Mapping and Customer Journey
5.1.3. Strategy Always On

5.2. Rebranding
5.2.1. Rebranding
5.2.2. When to Apply a Rebranding Strategy
5.2.3. How to Apply a Rebranding Strategy

5.3. HR Marketing
5.3.1. Recruitment Marketing
5.3.2. Phases of HR Marketing
5.3.3. Communication Strategy: Internal and External

5.4. Relationship Marketing
5.4.1. Relationship Marketing
5.4.2. Inbound Marketing
5.4.3. Tools

5.5. Innovation Communities and Ecosystems
5.5.1. Innovative Ecosystems
5.5.2. Types of Profiles
5.5.3. Keys to having an Internal and External Community

5.6. Social Selling
5.6.1. Social Selling
5.6.2. How to Apply a Social Selling Strategy?
5.6.3. Applications based on Social Selling

5.7. Marketing Expertise
5.7.1. Marketing Expertise
5.7.2. Objectives in an Experiential Marketing campaign
5.7.3. Use of Technology in Experiential Marketing

5.8. Branded Content and Native Advertising
5.8.1. Branded Content and Debranding
5.8.2. Content Marketing vs. Brand Journalism
5.8.3. Native Advertising

5.9. Real Time Marketing
5.9.1. Real Time Marketing
5.9.2. Preparation of a Real Time Marketing campaign
5.9.3. Personalization as a Key Concept
5.9.4. Corporate Social Responsibility

5.10. Key Performance Indicators (KPIS) in the Digital Age
5.10.1. Organizational Indicators
5.10.2. Innovation Indicators
5.10.3. Marketing Indicators

Module 6. The New Digital Era: Internet of Things (IoT)

6.1. Internet of Things
6.1.1. Analysis of Internet of Things
6.1.2. Scope and Evolution
6.1.3. Transformation Implications for Companies

6.2. Big Data
6.2.1. Big Data and Small Data
6.2.2. The 4 Vs of Big Data
6.2.3. Predictive Analytics
6.2.4. Focus Data Driven

6.3. Cloud Productivity
6.3.1. Features
6.3.2. Implementation models
6.3.3. Levels or Layers

6.4. Technology *Blockchain*
6.4.1. Blockchain
6.4.2. Benefits of Blockchain
6.4.3. Blockchain Applications in the Business World

6.5. Artificial Intelligence (AI)
6.5.1. Artificial Intelligence
6.5.2. Types of Artificial Intelligences
6.5.3. Applications of Artificial Intelligences
6.5.4. Machine Learning vs. Artificial Intelligence

6.6. Extended Reality (XR)
6.6.1. Extended Reality (XR)
6.6.2. Virtual Reality (VR)
6.6.3. Augmented Reality (AR)
6.6.4. Mixed Reality (MR)

6.7. Augmented Humans or Human 2.0
6.7.1. Human Enhancement Technologies (HET)
6.7.2. Biohacking
6.7.3. Accelerated Learning

6.8. 3D Printing
6.8.1. Evolution and Scope of 3D Printing
6.8.2. Types of 3D Printing
6.8.3. Applications of 3D Printing

6.9. Localisation-Based Services (LBS)
6.9.1. Bluetooth Low Energy (BLE): Beacons
6.9.2. GPS Location
6.9.3. Wireless Location: Geofending and Geotagging (RFID and NFC, barcodes, QR scanners)

6.10. 5G Technology
6.10.1. Connectivity
6.10.2. Advantages of 5G
6.10.3. Applications

Module 7. Marketing Channels in the Digital Age

7.1. Social Networks
7.1.1. Relational
7.1.2. Entertainment
7.1.3. Professional
7.1.4. Niche

7.2. Influencer Marketing
7.2.1. Classification of Influencers
7.2.2. Design of Campaigns with Influencers
7.2.3. Types of Campaigns with Influencers

7.3. Email Marketing
7.3.1. The Objectives of Email Marketing
7.3.2. Key Factors in Email Marketing
7.3.3. Email Automation

7.4. Website and SEO
7.4.1. Website
7.4.2. SEO On Page
7.4.3. SEO Off Page

7.5. Mobile Applications and ASO
7.5.1. Types of Applications
7.5.2. Key Concepts
7.5.3. ASO Positioning

7.6. Paid Campaigns
7.6.1. Paid Media Strategy
7.6.2. Google Ads
7.6.3. Facebook Ads

7.7. Affiliate Marketing
7.7.1. Affiliate Marketing Analysis
7.7.2. Types of Affiliate Marketing
7.7.3. Key Aspects

7.8. Programmatic Advertising
7.8.1. Programmatic Advertising
7.8.2. Key Players
7.8.3. Benefits of Programmatic Advertising
7.8.4. Real time Bidding (RTB)

7.9. Loyalty Programs
7.9.1. Loyalty Programs
7.9.2. Importance of Gamification
7.9.3. Types of Loyalty Programs

7.10. Co-Branding
7.10.1. Co-Branding Campaign
7.10.2. Types of Cobranding
7.10.3. Co-Branding vs. Co-Marketing

Module 8. Digital Marketing: The Transformation of Communication and Marketing

8.1. The Digital Revolution in Marketing
8.1.1. The Impact of the Internet on Communication
8.1.2. Transcendence of the Internet in Communication
8.1.3. The 4 Ps of Online Marketing

8.2. The Marketing Plan in a Digital Environment
8.2.1. Utility of the Digital Marketing Plan
8.2.2. Plan Parts
8.2.3. Preparation of an Effective Marketing Plan

8.3. Competitive Strategy
8.3.1. Contribution Value
8.3.2. The Brand as a Competitive Element
8.3.3. Unique Selling Proposition
8.3.4. Changes in Brand-Consumer Relationships

8.4. Communication Objectives
8.4.1. Types of Objectives
8.4.2. Branding
8.4.3. Performance
8.4.4. SMART Objectives

8.5. Target Audience
8.5.1. How Should It Be Defined?
8.5.2. Segmentation
8.5.3. Buyer Persona

8.6. Communication Strategy
8.6.1. Insights
8.6.2. Positioning
8.6.3. The Message

8.7. Digital Marketing Tools I: The Web
8.7.1. Web
8.7.2. Web Types
8.7.3. Operation
8.7.4. Content Management System (CMS)

8.8. Digital Marketing Tools II: Search Engines
8.8.1. Search Engine Marketing
8.8.2. SEO
8.8.3. SEM

8.9. Digital Marketing Tools III: Social Media
8.9.1. Types of Networks
8.9.2. Social Media Optimization
8.9.3. Social Ads

