Advanced Master's Degree
Senior Management of Digital Companies

AMDSMDC

tech global university

Advanced Master's Degree
Senior Management of Digital Companies

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Accreditation: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

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

Index

01

Introduction to the Program

A new report published by the World Economic Forum highlights that digital transformation has become a strategic priority for organizations seeking to remain competitive in the market. However, only 30% of the companies that have implemented these initiatives have achieved satisfactory results. In this context, professionals need to incorporate the most cutting-edge methodologies into their practice to guarantee the optimal functioning of Digital Companies and ensure their long-term sustainability. To help them with this task, TECH presents an innovative online university program focused on the latest trends in the Senior Management of Digital Companies. In addition, it includes rigorous Masterclasses delivered by two prestigious International Guest Directors.

Thanks to this 100% online program, you will develop innovative organizational strategies focused on digitalization, maximizing the value of emerging technologies”

The digital transformation has completely reconfigured the business scene, requiring companies to adapt to new technologies and business models in order to remain competitive. In this sense, the Senior Management of Digital Companies plays a fundamental role in this process, leading the integration of technological solutions and the development of digital strategies that optimize organizational efficiency. For this reason, it is essential that professionals have the skills required to manage the optimal transition to an increasingly digitalized environment that increases the competitiveness of institutions.

In response to this, TECH has developed a revolutionary program in Senior Management of Digital Companies. Designed by renowned experts in this field, the syllabus will delve into issues ranging from the fundamentals of executive management or the most sophisticated digital marketing techniques to increase the visibility of companies on social networks to the use of cutting-edge technological tools such as big data. In this way, graduates will acquire advanced technical skills to manage digital companies with an innovative approach adapted to global market trends.

It is worth noting that this university program becomes more dynamic thanks to the multimedia pills and the wide variety of didactic resources offered by TECH (such as specialized readings, interactive summaries or case studies). Likewise, TECH's Relearning methodology will allow professionals to obtain a much more effective update in less time. Therefore, their learning process will be completely natural and progressive, so they will not have to invest long hours of study. Additionally, the program will have the collaboration of some renowned International Guest Directors, who will teach comprehensive Masterclasses.

This **Advanced Master's Degree in Senior Management of Digital Companies** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in Senior Management of Digital Companies
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in the management of Digital Companies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Renowned International Guest Directors will deliver high-intensity Masterclasses covering the most recent innovations in Senior Management of Digital Companies"

You will develop skills in the management of digital projects, from planning to execution to guarantee their long-term sustainability"

You will lead Digital Transformation processes in any organization, implementing digital business models that optimize efficiency.

With TECH's Relearning system, you won't have to invest a lot of hours studying and instead you will be able to focus on the most relevant concepts.

Its teaching staff includes professionals from the field of Senior Management of Digital Companies who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive educational experience designed to prepare students for real-life situations.

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

02
Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.

Study at the world's largest online university and guarantee your professional success. The future starts at TECH"

The world's best online university according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the world's best online university" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method aimed at educating the professionals of the future"

The most complete study plans on the university scene

TECH offers the most complete study plans on the university scene, with syllabuses that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously being updated to guarantee students the academic vanguard and the most in-demand professional skills. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A world-class teaching staff

TECH's teaching staff is made up of more than 6,000 professors with the highest international recognition. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

A unique learning method

TECH is the first university to use *ReLearning* in all its programs. It is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this disruptive educational model is complemented with the "Case Method", thereby setting up a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest online educational catalog, one hundred percent online and covering the vast majority of areas of knowledge. We offer a large selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university degrees, in eleven different languages, make us the largest educational largest in the world.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has managed to become the leading university in employability. 99% of its students obtain jobs in the academic field they have studied, within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded to TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition as a Google Premier Partner not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews.

These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03

Syllabus

Specialization in the management of online institutions is key to keeping up with the latest innovations and successfully leading in this dynamic sector. For this reason, TECH has developed this comprehensive program in Senior Management of Digital Companies, where students will gain access to advanced knowledge and practical tools to apply during their professional career. A program of excellence, designed for professionals who aspire to stand out and lead the digital transformation in their organizations.

You will master the most modern techniques of Predictive Analysis to anticipate market trends and develop exclusive products"

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance
 1.1.1. Governance and Corporate Governance
 1.1.2. The Fundamentals of Corporate Governance in Companies
 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
1.2. Leadership
 1.2.1. Leadership. A Conceptual Approach
 1.2.2. Leadership in Companies
 1.2.3. The Importance of Leaders in Business Management
1.3. *Cross-Cultural Management*
 1.3.1. Cross-Cultural Management Concept
 1.3.2. Contributions to Knowledge of National Cultures
 1.3.3. Diversity Management
1.4. Management and Leadership Development
 1.4.1. Concept of Management Development
 1.4.2. Concept of Leadership
 1.4.3. Leadership Theories
 1.4.4. Leadership Styles
 1.4.5. Intelligence in Leadership
 1.4.6. The Challenges of Today's Leader
1.5. Business Ethics
 1.5.1. Ethics and morals
 1.5.2. Business Ethics
 1.5.3. Leadership and Ethics in Companies
1.6. Sustainability
 1.6.1. Sustainability and Sustainable Development
 1.6.2. The 2030 Agenda
 1.6.3. Sustainable Companies
1.7. Corporate Social Responsibility
 1.7.1. International Dimensions of Corporate Social Responsibility
 1.7.2. Implementing Corporate Social Responsibility
 1.7.3. The Impact and Measurement of Corporate Social Responsibility
1.8. Responsible Management Systems and Tools
 1.8.1. Corporate Social Responsibility: The Corporate Social Responsibility
 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 1.8.4. Tools and Standards of the Corporate Social Responsibility
1.9. Multinationals and Human Rights
 1.9.1. Globalization, Multinational Companies and Human Rights
 1.9.2. Multinational Corporations and International Law
 1.9.3. Legal Instruments for Multinationals in the Field of Human Rights
1.10. Legal Environment and Corporate Governance
 1.10.1. International Rules on Importation and Exportation
 1.10.2. Intellectual and Industrial Property
 1.10.3. International Labor Law

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
 2.1.1. Conceptual Framework
 2.1.2. Key Elements in Organizational Design
 2.1.3. Basic Organizational Models
 2.1.4. Organizational Design: Typology
2.2. Corporate Strategy
 2.2.1. Competitive Corporate Strategy
 2.2.2. Growth Strategies: Typology
 2.2.3. Conceptual Framework
2.3. Strategic Planning and Strategy Formulation
 2.3.1. Conceptual Framework
 2.3.2. Elements of Strategic Planning
 2.3.3. Strategy Formulation: Process of Strategic Planning
2.4. Strategic Thinking
 2.4.1. The Company as a System
 2.4.2. Organization Concept

2.5. Financial Diagnosis
- 2.5.1. Concept of Financial Diagnosis
- 2.5.2. Stages of Financial Diagnosis
- 2.5.3. Assessment Methods for Financial Diagnosis

2.6. Planning and Strategy
- 2.6.1. The Plan from a Strategy
- 2.6.2. Strategic Positioning
- 2.6.3. Strategy in Companies

2.7. Strategy Models and Patterns
- 2.7.1. Conceptual Framework
- 2.7.2. Strategic Models
- 2.7.3. Strategic Patterns: The Five P's of Strategy

2.8. Competitive Strategy
- 2.8.1. Competitive Advantage
- 2.8.2. Choosing a Competitive Strategy
- 2.8.3. Strategies Based on the Strategic Clock Model
- 2.8.4. Types of Strategies according to the Industrial Sector Life Cycle

2.9. Strategic Management
- 2.9.1. The Concept of Strategy
- 2.9.2. The Process of Strategic Management
- 2.9.3. Approaches in Strategic Management

2.10. Strategy Implementation
- 2.10.1. Indicator Systems and Process Approach
- 2.10.2. Strategic Map
- 2.10.3. Strategic Alignment

2.11. Executive Management
- 2.11.1. Conceptual Framework of Executive Management
- 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools

2.12. Strategic Communication
- 2.12.1. Interpersonal Communication
- 2.12.2. Communication Skills and Influence
- 2.12.3. Internal Communication
- 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

3.1. Organizational Behavior
- 3.1.1. Organizational Behavior. Conceptual Framework
- 3.1.2. Main Factors of Organizational Behavior

3.2. People in Organizations
- 3.2.1. Quality of Work Life and Psychological Well-Being
- 3.2.2. Work Teams and Meeting Management
- 3.2.3. Coaching and Team Management
- 3.2.4. Managing Equality and Diversity

3.3. Strategic People Management
- 3.3.1. Strategic Management and Human Resources
- 3.3.2. Strategic People Management

3.4. Evolution of Resources. An Integrated Vision
- 3.4.1. The Human Resources Importance
- 3.4.2. A New Environment for People Management and Leadership
- 3.4.3. Strategic Human Resources Management