8.10. Digital Marketing Tools IV: Other Tools
8.10.1. Emailing
8.10.2. Affiliation
8.10.3. Display
8.10.4. Videos

Module 9. User Experience Management in a Digital Ecosystem

9.1. **User Experience**
9.1.1. User Experience and Its Value
9.1.2. Why it Cannot Be Analyzed as an Isolated Entity
9.1.3. Process: Lean UX

9.2. **User Experience Research Techniques in a Digital Ecosystem I: User Research**
9.2.1. User Research
9.2.2. Key Methods
9.2.3. Practical Application

9.3. **User Experience Research Techniques in the Digital Ecosystem II: User Research Strategy**
9.3.1. Other User Research Methods
9.3.2. Methodologies to Be Used According to Project
9.3.3. Combination with Other Data

9.4. **User Experience Research Techniques in a Digital Ecosystem III: User Interviews**
9.4.1. When to Do Them and Why?
9.4.2. User Interview Types
9.4.3. Practical Application

9.5. **User Experience Research Techniques in a Digital Ecosystem IV: People**
9.5.1. Definition and Identification
9.5.2. Creation
9.5.3. Application of this Methodology in Practice

9.6. **User Experience Research Techniques in a Digital Ecosystem V: Usability Testing**
9.6.1. Step-by-step Instructions on How to Conduct Your Own Usability Studies
9.6.2. Objectives, Benefits and Limitations
9.6.3. Application of this Methodology in Practice

9.7. **User Experience Research Techniques in the Digital Ecosystem VI: Remote Usability Testing**
9.7.1. Definition and Types
9.7.2. Tools and How to Recruit Users
9.7.3. Data Analysis and Presentation of Findings

9.8. **User Experience Research Techniques in a Digital Ecosystem VII: User Experience Analysis**
9.8.1. What to do When We Have No Data on Our Users?
9.8.2. Usability Inspection Methods
9.8.3. Other Techniques

9.9. **User Experience Research Techniques in a Digital Ecosystem VIII: MVP**
9.9.1. Formulate Hypotheses to be Validated and Prioritize Them
9.9.2. MVP and Its Benefits
9.9.3. Most Common Mistakes

9.10. **User Experience Research Techniques in a Digital Ecosystem IX: Web Analytics**
9.10.1. User Research and Analytics
9.10.2. UX Discovery, Optimization and Goals
9.10.3. Define Metrics

Module 10. E-commerce: New Sales Channels

10.1. E-Commerce and E-Commerce Types
10.1.1. Sales Channels
10.1.2. Origin of E-Markets
10.1.3. Advantages and Challenges
10.1.4. Types of E-Commerce

10.2. E-Commerce Strategy and Competitive Advantage
10.2.1. Key Success Factors
10.2.2. The Long Tail
10.2.3. Competitive Advantage in Online Selling

10.3. Technology
10.3.1. Technology Requirements
10.3.2. Elements of a Sales Platform
10.3.3. Platform Types

10.4. Surgery
10.4.1. Online Sales Operations
10.4.2. Operational and Logistical Processes
10.4.3. Customer Service

10.5. Means of Payment
10.5.1. Relevance
10.5.2. Main Means of Payment
10.5.3. Fraud and Its Management

10.6. Online Sales
10.6.1. Levers
10.6.2. Visits
10.6.3. Conversion
10.6.4. Average Order

10.7. The Sales Funnel
10.7.1. Sales Funnel Development
10.7.2. Engagement
10.7.3. Check Out

10.8. Loyalty
10.8.1. Customer Relationship Management (CRM)
10.8.2. Process
10.8.3. Segmentation

10.9. Internationalization
10.9.1. First stage
10.9.2. Second Stage
10.9.3. Third stage
10.9.4. Fourth Stage

10.10. Omnichannel
10.10.1. Cell Phone Impact
10.10.2. Multichannel vs. Omnichannel
10.10.3. Omnichannel Challenges

Module 11. New Drivers in the Digital Transformation of Companies

11.1. New Adopted Behaviors
11.1.1. Social Distancing
11.1.2. A-Commerce
11.1.3. Mentor to Protégé (M2P)

11.2. Trends in Communication
11.2.1. Inclusive and Social Marketing
11.2.2. Ecology and Proximity
11.2.3. Humanization
11.2.4. Differentiation

11.3. Evolution of Contents
11.3.1. Evolution of Fast Content
11.3.2. Immediate Content
11.3.3. From Storytelling to Storydoing
11.3.4. The Rise of Premium Content

11.4. The Evolution of Genetics
11.4.1. The Intent to Search
11.4.2. Voice Marketing
11.4.3. Visual Search
11.4.4. Interactive Searches

11.5. Advances of the Supports
11.5.1. OOH Digital Advertising
11.5.2. Connected TV and Over-The-Top (OTT) Video
11.5.3. Podcasting and Online Audio
11.5.4. Streaming

11.6. Customer Centric
11.6.1. Customer Centric vs Customer Experience vs. Product Centric
11.6.2. User Generated Content
11.6.3. Share of Voice
11.6.4. Personalization

11.7. The Evolution of E-commerce
11.7.1. Developments and Outlook
11.7.2. System Types
11.7.3. Types of E-commerce

11.8. Behavioral Economics
11.8.1. Behavioral Economics
11.8.2. Types of Biases and Nudges
11.8.3. CRO
11.8.4. UX vs. UI

11.9. Digital Transformation Physical + Digital
11.9.1. Age of Digitalization
11.9.2. Social, Location and Mobile (SoLoMo)
11.9.3. Evolution of Payment Methods
11.9.4. New Challenges in Retail

11.10. Evolution by Sectors in the Digital Environment
11.10.1. Tourism
11.10.2. Mobility
11.10.3. Health

Module 12. Business Process Management (BPM)

12.1. Business Architecture
12.1.1. Holistic View of Business Architecture
12.1.2. Value Chain
12.1.3. Process Architecture

12.2. Diagnosis of BPM
12.2.1. Business Process Management
12.2.2. Business Drivers
12.2.3. Necessary Elements for a Successful Implementation
12.2.4. Maturity Cycle

12.3. BPM Principles
12.3.1. Context Adaptability
12.3.2. Continuity
12.3.3. Development of Competencies
12.3.4. Holism
12.3.5. Institutionalization
12.3.6. Participation of Key Stakeholders
12.3.7. Common Language
12.3.8. Purpose
12.3.9. Simplicity
12.3.10. Adoption of technology

12.4. Benefits of BPM
12.4.1. Corporate
12.4.2. Customers
12.4.3. Management
12.4.4. Stakeholders
12.4.5. BPM Applications
    12.4.5.1. Business Process Improvement (BPI)
    12.4.5.2. Enterprise Process Management (EPM)
    12.4.5.3. Continuous Refinement (CR)

12.5. Sectoral Application of BPM
12.5.1. Financial Entities
12.5.2. Telecommunications
12.5.3. Health
12.5.4. Insurance
12.5.5. Public Administration
12.5.6. Manufacturing Industry

12.6. Process Reference Models
12.6.1. APQC Model
12.6.2. SCOR Model

12.7. Process Center of Excellence (COE)
12.7.1. COE Functions and Benefits
12.7.2. Steps to Establish a COE and Governance Model

12.8. Steps to BPM Success
12.8.1. Discover and Simplify
12.8.2. Capture and Document
12.8.3. Publish and Animate
12.8.4. Design and Improve
12.8.5. Simulate and Optimize
12.8.6. Generate and Execute
12.8.7. Monitor and Manage

12.9. Challenges of Business Process Management
12.9.1. Risks Depending on the Stage of the Process
12.9.2. Strategies to Overcome Risk
12.9.3. Implementation Errors

12.10. Considerations when Starting a BPM Project
12.10.1. Select the Correct Starting Point
12.10.2. Engaging with Users
12.10.3. Measuring from the Start

Module 13. Process Modeling and Analysis

13.1. Process Modeling
13.1.1. Purposes of Process Modeling
13.1.2. Benefits of Using a Standardized Notational Model
13.1.3. Considerations for Selecting a Notation Model

13.2. Business Process Modelling Notation (BPMN)
13.2.1. BPMN Components
13.2.2. Types of BPMN Charts
13.2.3. Advantages of BPMN
13.2.4. Disadvantages of BPMN

13.3. Other Types of Process Modeling
13.3.1. Swim Lanes
13.3.2. Flow Charting
13.3.3. Event Process Chain (EPC)
13.3.4. Unified Modeling Language (UML)
13.3.5. Integrated Definition Language (IDEF)
13.3.6. Value Stream Mapping

13.4. Process Modeling Approaches
13.4.1. Value Chain
13.4.2. Supplier Input Process Output Customer (SIPOC)
13.4.3. System Dynamics

13.5. Process Modeling Levels
13.5.1. Corporate Perspective
13.5.2. Business Perspective
13.5.3. Operational Perspective

13.6. Data Collection
13.6.1. Direct Observation
13.6.2. Interviews
13.6.3. Surveys
13.6.4. Structured Workshops
13.6.5. Web Conferences

13.7. Modeling Software (BPMS)
13.7.1. AuraPortal
13.7.2. Bizagi Modeler
13.7.3. Trisotech
13.7.4. iGrafx
13.7.5. IBM Blueworks Live
13.7.6. OnBase by Hyland
13.7.7. Oracle BPM Suite
13.7.8. Signavio

13.8. Process Analysis
13.8.1. Implementation Phase
13.8.2. Roles in the Analysis
13.8.3. Factors for Process Analysis
13.8.4. Economic Analysis
13.8.5. Cause and Effect Tree
13.8.6. Risk Analysis
13.8.7. Resource Capacity Analysis
13.8.8. Human Talent Analysis

13.9. Considerations for Process Analysis
13.9.1. Leadership at the Managerial Level
13.9.2. Process Management Maturity
13.9.3. Avoid Troubleshooting during Analysis
13.9.4. Efficient Analysis
13.9.5. Potential Resistance
13.9.6. Omission of Culpability in Non-conformities
13.9.7. Understanding Organizational Culture
13.9.8. Customer Focus
13.9.9. Resources Availability

13.10. Simulation of Business Processes
13.10.1. Technical and Policy Considerations for Simulation
13.10.2. Business Process Simulation Step by Step
13.10.3. Simulation Tools

Module 14. Control and Optimization of Processes

14.1. Process Design
14.1.1. Fundamental Aspects of Process Design
14.1.2. Transition from "As is" to "To be"
14.1.3. Economic Analysis of the "To be" Process

14.2. Towards Process Performance Control
14.2.1. Taking into Account the Maturity Level of the Process
14.2.2. Performance Interpretations
14.2.3. Measurable Aspects
14.2.4. Performance Measurement Design

14.3. Process Performance Measurement and Control
14.3.1. Importance of Process Measurement
14.3.2. Process Management Indicators
14.3.3. Steps to Create Management Indicators

14.4. Methods to Measure and Control Performance
14.4.1. Value Stream Map (VSM)
14.4.2. Activity-Based Costing Systems
14.4.3. Statistical Control

14.5. Statistical Process Control
14.5.1. Statistical Parameters
14.5.2. Variability Analysis
14.5.3. Control Charts
14.5.4. Sampling Plans

14.6. Process Mining
14.6.1. State of the Art of Process Mining
14.6.2. Process Mining Methodology
14.6.3. Factors to Consider for Implementation

14.7. Process Intelligence
14.7.1. Process Intelligence
14.7.2. BAM (Business Activity Monitoring) Tools
14.7.3. Dashboards

14.8. The Management of Change
14.8.1. Resistance to Change
14.8.2. Uncertainty Management of Human Talent
14.8.3. Change Management Process

14.9. Organizational Transformation
14.9.1. Beyond Improvement
14.9.2. Transforming the Organization
14.9.3. Continuous Optimization

14.10. A New Business Process Management
14.10.1. Aspects of a Process-Oriented Organization
14.10.2. Organizational Maturity Assessment
14.10.3. Implementation of the Governance Model
14.10.4. BPM Roadmap Design

Module 15. Agile Methodologies for the Development of New Business Models: Canvas Business Model

15.1. Development of New Business Models

15.1.1. Patterns
15.1.2. Design Ideas
15.1.3. Prototyping

15.2. Value Proposition

15.2.1. Giving Value to Our Customers
15.2.2. Solution to Our Customers Problems
15.2.3. Satisfied Customers and Their Needs
15.2.4. Particularize Products or Services to Each Customer Sector

15.3. Customer Segments. Customer Segment Selection

15.3.1. Creating Value for Each Customer
15.3.2. Knowing How to Identify the Most Important Customers
15.3.3. Niche Markets

15.4. Communication and Distribution Channels

15.4.1. Make Customers Aware of Products/Services
15.4.2. Help Customers Evaluate the Proposal
15.4.3. Enable Customers to Purchase Products/Services
15.4.4. Provide Customers with a Value Proposition
15.4.5. Offer Customers After-Sale Services