3.5. Selection, Group Dynamics and Human Resources Recruitment
- 3.5.1. Approach to Recruitment and Selection
- 3.5.2. Recruitment
- 3.5.3. The Selection Process

3.6. Human Resources Management by Competencies
- 3.6.1. Analysis of the Potential
- 3.6.2. Remuneration Policy
- 3.6.3. Career/Succession Planning

3.7. Performance Evaluation and Performance Management
- 3.7.1. Performance Management
- 3.7.2. Performance Management: Objectives and Process

3.8. Training Management
- 3.8.1. Learning Theories
- 3.8.2. Talent Detection and Retention
- 3.8.3. Gamification and Talent Management
- 3.8.4. Training and Professional Obsolescence

3.9. Talent Management
- 3.9.1. Keys for Positive Management
- 3.9.2. Conceptual Origin of Talent and its Implication in the Company
- 3.9.3. Map of Talent in the Organization
- 3.9.4. Cost and Added Value

3.10. Innovation in Talent and People Management
- 3.10.1. Strategic Talent Management Models
- 3.10.2. Talent Identification, Training and Development
- 3.10.3. Loyalty and Retention
- 3.10.4. Proactivity and Innovation

3.11. Motivation
- 3.11.1. The Nature of Motivation
- 3.11.2. Expectations Theory
- 3.11.3. Needs Theory
- 3.11.4. Motivation and Financial Compensation

3.12. *Employer Branding*
- 3.12.1. Employer Branding in HR
- 3.12.2. Personal Branding for HR Professionals

3.13. Developing High-Performance Teams
- 3.13.1. High-Performance Teams: Self-Managed Teams
- 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams

3.14. Management Skills Development
- 3.14.1. What are Manager Competencies?
- 3.14.2. Elements of Competencies
- 3.14.3. Knowledge
- 3.14.4. Management Skills
- 3.14.5. Attitudes and Values in Managers
- 3.14.6. Managerial Skills

3.15. Time Management
- 3.15.1. Benefits
- 3.15.2. What Can be the Causes of Poor Time Management?
- 3.15.3. Time
- 3.15.4. Time Illusions
- 3.15.5. Attention and Memory
- 3.15.6. State of Mind
- 3.15.7. Time Management
- 3.15.8. Being Proactive
- 3.15.9. Be Clear About the Objective
- 3.15.10. Order
- 3.15.11. Planning

3.16. Change Management
- 3.16.1. Change Management
- 3.16.2. Type of Change Management Processes
- 3.16.3. Stages or Phases in the Change Management Process

3.17. Negotiation and Conflict Management
- 3.17.1. Negotiation
- 3.17.2. Conflict Management
- 3.17.3. Crisis Management

3.18. Executive Communication
- 3.18.1. Internal and External Communication in the Corporate Environment
- 3.18.2. Communication Departments
- 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom

3.19. Management of Human Resources and Occupational Risk Prevention Teams
- 3.19.1. Management of Human Resources and Teams
- 3.19.2. Occupational Health and Safety Prevention

3.20. Productivity, Attraction, Retention and Activation of Talent
- 3.20.1. Productivity
- 3.20.2. Talent Attraction and Retention Levers

3.21. Monetary Compensation Vs. Non-Monetary
- 3.21.1. Monetary Compensation Vs. Non-Monetary
- 3.21.2. Wage Band Models
- 3.21.3. Non-Monetary Compensation Models
- 3.21.4. Working Model
- 3.21.5. Corporate Community
- 3.21.6. Company Image
- 3.21.7. Emotional Salary

3.22. Innovation in Talent and People Management
- 3.22.1. Innovation in Organizations
- 3.22.2. New Challenges in the Human Resources Department
- 3.22.3. Innovation Management
- 3.22.4. Tools for Innovation

3.23. Knowledge and Talent Management
- 3.23.1. Knowledge and Talent Management
- 3.23.2. Knowledge Management Implementation

3.24. Transforming Human Resources in the Digital Era
- 3.24.1. The Socioeconomic Context
- 3.24.2. New Forms of Corporate Organization
- 3.24.3. New Methodologies

Module 4. Economic and Financial Management

4.1. Economic Environment
- 4.1.1. Macroeconomic Environment and the National Financial System
- 4.1.2. Financial Institutions
- 4.1.3. Financial Markets
- 4.1.4. Financial Assets
- 4.1.5. Other Financial Sector Entities

4.2. Company Financing
- 4.2.1. Sources of Financing
- 4.2.2. Types of Financing Costs

4.3. Executive Accounting
- 4.3.1. Basic Concepts
- 4.3.2. The Company's Assets
- 4.3.3. The Company's Liabilities
- 4.3.4. The Company's Net Worth
- 4.3.5. The Income Statement

4.4. Management Accounting to Cost Accounting
- 4.4.1. Elements of Cost Calculation
- 4.4.2. Expenses in General Accounting and Cost Accounting
- 4.4.3. Costs Classification

4.5. Information Systems and Business Intelligence
- 4.5.1. Fundamentals and Classification
- 4.5.2. Cost Allocation Phases and Methods
- 4.5.3. Choice of Cost Center and Impact

4.6. Budget and Management Control
- 4.6.1. The Budget Model
- 4.6.2. Capital Budgeting
- 4.6.3. Operating Budget
- 4.6.5. Treasury Budget
- 4.6.6. Budget Monitoring

4.7. Treasury Management
- 4.7.1. Accounting Working Capital and Required Working Capital
- 4.7.2. Calculation of Operating Cash Requirements
- 4.7.3. *Credit Management*

4.8. Corporate Tax Responsibility
- 4.8.1. Basic Tax Concepts
- 4.8.2. Corporate Income Tax
- 4.8.3. Value Added Tax
- 4.8.4. Other Taxes Related to Commercial Activity
- 4.8.5. The Company as a Facilitator of the Work of the State

4.9. Corporate Control Systems
- 4.9.1. Analysis of Financial Statements
- 4.9.2. The Company's Balance Sheet
- 4.9.3. The Profit and Loss Statement
- 4.9.4. The Statement of Cash Flows
- 4.9.5. Ratio Analysis

4.10. Financial Management
- 4.10.1. The Company's Financial Decisions
- 4.10.2. Financial Department
- 4.10.3. Cash Surpluses
- 4.10.4. Risks Associated with Financial Management
- 4.10.5. Financial Administration Risk Management

4.11. Financial Planning
- 4.11.1. Definition of Financial Planning
- 4.11.2. Actions to be Taken in Financial Planning
- 4.11.3. Creation and Establishment of the Business Strategy
- 4.11.4. The Cash Flow Table
- 4.11.5. The Working Capital Table

4.12. Corporate Financial Strategy
- 4.12.1. Corporate Strategy and Sources of Financing
- 4.12.2. Financial Products for Corporate Financing

4.13. Macroeconomic Context
- 4.13.1. Macroeconomic Context
- 4.13.2. Relevant Economic Indicators
- 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
- 4.13.4. Economic Cycles

4.14. Strategic Financing
- 4.14.1. Self-Financing
- 4.14.2. Increase in Equity
- 4.14.3. Hybrid Resources
- 4.14.4. Financing Through Intermediaries

4.15. Money and Capital Markets
- 4.15.1. The Money Market
- 4.15.2. The Fixed Income Market
- 4.15.3. The Equity Market
- 4.15.4. The Foreign Exchange Market
- 4.15.5. The Derivatives Market

4.16. Financial Analysis and Planning
- 4.16.1. Balance Sheet Analysis
- 4.16.2. Income Statement Analysis
- 4.16.3. Profitability Analysis

4.17. Analyzing and Solving Cases/Problems
- 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

5.1. Operations Direction and Management
- 5.1.1. The Role of Operations
- 5.1.2. The Impact of Operations on the Management of Companies
- 5.1.3. Introduction to Operations Strategy
- 5.1.4. Operations Management

5.2. Industrial Organization and Logistics
- 5.2.1. Industrial Organization Department
- 5.2.2. Logistics Department

5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
- 5.3.1. Production System
- 5.3.2. Production Strategy
- 5.3.3. Inventory Management System
- 5.3.4. Production Indicators

5.4. Structure and Types of Procurement
- 5.4.1. Function of Procurement
- 5.4.2. Procurement Management
- 5.4.3. Types of Purchases
- 5.4.4. Efficient Purchasing Management of a Company
- 5.4.5. Stages of the Purchase Decision Process

5.5. Economic Control of Purchasing
- 5.5.1. Economic Influence of Purchases
- 5.5.2. Cost Centers
- 5.5.3. Budget
- 5.5.4. Budgeting vs. Actual Expenditure
- 5.5.5. Budgetary Control Tools

5.6. Warehouse Operations Control
- 5.6.1. Inventory Control
- 5.6.2. Location Systems
- 5.6.3. Stock Management Techniques
- 5.6.4. Storage Systems