15.5. Relationship with the Customer

15.5.1. Customer Acquisition
15.5.2. Customer Loyalty
15.5.3. Sales Stimulation

15.6. Revenue Flows

15.6.1. Revenues Within the Business Plan
15.6.2. Revenues from Transactions Derived from One-Time Payments
15.6.3. Recurring Income Derived from Periodic Payments

15.7. Key Resources

15.7.1. Physical
15.7.2. Intellectual
15.7.3. Human
15.7.4. Economic

15.8. Key Activities

15.8.1. Production Activities
15.8.2. Problem Solving Activities
15.8.3. Platform/Network Activities

15.9. Strategic Partnerships

15.9.1. Strategic Alliances Between Non-Competing Companies
15.9.2. Strategic Alliances Between Competing Companies
15.9.3. Joint Ventures
15.9.4. Customer-Supplier Relationships

15.10. Cost Structure

15.10.1. The Role of Cost in the Business Plan
15.10.2. Cost Structures According to Costs
15.10.3. Cost Structures According to Value

Module 16. Agile Methodologies for Project Management and Technology

16.1. State of the Art in Agile Methodologies
16.1.1. Context of the Emergence of these Methodologies
16.1.2. Challenges that Help Us Solve
16.1.3. Ecosystem of Methodologies and the Relationships Between Them

16.2. Agile Manifesto and Principles
16.2.1. Principles of the Manifesto
16.2.2. Meaning, Importance and Implications
16.2.3. Points of Contact with Key Aspects of Other Contemporary Methodologies

16.3. SCRUM I
16.3.1. SCRUM
16.3.2. Challenges and Benefits
16.3.3. SCRUM Features
16.3.4. Procedure and Phases
16.3.5. Roles

16.4. SCRUM II - Planning and Sprints
16.4.1. Study of the "Sprint"
16.4.2. Understanding this Phase
16.4.3. Objectives and Challenges
16.4.4. Practical Procedure

16.5. SCRUM III - Review Phase
16.5.1. Understanding this Phase
16.5.2. Objectives and Challenges
16.5.3. Practical Procedure

16.6. SCRUM IV - Retrospective Phase
16.6.1. Understanding this Phase
16.6.2. Objectives and Challenges
16.6.3. Practical Procedure

16.7. SCRUM V - Documentation and Good Practices
16.7.1. Why Should We Document?
16.7.2. How to Document
16.7.3. Good Practices

16.8. Extreme Programming
16.8.1. Analysis of Extreme Programming
16.8.2. Objectives and Challenges of the Extreme Programming Methodology
16.8.3. Practical Procedure

16.9. KANBAN
16.9.1. KANBAN Methodology
16.9.2. Objectives, Benefits and Limitations
16.9.3. Methodology in Practice

16.10. Application of Agile Methodologies in Different Fields
16.10.1. Understanding How Agile Methodologies Can Help Us in Different Areas
16.10.2. Agile Software Development
16.10.3. Agile Marketing
16.10.4. Agile Sales

Module 17. Innovation Methodologies: Design Thinking

17.1. Design Thinking: People-Centered Innovation
17.1.1. Understand the Fundamental Principles of Design Thinking
17.1.2. Objectives and Limitations
17.1.3. Benefits Within the Current Context

17.2. Design Thinking Phases
17.2.1. Understand the Development Flow of this Methodology
17.2.2. Challenges in Each Phase of a Project
17.2.3. Errors and Malpractice

17.3. Research Methodologies in Design Thinking I
17.3.1. Methods I
17.3.2. Objectives, Benefits and Limitations I
17.3.3. Practical Application I

17.4. Research Methodologies in Design Thinking II
17.4.1. Methodology II
17.4.2. Objectives, Benefits and Limitations II
17.4.3. Practical Application II

17.5. The Customer Journey
17.5.1. The Customer Journey
17.5.2. Objectives, Benefits and Use Cases
17.5.3. Practical Application

17.6. Workflow in Design Thinking I: Immersion
17.6.1. Objectives
17.6.2. Procedure
17.6.3. Challenges and Good Practices

17.7. Workflow in Design Thinking II: Conception
17.7.1. Objectives
17.7.2. Procedure
17.7.3. Challenges and Good Practices

17.8. Workflow in Design Thinking III: Implementation
17.8.1. Objectives
17.8.2. Procedure
17.8.3. Challenges and Good Practices

17.9. Workflow in Design Thinking IV: Testing and Closing Up
17.9.1. Objectives
17.9.2. Procedure
17.9.3. Challenges and Precautions Prior to Solution Implementation

17.10. Good and Bad Practices in Design Thinking
17.10.1. Risks and Common Mistakes in the Practice of Design Thinking
17.10.2. Cases in Which We Should Not Apply this Methodology
17.10.3. Final Recommendations and Checklist

Module 18. Agile Methodologies for New Products and Businesses: Lean Start-Up

18.1. Entrepreneurial Spirit
18.1.1. Entrepreneur
18.1.2. Entrepreneur Characteristics
18.1.3. Types of Entrepreneurs

18.2. Entrepreneurship and Teamwork
18.2.1. Teamwork
18.2.2. Characteristics of Teamwork
18.2.3. Advantages and Disadvantages of Teamwork

18.3. Creation of a Company
18.3.1. Being an Entrepreneur
18.3.2. Company Concept and Model
18.3.3. Stages of the Business Creation Process

18.4. Basic Components of a Company
18.4.1. Different Approaches
18.4.2. The 8 Components of a Company
    18.4.2.1. Customers
    18.4.2.2. Environment
    18.4.2.3. Technology
    18.4.2.4. Material Resources
    18.4.2.5. Human Resources
    18.4.2.6. Finances
    18.4.2.7. Enterprise Networks
    18.4.2.8. Opportunity

18.5. Value Proposition
18.5.1. Value Proposition
18.5.2. Ideas Generation
18.5.3. General Recommendations for Value Propositions

18.6. Helpful Tools for the Entrepreneur
18.6.1. Lean Start-Up
18.6.2. Design Thinking
18.6.3. Open Innovation

18.7. Lean Start-Ups
18.7.1. Lean Start-Up
18.7.2. Lean Start-Up Methodology
18.7.3. Phases a Start-Up Goes Through

18.8. Business Approach Sequence
18.8.1. Validate Hypotheses
18.8.2. MVP: Minimum Viable Product MVP
18.8.3. Measure: Lean Analytics
18.8.4. Pivot or Persevere

18.9. Innovate
18.9.1. Innovation
18.9.2. The Ability to Innovate, Creativity and Growth
18.9.3. Innovation Cycle

18.10. Creativity
18.10.1. Creativity as a Skill
18.10.2. Creativity Process
18.10.3. Types of Creativity

Module 19. New Trends in Digital Transformation and their Impact on Businesses

19.1. Internet Evolution
19.1.1. Evolution of the Digital Ecosystem
19.1.2. New Digital Trends
19.1.3. New Customer and Future Customer

19.2. E-Commerce 2.0: Trends
19.2.1. From 1.0 to 2.0
19.2.2. Emotional Selling
19.2.3. Sharing Economy
19.2.4. New Trends in Online Sales

19.3. CRO and Growth Hacking
19.3.1. Importance of Conversion
19.3.2. CRO
19.3.3. Growth Hacking

19.4. Big Data and Data Science
19.4.1. The Importance of Data
19.4.2. Big Data
19.4.3. Data Scientist Role

19.5. Internet of Things (IoT)
19.5.1. IoT Analysis
19.5.2. Impact on the Company
19.5.3. Wearables
19.5.4. Connected Home

19.6. Industry 4.0
19.6.1. New Trends
19.6.2. Makers
19.6.3. New Industrial Production and Robotization

19.7. Digital Marketing Trends:
19.7.1. Programmatic
19.7.2. Video
19.7.3. Content: Native Advertising

19.8. Internet 3.0 Semantic Web
19.8.1. Where the Network is Evolving To
19.8.2. Robot Assistants: Alexa, Siri and Google Assistant
19.8.3. Semantic Web

19.9. Future of Relationships: The Privacy Challenge
19.9.1. Privacy Challenge
19.9.2. Data Protection Regulation
19.9.3. Consumer Privacy

19.10. New Technological Horizons
19.10.1. New Trends
19.10.2. Blockchain
19.10.3. Future Evolution and New Challenges
19.10.4. Upcoming Technologies

Module 20. Legal Aspects of the Digital Transformation

20.1. Law in the Digital Transformation
20.1.1. Relationship Between Law and Technology
20.1.2. Legal Challenges in the Digital Era
20.1.3. Forms of Association
20.1.4. Big Data
20.1.5. Legal Challenges of Artificial Intelligence
20.1.6. Tax Aspects

20.2. Corporate Recruitment
20.2.1. Conceptualization of Corporate Recruitment
20.2.2. Technology Transfer Contracts
20.2.3. Smart Contracts
20.2.4. Cloud Computing
20.2.5. The Digital Labor Contract
20.2.6. Remote Work

20.3. Intellectual Property
20.3.1. Copyright and Related Rights
20.3.2. Multimedia Content and Protection Measures in the Digital Environment
20.3.3. International Copyright System
20.3.4. Distinctive Signs (Trademarks, Names, Trade Names, Trade Ensigns and Appellations of Origin)
20.3.5. Patents (Inventions, Utility Models and Industrial Designs)
20.3.6. Domain Names

20.4. Legal Information Technology
20.4.1. Blockchain
20.4.2. Digital Signatures and Electronic Signatures
20.4.3. Computer Forensics

20.5. Competition/Antitrust
20.5.1. Market Analysis: Microeconomics
20.5.2. Competition Law in the Digital Age
20.5.3. Defence and Compliance Strategies

20.6. Free Trade Agreements
20.6.1. Fundamental Elements of Free Trade Agreements
20.6.2. Competitive Advantages of Free Trade Agreement Management
20.6.3. Main Free Trade Agreements in the Digital Area

20.7. Valuation of Intangible Assets
20.7.1. Classification of Intangible Assets
20.7.2. International Asset Valuation Standards
20.7.3. Current Trends in the Intangible Economy

20.8. Protection of Personal Data
20.8.1. Applicable Concepts
20.8.2. Databases
20.8.3. Big Data
20.8.4. Data Protection in the European Union and in the United States

20.9. Protection of Consumer Rights
20.9.1. Consumer Rights
20.9.2. International Regulation of Electronic Commerce
20.9.3. Consumer Arbitration
20.9.4. Tendencies

20.10. Legal TECH
20.10.1. Legal TECH for Documents
20.10.2. Legal TECH for Contracts
20.10.3. Legal TECH for Financial
20.10.4. Legal TECH for Design
20.10.5. Legal TECH for Evidence

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

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.

10%

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.

8%

3%

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.

30%

15%

4%
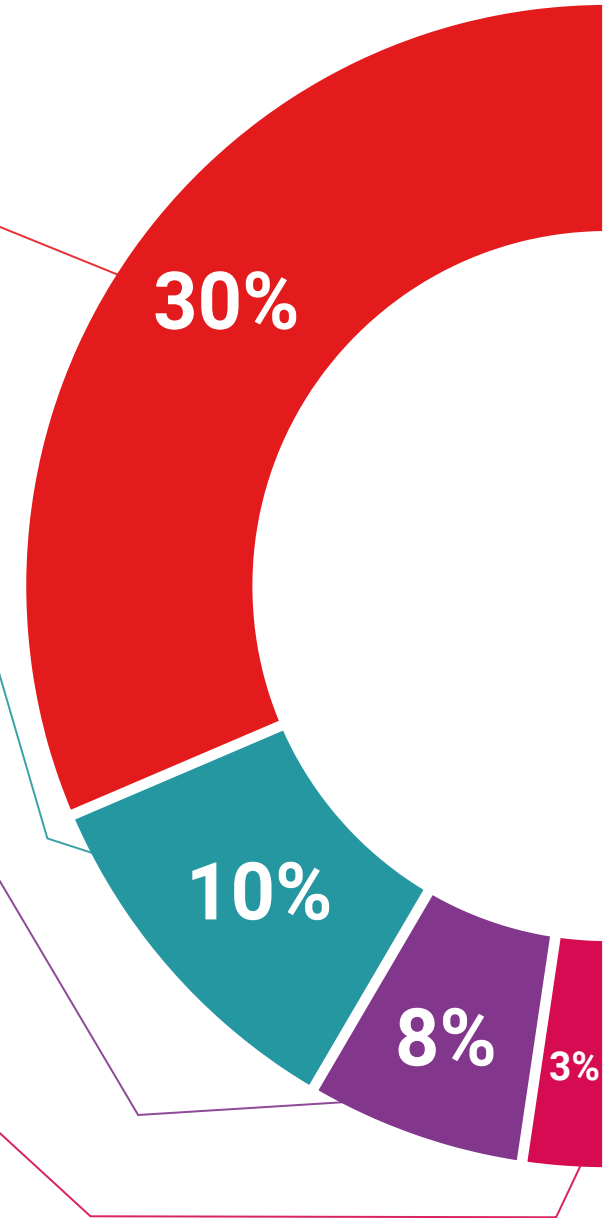
Case Studies

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.