5.7. Strategic Purchasing Management
- 5.7.1. Business Strategy
- 5.7.2. Strategic Planning
- 5.7.3. Purchasing Strategies

5.8. Typology of the Supply Chain
- 5.8.1. Supply Chain
- 5.8.2. Benefits of Supply Chain Management
- 5.8.3. Logistical Management in the Supply Chain

5.9. *Supply Chain Management*
- 5.9.1. The Concept of Management of the Supply Chain
- 5.9.2. Costs and Efficiency of the Operations Chain
- 5.9.3. Demand Patterns
- 5.9.4. Operations Strategy and Change

5.10. Interactions Between the SCM and All Other Departments
- 5.10.1. Interaction of the Supply Chain
- 5.10.2. Interaction of the Supply Chain. Integration by Parts
- 5.10.3. Supply Chain Integration Problems
- 5.10.4. Supply Chain

5.11. Logistics Costs
- 5.11.1. Logistics Costs
- 5.11.2. Problems with Logistics Costs
- 5.11.3. Logistic Costs Optimization

5.12. Profitability and Efficiency of Logistics Chains: KPIS
- 5.12.1. Logistics Chain
- 5.12.2. Profitability and Efficiency of the Logistics Chain
- 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain

5.13. Process Management
- 5.13.1. Process Management
- 5.13.2. Process Based Focus: Business Process Mapping
- 5.13.3. Improvements in Process Management

5.14. Distribution and Transportation Logistics
- 5.14.1. Distribution in the Supply Chain
- 5.14.2. Transportation Logistics
- 5.14.3. Geographic Information Systems as a Support to Logistics

5.15. Logistics and Customers
- 5.15.1. Demand Analysis
- 5.15.2. Demand and Sales Forecast
- 5.15.3. Sales and Operations Planning
- 5.15.4. Collaborative Planning, Forecasting and Replenishment Planning (CPFR)

5.16. International Logistics
- 5.16.1. Export and Import Processes
- 5.16.2. Customs
- 5.16.3. Methods and Means of International Payment
- 5.16.4. International Logistics Platforms

5.17. Outsourcing of Operations
- 5.17.1. Operations Management and Outsourcing
- 5.17.2. Outsourcing Implementation in Logistics Environments

5.18. Competitiveness in Operations
- 5.18.1. Operations Management
- 5.18.2. Operational Competitiveness
- 5.18.3. Operations Strategy and Competitive Advantages

5.19. Quality Management
- 5.19.1. Internal and External Customers
- 5.19.2. Quality Costs
- 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

6.1. Technological Environment
- 6.1.1. Technology and Globalization
- 6.1.2. Economic Environment and Technology
- 6.1.3. Technological Environment and its Impact on Companies

6.2. Information Systems in Companies
- 6.2.1. The Evolution of the IT Model
- 6.2.2. Organization and IT Departments
- 6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy
- 6.3.1. Creating Value for Customers and Shareholders
- 6.3.2. Strategic IS/IT Decisions
- 6.3.3. Corporate Strategy vs Technological and Digital Strategy

6.4. Information Systems Management
- 6.4.1. Corporate Governance of Technology and Information Systems
- 6.4.2. Management of Information Systems in Companies
- 6.4.3. Expert Managers in Information Systems: Roles and Functions

6.5. Information Technology Strategic Planning
- 6.5.1. Information Systems and Corporate Strategy
- 6.5.2. Strategic Planning of Information Systems
- 6.5.3. Phases of Information Systems Strategic Planning

6.6. Information Systems for Decision Making
- 6.6.1. *Business Intelligence*
- 6.6.2. *Data Warehouse*
- 6.6.3. Balanced Scorecard (BSC)

6.7. Exploring the Information
- 6.7.1. SQL: Relational Databases. Basic Concepts
- 6.7.2. Networks and Communications
- 6.7.3. Operational System: Standardized Data Models
- 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
- 6.7.5. Strategic DB Analysis and Report Composition

6.8. Enterprise Business Intelligence
- 6.8.1. The World of Data
- 6.8.2. Relevant Concepts
- 6.8.3. Main Characteristics
- 6.8.4. Solutions in Today's Market
- 6.8.5. Overall Architecture of a BI Solution
- 6.8.6. Cybersecurity in BI and Data Science

6.9. New Business Concept
- 6.9.1. Why BI?
- 6.9.2. Obtaining Information
- 6.9.3. BI in the Different Departments of the Company
- 6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions
- 6.10.1. How to Choose the Best Tool?
- 6.10.2. Microsoft Power BI, MicroStrategy y Tableau
- 6.10.3. SAP BI, SAS BI and Qlikview
- 6.10.4. Prometheus

6.11. BI Project Planning and Management
- 6.11.1. First Steps to Define a BI Project
- 6.11.2. BI Solution for the Company
- 6.11.3. Requirements and Objectives

6.12. Corporate Management Applications
- 6.12.1. Information Systems and Corporate Management
- 6.12.2. Applications for Corporate Management
- 6.12.3. Enterprise Resource Planning or ERP Systems

6.13. Digital Transformation
- 6.13.1. Conceptual Framework of Digital Transformation
- 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
- 6.13.3. Digital Transformation in Companies

6.14. Technology and Trends
 6.14.1. Main Trends in the Field of Technology that are Changing Business Models.
 6.14.2. Analysis of the Main Emerging Technologies
6.15. IT Outsourcing
 6.15.1. Conceptual Framework of Outsourcing
 6.15.2. IT Outsourcing and its Impact on the Business.
 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

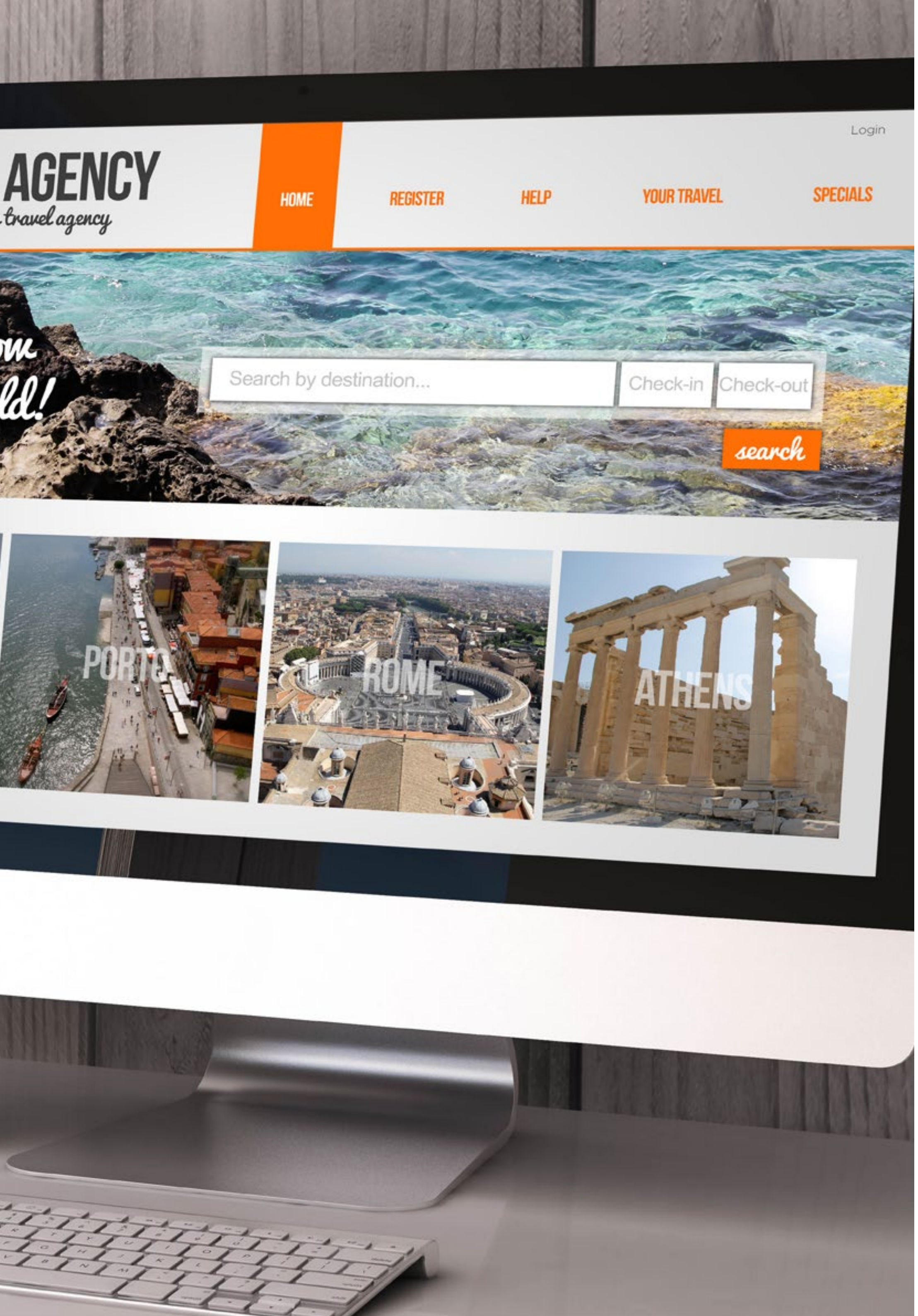
Module 7. Commercial Management, Strategic Marketing and Corporate Communications