Our Students' Profiles

The Advanced Master's Degree in Senior Digital Transformation Management is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

"

If you have business 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

10 to 15 years **25%**

More than 15 years **20%**

Up to 5 years **29%**

5 to 10 years **26%**

Training

Business **22%**

Communication and Marketing **41%**

Engineering **8%**

Social Sciences **17%**

Other **12%**

Academic Profile

Communication **23%**

Transportation **15%**

Banking **10%**

Trade **32%**

Other **20%**
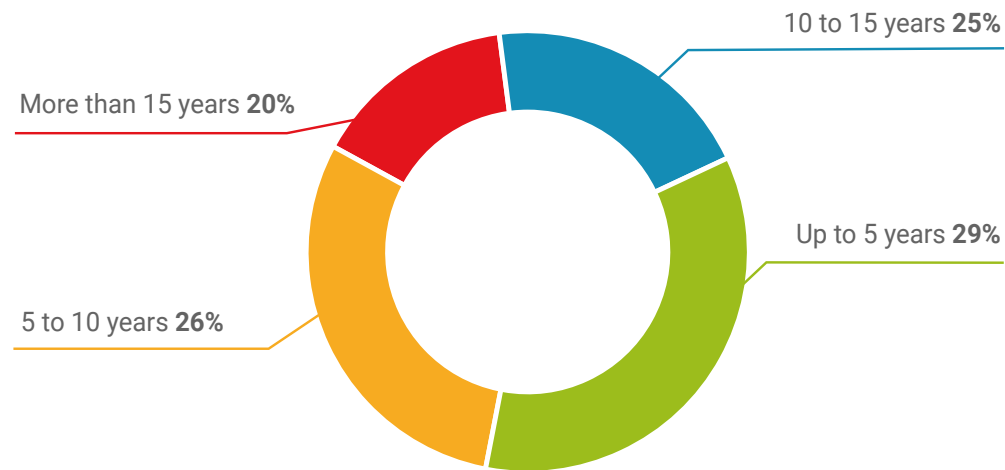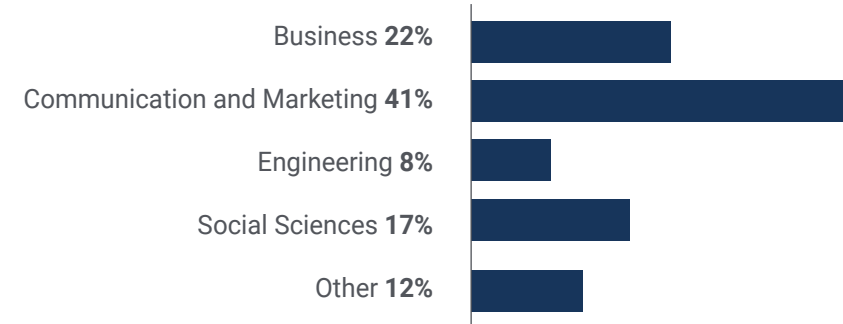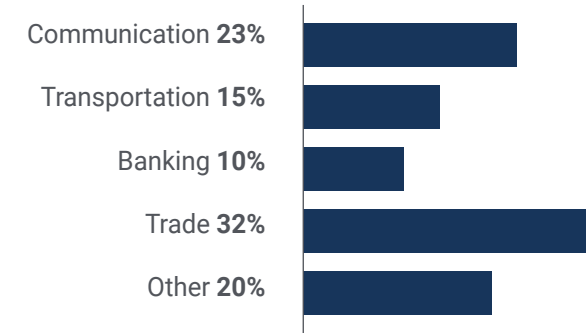
Geographical Distribution

USA **11%**
Spain **42%**
Mexico **19%**
Colombia **8%**
Argentina **12%**
Chile **3%**
Peru **2%**
Other **3%**
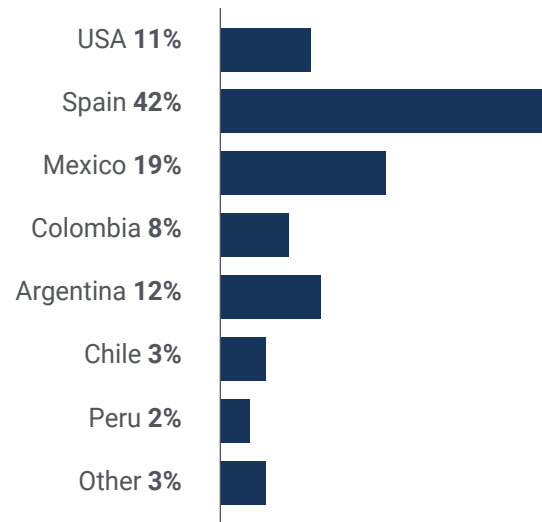
Patricia García

Managing director of a multinational digital company

"Digital companies are very common nowadays and, therefore, it is essential to specialize in this area. However, no matter how much one may wish to do so, considering taking an Advanced Master's Degree is not an easy task, especially when it has to be combined with professional commitments and family life. However, the Advanced Master's Degree in Senior Digital Transformation Management at TECH Technological University offered me the possibility to achieve it. The digital content greatly enhances their programs, and the high quality of the teaching staff makes the experience even more enriching"

Course Management

The program's faculty includes leading experts in project management, who bring the experience of their years of work to this program. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Advanced Master's Degree in an interdisciplinary way, making it a unique and highly nourishing experience at an academic level for the student.