7.1. Commercial Management
 7.1.1. Conceptual Framework of Commercial Management
 7.1.2. Business Strategy and Planning
 7.1.3. The Role of Sales Managers
7.2. Marketing
 7.2.1. The Concept of Marketing
 7.2.2. The Basic Elements of Marketing
 7.2.3. Marketing Activities in Companies
7.3. Strategic Marketing Management
 7.3.1. The Concept of Strategic Marketing
 7.3.2. Concept of Strategic Marketing Planning
 7.3.3. Stages in the Process of Strategic Marketing Planning
7.4. Digital Marketing and E-commerce
 7.4.1. Digital Marketing and E-commerce Objectives
 7.4.2. Digital Marketing and Media Used
 7.4.3. E-Commerce. General Context
 7.4.4. Categories of E-Commerce
 7.4.5. Advantages and Disadvantages of E-Commerce Vs. Traditional Commerce
7.5. *Managing Digital Business*
 7.5.1. Competitive Strategy given the Growing Digitalization of the Media
 7.5.2. Designing and Creating a Digital Marketing Plan
 7.5.3. ROI Analysis in a Digital Marketing Plan
7.6. Digital Marketing to Reinforce a Brand
 7.6.1. Online Strategies to Improve Your Brand's Reputation
 7.6.2. *Branded Content and Storytelling*
7.7. Digital Marketing Strategy
 7.7.1. Defining the Digital Marketing Strategy
 7.7.2. Digital Marketing Strategy Tools
7.8. Digital Marketing to Attract and Retain Customers
 7.8.1. Loyalty and Engagement Strategies through the Internet
 7.8.2. *Visitor Relationship Management*
 7.8.3. Hypersegmentation
7.9. Managing Digital Campaigns
 7.9.1. What is a Digital Advertising Campaign?
 7.9.2. Steps to Launch an Online Marketing Campaign
 7.9.3. Mistakes in Digital Advertising Campaigns
7.10. Online Marketing Plan
 7.10.1. What is an Online Marketing Plan?
 7.10.2. Steps to Create an Online Marketing Plan
 7.10.3. Advantages of Having an Online Marketing Plan
7.11. *Blended Marketing*
 7.11.1. What is Blended Marketing?
 7.11.2. Differences Between Online and Offline Marketing
 7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
 7.11.4. Characteristics of a Blended Marketing Strategy
 7.11.5. Recommendations in Blended Marketing
 7.11.6. Benefits of Blended Marketing

7.12. Sales Strategy
    7.12.1. Sales Strategy
    7.12.2. Sales Methods
7.13. Corporate Communication
    7.13.1. Concept
    7.13.2. The Importance of Communication in the Organization
    7.13.3. Type of Communication in the Organization
    7.13.4. Functions of Communication in the Organization
    7.13.5. Elements of Communication
    7.13.6. Communication Problems
    7.13.7. Communication Scenarios
7.14. Corporate Communication Strategy
    7.14.1. Motivation, Social Action, Participation and Training Programs with Human Resources
    7.14.2. Internal Communication Support and Tools
    7.14.3. Internal Communication Plan
7.15. Digital Communication and Reputation
    7.15.1. Online Reputation
    7.15.2. How to Measure Digital Reputation?
    7.15.3. Online Reputation Tools
    7.15.4. Online Reputation Report
    7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

8.1. Market Research
    8.1.1. Market Research: Historical Origin
    8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
    8.1.3. Key Elements and Value Contribution of Market Research
8.2. Quantitative Research Methods and Techniques
    8.2.1. Sample Size
    8.2.2. Sampling
    8.2.3. Types of Quantitative Techniques



8.3. Qualitative Research Methods and Techniques
- 8.3.1. Types of Qualitative Research
- 8.3.2. Qualitative Research Techniques

8.4. Market Segmentation
- 8.4.1. Market Segmentation Concept
- 8.4.2. Utility and Segmentation Requirements
- 8.4.3. Consumer Market Segmentation
- 8.4.4. Industrial Market Segmentation
- 8.4.5. Segmentation Strategies
- 8.4.6. Segmentation Based on Marketing Mix Criteria
- 8.4.7. Market Segmentation Methodology

8.5. Research Project Management
- 8.5.1. Market Research as a Process
- 8.5.2. Planning Stages in Market Research
- 8.5.3. Execution Stages in Marketing Research
- 8.5.4. Managing a Research Project

8.6. International Market Research
- 8.6.1. International Market Research
- 8.6.2. International Market Research Process
- 8.6.3. The Importance of Secondary Sources in International Market Research

8.7. Feasibility Studies
- 8.7.1. Concept and Usefulness
- 8.7.2. Outline of a Feasibility Study
- 8.7.3. Development of a Feasibility Study

8.8. Advertising
- 8.8.1. Historical Background of Advertising
- 8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
- 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
- 8.8.4. Importance of Advertising in Business
- 8.8.5. Advertising Trends and Challenges

8.9. Developing the Marketing Plan
- 8.9.1. Marketing Plan Concept
- 8.9.2. Situation Analysis and Diagnosis
- 8.9.3. Strategic Marketing Decisions
- 8.9.4. Operating Marketing Decisions

8.10. Promotion and Merchandising Strategies
- 8.10.1. Integrated Marketing Communication
- 8.10.2. Advertising Communication Plan
- 8.10.3. Merchandising as a Communication Technique

8.11. Media Planning
- 8.11.1. Origin and Evolution of Media Planning
- 8.11.2. Media
- 8.11.3. Media Plan

8.12. Fundamentals of Commercial Management
- 8.12.1. The Role of Commercial Management
- 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
- 8.12.3. Commercial Planning Systems of the Company
- 8.12.4. Main Competitive Strategies

8.13. Commercial Negotiation
- 8.13.1. Commercial Negotiation
- 8.13.2. Psychological Issues in Negotiation
- 8.13.3. Main Negotiation Methods
- 8.13.4. The Negotiation Process

8.14. Decision-Making in Commercial Management
- 8.14.1. Commercial Strategy and Competitive Strategy
- 8.14.2. Decision-Making Models
- 8.14.3. Decision-Making Analytics and Tools
- 8.14.4. Human Behavior in Decision Making

8.15. Sales Network Management
- 8.15.1. Sales Management. Sales Management
- 8.15.2. Networks Serving Commercial Activity
- 8.15.3. Salesperson Recruitment and Training Policies
- 8.15.4. Remuneration Systems for Own and External Commercial Networks
- 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information

8.16. Implementing the Commercial Function
- 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
- 8.16.2. Commercial Activity Control
- 8.16.3. The Code of Ethics of Sales Personnel
- 8.16.4. Compliance with Legislation
- 8.16.5. Generally Accepted Standards of Business Conduct

8.17. Key Account Management
- 8.17.1. Concept of Key Account Management
- 8.17.2. The Key Account Manager
- 8.17.3. Key Account Management Strategy

8.18. Financial and Budgetary Management
- 8.18.1. The Break-Even Point
- 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
- 8.18.3. Financial Impact of Strategic Sales Decisions
- 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
- 8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation
- 9.1.1. Introduction to Innovation
- 9.1.2. Innovation in the Entrepreneurial Ecosystem
- 9.1.3. Instruments and Tools for the Business Innovation Process

9.2. Innovation from Strategy
- 9.2.1. Strategic Intelligence and Innovation
- 9.2.2. Innovation from Strategy

9.3. Project Management for Startups
- 9.3.1. Startup Concept
- 9.3.2. Lean Startup Philosophy
- 9.3.3. Stages of Startup Development
- 9.3.4. The Role of a Project Manager in a Startup

9.4. Business Model Design and Validation
    9.4.1. Conceptual Framework of a Business Model
    9.4.2. Business Model Design and Validation
9.5. Project Management
    9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
    9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
9.6. Project Change Management: Training Management
    9.6.1. Concept of Change Management
    9.6.2. The Change Management Process
    9.6.3. Change Implementation
9.7. Project Communication Management
    9.7.1. Project Communications Management
    9.7.2. Key Concepts for Project Communications Management
    9.7.3. Emerging Trends
    9.7.4. Adaptations to the Team
    9.7.5. Planning Communications Management
    9.7.6. Communications Management
    9.7.7. Communications Monitoring
9.8. Traditional and Innovative Methodologies
    9.8.1. Innovative Methodologies
    9.8.2. Basic Principles of Scrum
    9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
9.9. Creation of a Startup
    9.3.1. Creation of a Startup
    9.3.2. Organization and Culture
    9.3.3. Top Ten Reasons Why Startups Fail
    9.3.4. Legal Aspects
9.10. Project Risk Management Planning
    9.10.1. Risk Planning
    9.10.2. Elements for Creating a Risk Management Plan
    9.10.3. Tools for Creating a Risk Management Plan
    9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

10.1. *General Management*
    10.1.1. The Concept of General Management
    10.1.2. The Role of the CEO
    10.1.3. The CEO and their Responsibilities
    10.1.4. Transformation of the Management's Role
10.2. Manager Functions. Organizational Culture and Approaches
    10.2.1. Manager Functions. Organizational Culture and Approaches
10.3. Operations Management
    10.3.1. The Importance of Management
    10.3.2. Value Chain
    10.3.3. Quality Management
10.4. Public Speaking and Spokesperson Education
    10.4.1. Interpersonal Communication
    10.4.2. Communication Skills and Influence
    10.4.3. Communication Barriers
10.5. Personal and Organizational Communications Tools
    10.5.1. Interpersonal Communication
    10.5.2. Interpersonal Communication Tools
    10.5.3. Communication in the Organization
    10.5.4. Tools in the Organization
10.6. Communication in Crisis Situations
    10.6.1. Crisis
    10.6.2. Phases of the Crisis
    10.6.3. Messages: Contents and Moments
10.7. Preparation of a Crisis Plan
    10.7.1. Analysis of Possible Problems
    10.7.2. Planning
    10.7.3. Adequacy of Personnel
10.8. Emotional Intelligence
    10.8.1. Emotional Intelligence and Communication
    10.8.2. Assertiveness, Empathy, and Active Listening
    10.8.3. Self-Esteem and Emotional Communication

10.9. Personal Branding
- 10.9.1. Strategies for Personal Brand Development
- 10.9.2. Personal Branding Laws
- 10.9.3. Tools for Creating Personal Brands

10.10. Leadership and Team Management
- 10.10.1. Leadership and Leadership Styles
- 10.10.2. Leader Capabilities and Challenges
- 10.10.3. Managing Change Processes
- 10.10.4. Managing Multicultural Teams

Module 11. Competitive Environment and Strategy

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

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

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

11.4. Information Systems in Companies
- 11.4.1. The Evolution of the IT Model
- 11.4.2. Organization and IT Department
- 11.4.3. Information Technology and Economic Environment

11.5. Corporate Strategy and Technology Strategy
- 11.5.1. Creating Value for Customers and Shareholders
- 11.5.2. Strategic IS/IT Decisions
- 11.5.3. Corporate Strategy vs Technology and Digital Strategy

11.6. Information Systems for Decision-Making
- 11.6.1. *Business Intelligence*
- 11.6.2. *Data Warehouse*
- 11.6.3. Balanced Scorecard (BSC)

11.7. Online Business Models
- 11.7.1. Analyzing Established Companies in the Technology Sector
- 11.7.2. Business Model Generation Systems
- 11.7.3. Analyzing Innovative Business Models in Traditional Sectors
- 11.7.4. Analyzing Innovative Business Models on The Internet

Module 12. Entrepreneurial Innovation and Initiative

12.1. *Design Thinking*
- 12.1.2. The Blue Ocean Strategy
- 12.1.3. Collaborative Innovation
- 12.1.4. *Open Innovation*

12.2. Strategic Innovation Intelligence
- 12.2.1. Technology Monitoring
- 12.2.2. Technology Foresight
- 12.2.3. *Coolhunting*

12.3. *Entrepreneurship and Innovation*
- 12.3.1. Strategies to Search for Business Opportunities
- 12.3.2. Assessing the Feasibility of New Projects
- 12.3.3. *Innovation Management Systems*
- 12.3.4. Entrepreneur Soft Skills

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

12.5. The Business Plan
 12.5.1. Business Plan in the Digital Era
 12.5.2. The Canvas Model
 12.5.3. *Value Proposition Model*
 12.5.4. Content and Presentation
12.6. *Project Management*
 12.6.1. *Agile Development*
 12.6.2. Lean Management in Startups
 12.6.3. *Project Tracking and Project Steering*
12.7. Growth Phases in Startup Companies
 12.7.1. Seed Phase
 12.7.2. Startup Phase
 12.7.3. Growth Phase
 12.7.4. Consolidation Phase
12.8. Financing Startups
 12.8.1. Bank Financing
 12.8.2. Subsidies
 12.8.3. Seed Capital and Accelerators. *Business Angels*
 12.8.4. Venture Capital. IPO
 12.8.5. *Public to Private Partnership*
12.9. National and International Venture Capital and Seed Capital Entities
 12.9.1. Public Institutions: CDTI, ENISA
 12.9.2. National and International Venture Capital Entities
 12.9.3. Private Investors: Caixa Capital Risc. Bstartup
 12.9.4. FOND-ICO Global
 12.9.5. Accelerators: Wayra, Lanzadera and Plug & Play
12.10. *Lean Management*
 12.10.1. The Basic Principles of Lean Management
 12.10.2. Improvement and Problem-Solving Groups
 12.10.3. New Forms of Maintenance and Quality Management

Module 13. Digital Marketing and E-Commerce

13.1. Digital E-Commerce Management
 13.1.1. New E-Commerce Business Models
 13.1.2. Planning and Developing an E-Commerce Strategic Plan
 13.1.3. Technological Structure in E-Commerce
13.2. E-Commerce Operations and Logistics
 13.2.1. How to Manage Fulfillment
 13.2.2. Digital Point-of-Sale Management
 13.2.3. *Contact Center Management*
 13.2.4. Automation in Management and Monitoring Processes
13.3. Implementing E-Commerce Techniques
 13.3.1. Social Media and Integration in the E-Commerce Plan
 13.3.2. Multichannel Strategy
 13.3.3. Personalizing Dashboards
13.4. *Digital Pricing*
 13.4.1. Online Payment Methods and Payment Gateways
 13.4.2. Electronic Promotions
 13.4.3. Digital Price Timing
 13.4.4. *E-Auctions*
13.5. From E-Commerce to M-Commerce and S-Commerce
 13.5.1. E-Marketplace Business Models
 13.5.2. S-Commerce and Brand Experience
 13.5.3. Purchase via Mobile Devices
13.6. Customer Intelligence: from E-CRM to S-CRM
 13.6.1. Integrating the Consumer in the Value Chain
 13.6.2. Online Research and Loyalty Techniques
 13.6.3. Planning a Customer Relationship Management Strategy
13.7. *Digital Marketing Trade*
 13.7.1. *Cross Merchandising*
 13.7.2. Designing and Managing Facebook Ads Campaigns
 13.7.3. Designing and Managing Google Ads Campaigns

13.8. Online Marketing for E-Commerce
 13.8.1. *Inbound Marketing*
 13.8.2. Display and Programmatic Purchasing
 13.8.3. Communication Plan

Module 14. Digital Communication and Online Reputation

14.1. Web 2.0 or the Social Web
 14.1.1. Organization in the Age of Conversation
 14.1.2. Web 2.0 Is All About People
 14.1.3. Digital Environment and New Communication Formats
14.2. Digital Communication and Reputation
 14.2.1. Online Reputation Report
 14.2.2. Netiquette and Good Practices on Social Media
 14.2.3. Branding and Networking 2.0
14.3. Designing and Planning an Online Reputation Plan
 14.3.1. Overview of the Main Social Media in Spain BORRAR
 14.3.2. Brand Reputation Plan
 14.3.3. General Metrics, ROI, and Social CRM
 14.3.4. Online Crisis and Reputational SEO
14.4. General, Professional, and ***Microblogging*** Platforms
 14.4.1. Facebook
 14.4.2. LinkedIn
 14.4.4. Twitter
14.5. Video, Image, and Mobility Platforms
 14.5.1. YouTube
 14.5.2. Instagram
 14.5.3. Flickr
 14.5.4. Vimeo
 14.5.5. Pinterest
14.6. Content and Storytelling Strategy
 14.6.1. Corporate Blogging
 14.6.2. Content Marketing Strategy
 14.6.3. Creating a Content Plan
 14.6.4. Content Curation Strategy
14.7. Social Media Strategies
 14.7.1. Corporate PR and Social Media
 14.7.2. Defining the Strategy to Be Followed in Each Medium
 14.7.3. Analysis and Evaluation of Results
14.8. *Community Management*
 14.8.1. Functions, Duties, and Responsibilities of the Community Manager
 14.8.2. *Social Media Manager*
 14.8.3. *Social Media Strategist*
14.9. Social Media Plan
 14.9.1. Designing a Social Media Plan
 14.9.2. Schedule, Budget, Expectations and Follow-up
 14.9.3. Contingency Protocol in Case of Crisis
14.10. Online Monitoring Tools
 14.10.1. Management Tools and Desktop Applications
 14.10.2. Monitoring and Research Tools