"
A high-level teaching staff to teach you the fundamentals that you will be able to apply to your daily practice"

Management

Mr. Barrientos, Giancarlo

- Information Systems Engineer
- Specialist in Software Engineering from USAL, Buenos Aires, Argentina
- He started his professional experience focusing on different markets in Latan America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet Gmbh and Grupo Clarín
- Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business group
- IT Manager at Assist-365

Mr. Nieto-Sandoval González- Nicolás, David

- Industrial Technical Engineer from the EUP of Málaga
- Industrial Engineer from the ETSII of Ciudad Real
- Data Protection Officer (DPO), Antonio Nebrija University
- Expert in Project Management Business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels
- Writer of technological training content for both public and private entities
- Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Ms. García Salvador, Laura

◆ Graduated in Advertising and Public Relations, Business Administration and Management

◆ Master's Degree in Digital Marketing at ESIC (Spain)

◆ She began her professional experience in the advertising agency CONTRAPUNTO BBDO, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hoteles (Quality Club of Charming Hotels)

Mr. Goenaga Peña, Andrés

◆ Lawyer and Writer

◆ Master's Degree in Industrial Property, Copyrights and New Technologies from the Colombia University

◆ Experience in advising on issues related to privacy policies and personal data processing, digital platforms, software licensing processes and technology transfer, data and digital content analysis

Ms. Garrido Brito, Stephanie

◆ Industrial Engineer

◆ Postgraduate degree in Coaching, NLP and team leadership, logistics and process management from the Europea de Barcelona Business School

◆ Experience in coordination of operations and logistics processes

◆ Leader in project management for the optimization of processes in the Occupational Health and Safety sector. Also, in the development of information systems to automate the performance of vehicle safety and logistics operations

Ms. Gómez Morales, María Daniela

◆ Industrial engineer from the University of the North

◆ Diploma in pedagogical training

◆ Experience in the productive and educational sector

◆ Experience in teaching, as well as in project design and process optimization through the use of management indicators

◆ Leader in the implementation of technological tools to improve performance in user services

Mr. Cotes, Jaime

◆ Electrical Engineer

◆ Specialist in Computer Networks and Professional Master's Degree in Business Administration, University of the North.

◆ International Online Professional Master's Degree in Marketing and Digital Business, IIEMD, Spain

◆ Master's Candidate in Marketing and Digital Transformation

◆ Master's Degree in Digital Team Management and Direction

◆ Certificate of Digital Coach, at the European Business School of Barcelona S.L.

◆ Certificate in Virtual Tutoring Training and Certificate in University Teaching, University of the North

◆ Graduate of the School of Consultant Training Rosario University - University of the North

◆ International Certified Consultant by BVQI (Bureau Veritas Quality International)

◆ Candidate at the Academy of Digital Consultants

Mr. García Rodrigo, Javier

- Director of the R&D Project and Innovation Management Office of Telefónica
- Master's Degree in Electrical and Computer Engineering, Polytechnic University of Madrid (Spain)
- Double Professional Master's Degree in Business Innovation Management from the University of Barcelona (Spain) and EAE Business School (Spain)
- Member of the wireless connectivity group at Telefónica, where he worked on several projects with the Spanish public administration leading the transition between 3G and 4G networks. 2009
- Member of Telefónica Research, where he managed the project portfolio strategy for the development of European innovation projects. 2011

Ms. Garbarino, Lucía

- User-Centered Product Designer
- More than 9 years of experience working in high-impact startups in the digital industry such as Rappi and Eventbrite
- Passionate about creating products that deliver an amazing user experience
- Founder of the Argentinian User experience community
- Co-Organizer of Mind the Product
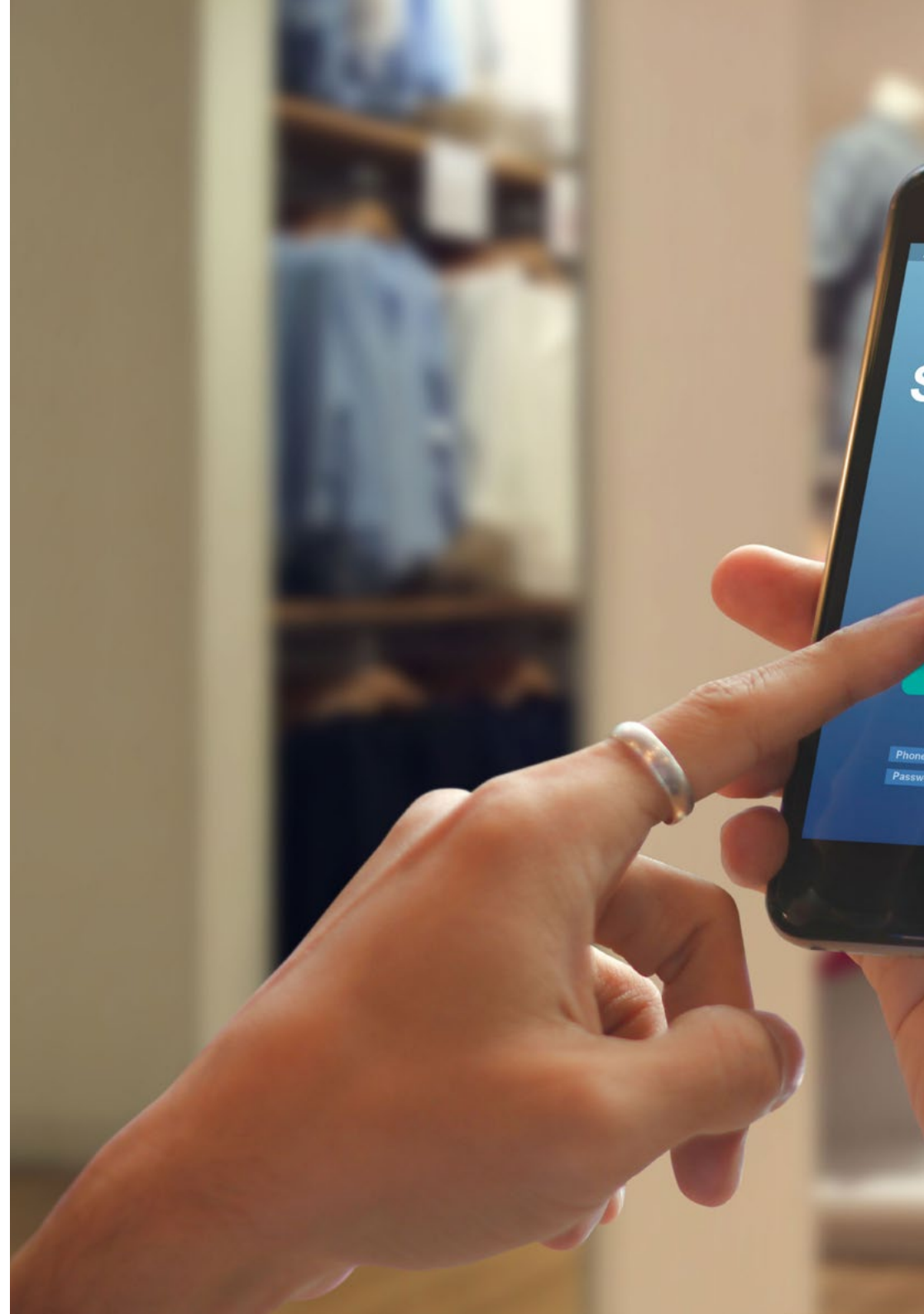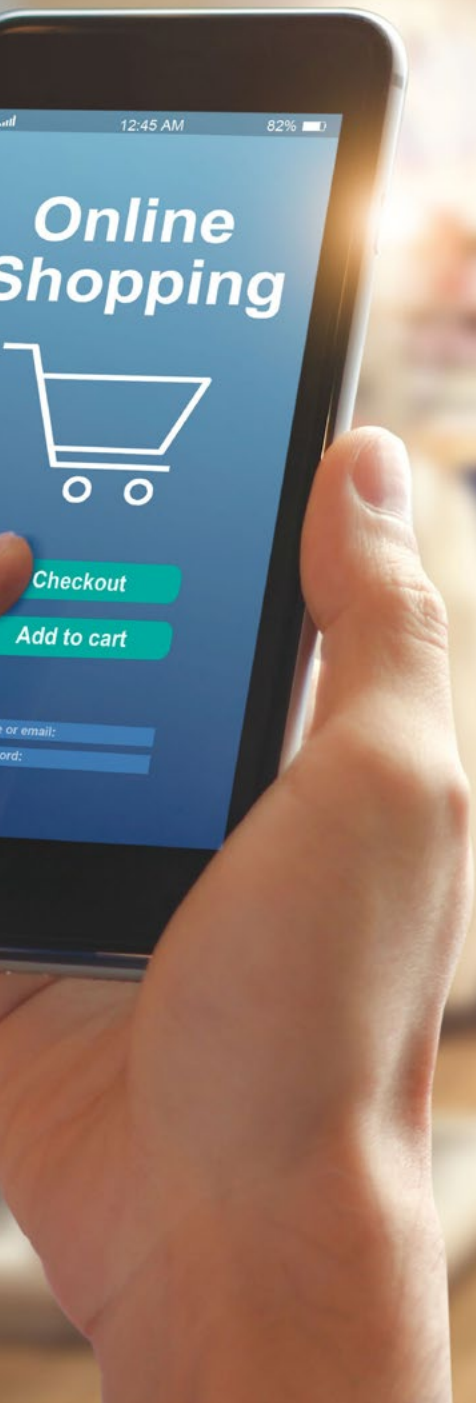
Ms. Santiago, Claudia
- Degree in International Business and Finance from the Autonomous University of the Caribbean
- Professional Master's Degree in Marketing and Advertising Communication from the USAL
- Outstanding experience in the commercial area with emphasis on the educational sector in the categories of universities, agencies, technology centers, schools and corporate management at national and international level, occupying managerial and executive positions in fast-growing companies, with a profile oriented to leadership and belonging