Module 15. Performance and Inbound Marketing

15.1. *Permission Marketing*
 15.1.1. How to Obtain a Users Permission?
 15.1.2. Personalizing the Message
 15.1.3. Mail Confirmation or Double Opt-in
15.2. Strategy and Performance Techniques
 15.2.1. Performance Marketing: Results
 15.2.2. Digital Media Mix
 15.2.3. The Importance of the Funnel

15.3. Affiliate Campaign Development
  15.3.1. Agencies and Affiliate Programs
  15.3.2. *Postview*
  15.3.3. Defining Affiliate Programs
  15.3.4. Display and Campaign Optimization
15.4. Launching an Affiliate Program
  15.4.1. Affiliation and Direct Affiliation Networks
  15.4.2. Results Analysis and Monitoring
  15.4.3. Fraud Control
15.5. Developing E-Mail Campaigns
  15.5.1. Lists of Subscribers, Leads and Customers
  15.5.2. E-Mail Marketing Tools and Resources
  15.5.3. Online Writing for E-Mail Marketing Campaigns
15.6. E-Mail Marketing Metrics
  15.6.1. List Metrics
  15.6.2. Newsletter Delivery Metrics
  15.6.3. Conversion Metrics
15.7. *Inbound Marketing*
  15.7.1. Effective Inbound Marketing
  15.7.2. The Benefits of Inbound Marketing
  15.7.3. Measuring the Success of Inbound Marketing
15.8. Target Research
  15.8.1. Consumer Intent Modelling and Buyer Personas
  15.8.2. *Customer Journey Mapping*
  15.8.3. *Content Strategy*
15.9. Content Optimization
  15.9.1. Content Optimization for Search Engines
  15.9.2. Content Creation
  15.9.3. Content Dynamization
15.10. Conversion
  15.10.1. Lead Capture and CRO
  15.10.2. Lead Nurturing and Marketing Automation

Module 16. Web Analytics and Marketing Analytics

16.1. Web Analysis
  16.1.1. The Fundamentals of Web Analytics
  16.1.2. Classic Media vs Digital Media
  16.1.3. The Web Analyst's Basic Methodology
16.2. Google Analytics
  16.2.1. Configuring an Account
  16.2.2. Javascript Tracking API
  16.2.3. Customized Reports and Segments
16.3. Qualitative Analysis
  16.3.1. Research Techniques Applied in Web Analytics
  16.3.2. *Customer Journey*
  16.3.3. *Purchase Funnel*
16.4. Digital Metrics
  16.4.1. Basic Metrics
  16.4.2. Ratios
  16.4.3. Setting Objectives and KPIs
16.5. Strategy Analysis Areas
  16.5.1. Web Traffic Acquisition
  16.5.2. Activation
  16.5.3. Conversion
  16.5.4. Loyalty
16.6. *Data Science and Big Data*
  16.6.1. *Business Intelligence*
  16.6.2. Methodology and Analysis of Large Volumes of Data
  16.6.3. Data Extraction, Processing and Loading
16.7. Data Visualization
  16.7.1. Viewing and Interpreting Dashboards
  16.7.2. Converting Data into a Value
  16.7.3. Integrating Sources
  16.7.4. Presenting Reports

16.8. Web Analytics Tools
- 16.8.1. Technological Basis of WA Tool
- 16.8.2. Logs and Tags
- 16.8.3. Basic and Ad-hoc Labeling

Module 17. Innovation, E-Logistics and Supply Chain Technology

17.1. Process Engineering and Product Engineering
- 17.1.1. Innovation Strategies
- 17.1.2. Open Innovation
- 17.1.3. Innovative Organization and Culture
- 17.1.4. Multifunctional Teams

17.2. Launch and Industrialization of New Products
- 17.2.1. Design of New Products
- 17.2.2. *Lean Design*
- 17.2.3. Industrialization of New Products
- 17.2.4. Manufacture and Assembly

17.3. *Digital E-Commerce Management*
- 17.3.1. New E-Commerce Business Models
- 17.3.2. Planning and Developing an E-Commerce Strategic Plan
- 17.3.3. Technological Structure in E-Commerce

17.4. E-Commerce Operations and Logistics
- 17.4.1. Digital Point-of-Sale Management
- 17.4.2. *Contact Center Management*
- 17.4.3. Automation in Management and Monitoring Processes

17.5. E-Logistics. B2C and B2B
- 17.5.1. *E-Logistics*
- 17.5.2. B2C: E-Fulfillment, the Last Mile
- 17.5.3. B2B: E-Procurement. *Marketplaces*

17.6. *Digital Pricing*
- 17.6.1. Online Payment Methods and Payment Gateways
- 17.6.2. Electronic Promotions
- 17.6.3. Digital Price Timing
- 17.6.4. *E-Auctions*

17.7. Legal Aspects of E-Commerce
- 17.7.1. EU Regulations
- 17.7.2. Data protection
- 17.7.3. Fiscal Aspects of E-Commerce
- 17.7.4. General Sales Conditions

17.8. The Warehouse in E-Commerce
- 17.8.1. Peculiarities of the Warehouse in E-Commerce
- 17.8.2. Warehouse Design and Planning
- 17.8.3. Infrastructure. Fixed and Mobile Devices
- 17.8.4. Zoning and Locations

17.9. Designing an Online Store
- 17.9.1. Design and Usability
- 17.9.2. Most Common Functionalities
- 17.9.3. Alternative Technologies

17.10. Supply Chain Management and Future Trends
- 17.10.1. The Future of E-Business
- 17.10.2. The Current and Future Reality of E-Commerce
- 17.10.3. SC Operating Models for Global Companies

Module 18. *Mobile E-Commerce*

18.1. *Mobile Marketing*
- 18.1.1. New Consumption and Mobility Habits
- 18.1.2. The SoLoMo Model
- 18.1.3. The 4 Ps of the Marketing Mix in Mobility

18.2. Mobile Technology
- 18.2.1. Mobile Operators
- 18.2.2. Mobile Devices and Operating Systems
- 18.2.3. Mobile Applications and WebApps
- 18.2.4. Sensors and Integration with the Physical World

18.3. Trends in Mobile Marketing
- 18.3.1. *Mobile Publishing*
- 18.3.2. Advergaming and Gamification
- 18.3.3. Mobile Geolocalization
- 18.3.4. Augmented Reality

18.4. Mobile User Behavior
- 18.4.1. New Search Habits on Mobile Devices
- 18.4.2. *Multi-Screen*
- 18.4.3. Mobile as a Purchasing Driver
- 18.4.4. ASO, Mobile User Acquisition and Loyalty

18.5. User Interface and Shopping Experience
- 18.5.1. M-Commerce Rules and Platforms
- 18.5.2. *Omnichannel*
- 18.5.3. Mobile & Proximity Marketing
- 18.5.4. Gap between Consumer and Advertiser
- 18.5.5. Mobile Commerce Content Managers

18.6. Apps and Purchases
- 18.6.1. Designing Mobile Commerce Apps
- 18.6.2. *App Stores*
- 18.6.3. App Marketing for Customer Loyalty
- 18.6.4. App Marketing for E-Commerce

18.7. Mobile Payments
- 18.7.1. Value Chain and Business Models of Mobile Payment Methods
- 18.7.2. Keys to Improve UX in Mobile Payment
- 18.7.3. Positioning Strategies in the Mobile Payments Market
- 18.7.4. Fraud Management

18.8. Mobile Analytics
- 18.8.1. Mobile Measurement and Analysis Methodologies
- 18.8.2. Mobile Metrics: Main KPIs
- 18.8.3. Profitability Analysis
- 18.8.4. *Mobile Analytics*

18.9. *Mobile Commerce*
- 18.9.1. Services
- 18.9.2. Applications
- 18.9.3. *Mobile Social Shopping*

18.10. *Mobile Social Media Applications*
- 18.10.1. Integrating Cell Phones into Social Networks
- 18.10.2. Mobility, Relationship, Ubiquity and Publicity
- 18.10.3. Facebook Places
- 18.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 19. New Digital Trends

19.1. The Internet of Things
- 19.1.1. Visions and Challenges
- 19.1.2. Key Technologies
- 19.1.3. Pioneering Projects

19.2. Gamification
- 19.2.1. Business Gamification Techniques
- 19.2.2. *Gamification Design Framework*
- 19.2.3. Operating Mechanisms and Motivation
- 19.2.4. Benefits and Return of Investment

19.3. *Big Data*
- 19.3.1. Sectoral Application
- 19.3.2. Business Models
- 19.3.3. New Professions

19.4. Artificial Intelligence
- 19.4.1. Methodological Aspects in Artificial Intelligence
- 19.4.2. Heuristic Search
- 19.4.3. Rule Inference Methods
- 19.4.4. Semantic Networks

19.5. Robotics
- 19.5.1. Robot Morphology
- 19.5.2. Mathematical Tools for Spatial Localization
- 19.5.3. Cinematic Control
- 19.5.4. Criteria for Implementing an Industrial Robot

19.6. Modelling and Simulation
 19.6.1. Modelling using DEVS
 19.6.2. Modelling of Random Inputs
 19.6.3. Generation of Random Inputs
 19.6.4. Design of Experiments and Optimization
19.7. Implementing Cryptography in Technology Projects
 19.7.1. Electronic Signature
 19.7.2. Digital Certificate
 19.7.3. Data Encryption
 19.7.4. Practical Applications of Cryptography
19.8. Other Trends
 19.8.1. 3D Printing
 19.8.2. Drones
 19.8.3. Computer Vision
 19.8.4. Augmented Reality

Module 20. Talent Management and Management Skills

20.1. Management Skills Development
 20.1.1. Leadership
 20.1.2. Emotional Intelligence
 20.1.3. Organization: Areas, Processes and Projects
20.2. Managing Talent as a Competitive Advantage
 20.2.1. Keys for Positive Management
 20.2.2. Talent Map of the Organization
 20.2.3. Cost and Added Value
20.3. Team Management
 20.3.1. Developing High-Performance Teams
 20.3.2. The Roles of People in Groups
 20.3.3. Personal Factors and Motivation for Successful Work
 20.3.4. Integrating a High-Performance Team
20.4. Systems and Organizational Changes
 20.4.1. The Transformation Process
 20.4.2. Anticipation and Action
 20.4.3. Organizational Learning
 20.4.4. Resistance to Change
20.5. Management and Motivation
 20.5.1. The Nature of Motivation
 20.5.2. Expectations Theory
 20.5.3. Needs Theory
 20.5.4. Motivation and Financial Compensation
20.6. Innovation in Talent and People Management
 20.6.1. Strategic Talent Management Models
 20.6.2. Talent Identification, Training and Development
 20.6.3. Loyalty and Retention
 20.6.4. Proactivity and Innovation

Module 21. Technological Management

21.1. Information Systems in Companies
 21.1.1. The Evolution of the IT Model
 21.1.2. Organization and IT Department
 21.1.3. Information Technology and Economic Environment
21.2. IT Position of the Business
 21.2.1. Perception of Value Added to the Business
 21.2.2. Strategy Maturity Level
 21.2.3. IT Governance and Corporate Governance
21.3. Development of Management Skills
 21.3.1. Managerial Functions and Roles
 21.3.2. The Role of the CIO in the Company
 21.3.3. IT Director: Vision and Mission
 21.3.4. E-leadership , and Holistic Innovation Management

21.4. Relational and Political Capabilities
    21.4.1. Steering Committees
    21.4.2. Influence
    21.4.3. *Stakeholders*
    21.4.4. Conflict Management
21.5. Corporate Strategy and Technology Strategy
    21.5.1. Creating Value for Customers and Shareholders
    21.5.2. Strategic IS/IT Decisions
    21.5.3. Corporate Strategy vs Technology and Digital Strategy
21.6. Information Systems for Decision-Making
    21.6.1. *Business Intelligence*
    21.6.2. *Data Warehouse*
    21.6.3. Balanced Scorecard (BSC)

Module 22. Strategic Planning and IT Project Management

22.1. Process of Strategic Planning
    22.1.1. Phases of the Plan
    22.1.2. Conceptual Vision
    22.1.3. Organization of Work
22.2. Understanding the Business Strategy
    22.2.1. Information Needs
    22.2.2. Business Process Mapping
    22.2.3. Business Aspirations or Priorities
22.3. Analysis of Current IS/IT
    22.3.1. Resource Level and Expenditure/Investment Level Analysis
    22.3.2. Analysis of Perceived Quality
    22.3.3. Application and Infrastructure Analysis
    22.3.4. Analysis of the Environment and Competitors
22.4. Strategy Formulation
    22.4.1. Aspirations and Strategic Directions of the Plan
    22.4.2. The Target IS/IT Model
    22.4.3. Strategic Initiatives
    22.4.4. Implications of the Plan
22.5. Implementation Plan
    22.5.1. Implementation Approach
    22.5.2. Project Plan
22.6. Information Systems Projects
    22.6.1. IT Project Planning
    22.6.2. Project Follow-up and Closure
    22.6.3. Project Management Strategies
22.7. Management of Technological Resources
    22.7.1. Technological Offer
    22.7.2. Time and Cost Management
    22.7.3. Agile Project Management and Productivity
22.8. *Lean IT*
    22.8.1. *Lean IT and Lean Thinking*
    22.8.2. The Basic Principles of Lean Management
    22.8.3. Improvement and Problem-Solving Groups
    22.8.4. Maintenance and Quality Management Forms

Module 23. Information Security Systems

23.1. Introduction to Information Security
    23.1.1. Types of Attacks on a Computer System
    23.1.2. Measures to Ensure Computer System Security
    23.1.3. Risk Plan, Safety Plan and Contingency Plan
23.2. Security in Computer Networks
    23.2.1. Online Threats
    23.2.2. Computer Viruses
    23.2.3. Social Engineering
    23.2.4. *Hackers*
23.3. Ethical Hacking
    23.3.1. Legal Considerations
    23.3.2. Vulnerability Scanning
    23.3.3. Useful Tools

23.4. Design and Management of Secure Networks and Risk Management
 23.4.1. Server Operating Systems
 23.4.2. Network Deployment
 23.4.3. IT Governance, Risk Management and Regulatory Compliance
23.5. Implementation of an ISMS According to ISO 27000 Standards
 23.5.1. Information Security Management Systems and Benefits
 23.5.2. Information Security Management Standards
 23.5.3. Stages of Implementation of an ISMS
23.6. Industrial and Intellectual Property in the Technological Field
 23.6.1. Industrial Property
 23.6.2. Domain Names and Brands
 23.6.3. Intellectual Property
23.7. Recruitment and the ICT Sector
 23.7.1. Contracting Management and Legal Aspects
 23.7.2. Main Contractual Figures Related to the IT Sector
23.8. Data Protection, Privacy and Confidentiality
 23.8.1. The Data Protection Regime in Spain BORRAR
 23.8.2. Labor Relations, Privacy and the Right to Privacy
 23.8.3. Main Fundamental Rights Related to the IT Environment

Module 24. *Digital Marketing Strategy.*

24.1. *Managing Digital Business*
 24.1.1. Competitive Strategy given the Growing Digitalization of the Media
 24.1.2. Designing and Creating a Digital Marketing Plan
 24.1.3. Digital Media Planning and Contracting
 24.1.4. ROI Analysis in a Digital Marketing Plan
24.2. Digital Marketing to Reinforce a Brand
 24.2.1. *Branded Content and Storytelling*
 24.2.2. Hypersegmentation
 24.2.3. Videomarketing
 24.2.4. Social Sales
24.3. Defining the Digital Marketing Strategy
 24.3.1. *Closed Loop Marketing*
 24.3.2. *Continuous Loop Marketing*
 24.3.3. *Multichannel Marketing*
24.4. Digital Marketing to Attract and Retain Customers
 24.4.1. Hypersegmentation and Micro-Localization
 24.4.2. Loyalty and Engagement Strategies through the Internet
 24.4.3. *Visitor Relationship Management*
24.5. Digital Marketing Trends
 24.5.1. *Remarketing*
 24.5.2. *Digital Neuromarketing*
 24.5.3. *Avatar Marketing*
 24.5.4. *Bluecasting*
24.6. Managing Digital Campaigns
 24.6.1. Display Advertising and Rich Media
 24.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
 24.6.3. Advertising on Digital Television
24.7. Online Marketing Plan
 24.7.1. Online Research
 24.7.2. Creating an Online Marketing Plan
 24.7.3. Configuration and Activation
 24.7.4. Launch and Management
24.8. *Blended Marketing*
 24.8.1. Integrating On and Off Actions
 24.8.2. Personalize and Segment
 24.8.3. Improve the User Experience

Module 25. Search Engine Marketing and Search Engine Optimization

25.1. How Search Engines Work
- 25.1.1. Indicators and Indexes
- 25.1.2. Algorithms
- 25.1.3. SEO and Corporate Branding

25.2. Fundamental Variables of SEO
- 25.2.1. Indexability
- 25.2.2. Content
- 25.2.3. Popularity

25.3. SEO Analysis
- 25.3.1. Determining KPIs
- 25.3.2. Generating Scripts and Alerts
- 25.3.3. Optimization of Images, Videos and Other Elements

25.4. *Linkbuilding*
- 25.4.1. Ways of Carrying Out Effective Link Building
- 25.4.2. *Link Baiting*
- 25.4.3. Link Audits
- 25.4.4. Penalties