Ms. Crespo García, Laura
- Social Communicator and Journalist
- Professional Master's Degree in Audiovisual Communication
- Courses in the area of Digital Marketing and Community Manager
- Development in the area of Community Manager and Digital Marketing
- Public relations at Gente Estratégica, Barranquilla, Colombia
- Audiovisual Press at the multinational media company Zoomintv
- Audiovisual Production and Communication Assistant, Student Services of the Government of the City of Buenos Aires
- Audiovisual Producer at the Youth Olympic Games in Buenos Aires, Argentina
- Digital Marketing, Advertising and Community Manager at Multiled, an established company in the area of advertising and media management, sports media and major events in Argentina

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

Therefore, we put all our efforts and tools at the student's disposal so that they can acquire the necessary skills and abilities that will allow them to achieve this change.

Our aim is to generate a positive change in your professional career, and we are fully committed to helping you achieve it"

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

The Advanced Master's Degree in Senior Digital Transformation Management of TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth, helping you achieve success.

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

Our program will help you achieve the professional change you desire.

Completing this Advanced Master's Degree will give you the opportunity to develop the skills required to be more successful in your profession.

When the change occurs

During the program	During the first year	After 2 years
16%	**53%**	**21%**

Type of change

Internal Promotion **47%**

Change of Company **45%**

Entrepreneurship **8%**
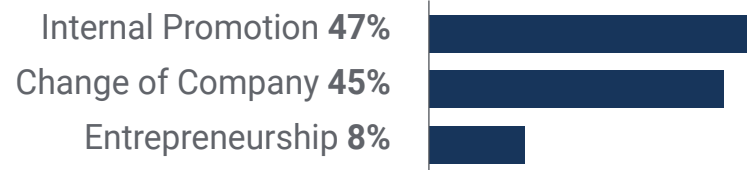
Salary increase

This program represents a salary increase of more than **25.22%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11

Benefits for Your Company

The Advanced Master's Degree in Senior Digital Transformation Management contributes to elevating the organization's talent to its full 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 your knowledge and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

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

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

01

Intellectual Capital and Talent Growth

You 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

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

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

Increased Competitiveness

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

12
Certificate

The Advanced Master's Degree in Senior Digital Transformation Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

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

After the student has passed the assessments, they will receive their 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 Master's Degree in Senior Digital Transformation Management**

Official Nº of hours: **3,000 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____ with identification number _____.

For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE

in

Senior Digital Transformation Management

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Digital Transformation Management

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Digital Impact on Business: New Digital Business Models	150	CO	2º	New Drivers in the Digital Transformation of Companies	150	CO
1º	The Digital Environment in Business Processes	150	CO	2º	Business Process Management (BPM)	150	CO
1º	The Digital Transformation of the Company	150	CO	2º	Process Modeling and Analysis	150	CO
1º	Digital Transformation of the Company: Areas Impacted by the Transformation	150	CO	2º	Control and Optimization of Processes	150	CO
1º	Digital Transformation as a 360º strategy	150	CO	2º	Agile Methodologies for the Development of New Business Models: Canvas Business Model	150	CO
1º	The New Digital Era: Internet of Things (IoT)	150	CO	2º	Agile Methodologies for Project Management and Technology	150	CO
1º	Marketing Channels in the Digital Age	150	CO	2º	Innovation Methodologies: Design Thinking	150	CO
1º	Digital Marketing: The Transformation of Communication and Marketing	150	CO	2º	Agile Methodologies for New Products and Businesses: Lean Start-Up	150	CO
1º	User Experience Management in a Digital Ecosystem	150	CO	2º	New Trends in Digital Transformation and their Impact on Businesses	150	CO
1º	E-commerce: New Sales Channels	150	CO	2º	Legal Aspects of the Digital Transformation	150	CO

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Dean

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*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.

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Advanced Master's Degree
Senior Digital Transformation Management

Language: **English**

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Advanced Master's Degree
Senior Digital Transformation Management

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