25.5. *App Store Optimization*
- 25.5.1. *App Indexing*
- 25.5.2. Apps Visibility on Search Engines
- 25.5.3. Measuring the Visibility of Search Engine Apps

25.6. Technical SEO
- 25.6.1. *Web Performance Optimization*
- 25.6.2. Real Time and Content
- 25.6.3. Relevant Tagging and Headers
- 25.6.4. Advanced WPO Techniques

25.7. SEO and E-Commerce
- 25.7.1. *Conversion Rate Optimization*
- 25.7.2. *Google WebMaster Tools*
- 25.7.3. Social Proof and Viralization
- 25.7.4. Navigation and Indexability

25.8. Integration in an Online Marketing Plan
- 25.8.1. Metrics and Impact
- 25.8.2. *Web Analytics*
- 25.8.3. Other Monitoring Tools

Module 26. Search Engine Marketing (SEM)

26.1. Keyword Hunting for SEM
- 26.1.1. *Adwords Keyword Tool*
- 26.1.2. *Google Suggest*
- 26.1.3. *Insights for Search*
- 26.1.4. *GoogleTrends*

26.2. SEM and Google Adwords
- 26.2.1. *Google Shopping*
- 26.2.2. *Google Display Network*
- 26.2.3. *Google AdWords Mobile*
- 26.2.4. YouTube Advertising

26.3. *Google Products*
- 26.3.1. Google Products Integrated in Adwords
- 26.3.2. Product Extensions vs Product Ads
- 26.3.3. Google Shopping and Local
- 26.3.4. *Google Merchant*

26.4. Pay-Per-Click and SEM
- 26.4.1. Search and Display
- 26.4.2. Creating PPC Campaigns
- 26.4.3. Tracking Conversions

26.5. Facebook Ads
- 26.5.1. PPC/PPF (Pay-Per-Fan) Adverts
- 26.5.2. Creating Facebook Ads
- 26.5.3. Facebook Power Editor
- 26.5.4. Campaign Optimization

26.6. Other PPC Platforms
  26.6.1. Twitter Ads
  26.6.2. LinkedIn
  26.6.3. Baldu
  26.6.4. Yandex
26.7. Strategy in SEM
  26.7.1. *Quality Score*
  26.7.2. CPC Bidding
  26.7.3. *Site Links*
26.8. Measurement in SEM
  26.8.1. KPIs
  26.8.2. Impressions, Clicks, Conversions
  26.8.3. Revenue, ROI, CPA

Module 27. Conversion Optimization

27.1. Introduction to Conversion Rate Optimization
  27.1.1. Purchase Cycle and Elements of Online Behavior
  27.1.2. Fundamentals of Neuromarketing
  27.1.3. Usability vs. Persuasion
27.2. CRO Methodology
  27.2.1. Scientific Method
  27.2.2. Conversion Pyramid
  27.2.3. The CRO Process
27.3. Web Analytics and CRO
  27.3.1. Qualitative Analysis
  27.3.2. Behavior Analysis
  27.3.3. Business and User Objectives
27.4. User Experience and Conversion Rate Optimization
  27.4.1. Lean and User Experience
  27.4.2. Wireframing
  27.4.3. Persuasive Copy
27.5. CRO and Psychology
  27.5.1. Neuromarketing
  27.5.2. Web Design and Neuromarketing
  27.5.3. Learning, Memory and Emotions
27.6. Behavioral Economics
  27.6.1. Decision Factors
  27.6.2. Motivation and Anchoring
  27.6.3. The Role of the Unconscious
27.7. Experimentation in CRO
  27.7.1. A/B vs Multivariates
  27.7.2. Testing Tools
  27.7.3. Implementation and Execution
27.8. CRO in E-Commerce
  27.8.1. E-Commerce and CRO
  27.8.2. The E-Commerce Funnel
  27.8.3. Processes to Optimize

Module 28. Designing the User Experience Strategy

28.1. UX Design
  28.1.1. Information Architecture
  28.1.2. SEO and Analytics for UX
  28.1.3. *Landing Pages*
28.2. Technical Terms in UX Design
  28.2.1. Wireframe and Components
  28.2.2. Interaction Pattern and Navigation Flow
  28.2.3. User Profile
  28.2.4. Process and Process Funnel
28.3. Research
  28.3.1. Research in Interface Design Projects
  28.3.2. Qualitative and Quantitative Approach
  28.3.3. Announce the Results of the Research

28.4. *Digital Design*
- 28.4.1. Digital Prototype
- 28.4.2. Axure and Responsive
- 28.4.3. Interaction Design and Visual Design

28.5. *User Experience*
- 28.5.1. User Focused Design Methodology
- 28.5.2. User Research Techniques
- 28.5.3. Involve the Customer in the Process
- 28.5.4. *Shopping Experience Management*

28.6. Designing the User Experience Strategy
- 28.6.1. Content Trees
- 28.6.2. High-Fidelity Wireframes
- 28.6.3. Component Maps
- 28.6.4. Usability Guides

28.7. Usability Evaluation
- 28.7.1. Usability Evaluation Techniques
- 28.7.2. Data Visualization
- 28.7.3. Presenting Data

28.8. *Customer Value and Customer Experience Management*
- 28.8.1. Use of Narratives and Storytelling
- 28.8.2. Co-Marketing as a Strategy
- 28.8.3. Content Marketing Management
- 28.8.4. The ROI of Customer Experience Management

Module 29. *Data Science and Big Data*

29.1. *Data Science and Big Data*
- 29.1.1. Impact of Big Data and Data Science on Business Strategy
- 29.1.2. Introduction to Command Line
- 29.1.3. Data Science Problems and Solutions

29.2. Data Hacking Languages
- 29.2.1. SQL Databases
- 29.2.2. Introduction to Python
- 29.2.3. R Programming

29.3. Statistics
- 29.3.1. Introduction to Statistics
- 29.3.2. Linear and Logistic Regression
- 29.3.3. PCA and Clustering

29.4. *Machine Learning*
- 29.4.1. Model Selection and Regularization
- 29.4.2. Random Trees and Forests
- 29.4.3. Processing Natural Language

29.5. *Big Data*
- 29.5.1. Hadoop
- 29.5.2. Spark
- 29.5.3. Collaborative Recommendation and Filtering Systems

29.6. Data Science Success Stories
- 29.6.1. Customer Segmentation Using the RFM Model
- 29.6.2. Experiment Design Application
- 29.6.3. *Supply Chain Value: Forecasting*
- 29.6.4. *Business Intelligence*

29.7. Hybrid Architectures in Big Data
- 29.7.1. Lambda Architecture
- 29.7.2. Kappa Architecture
- 29.7.3. Apache Flink and Practical Implementations
- 29.7.4. *Amazon Web Services*

29.8. Big Data in the Cloud
- 29.8.1. AWS: Kinesis
- 29.8.2. AWS: DynamosDB
- 29.8.3. Google Cloud Computing
- 29.8.4. Google BigQuery

04

Teaching Objectives

Thanks to this program in Senior Management of Digital Companies, professionals will have advanced leadership skills to drive the digital transformation of organizations. In this sense, graduates will integrate intelligent systems such as Big Data to automate complex repetitive tasks and optimize informed strategic decision making. At the same time, experts will efficiently manage multidisciplinary work teams to create top-quality user experiences.

You will use Agile Methodologies such as Lean to reduce delivery times and maximize efficiency in online project management"

General Objectives

- Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- Develop the key leadership skills that should define working professionals
- Delve into the the sustainability criteria set by international standards when developing a business plan
- Develop strategies to carry out decision-making in a complex and unstable environment
- Define the best way to manage the company's Human Resources, achieving a better performance of the same
- Be able to manage the company's economic and financial plan
- Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
- Be able to develop all the phases of a business idea: Design, feasibility plan, execution, follow-up
- Develop strategies to create new opportunities in existing markets
- Implement digitalization strategies for a company, making the right decisions to achieve the planned objectives
- Analyze and identify factors that generate difficulties or opportunities in digital environments
- Lead change processes in the company based on digitalization
- Identify the changes required to improve management and administration within the company, based on orienting the strategy to the digital environment
- Develop management skills necessary to lead the growth and expansion of companies operating in digital environments
- Assess the status, positioning and maturity of information technologies in business environments
- Develop management skills and knowledge necessary for technological leadership in the organization
- Adopt strategic governance models for information technologies integrated and harmonized with corporate strategy and management
- Implement methods to systematize technological innovation processes linked to the needs of the company

Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- Develop ethical leadership skills that integrate responsible practices in corporate decision making
- Implement corporate social responsibility policies that have a positive impact on society and the environment

Module 2. Strategic direction and executive management

- Being able to formulate and execute effective business strategies
- Manage executive teams efficiently and make key decisions that improve the performance of the organization

Module 3. People and Talent Management

- Delve into the effective management of human capital, including the attraction, retention and development of talent
- Design human resources strategies that align staff objectives with the company's vision

Module 4. Economic and Financial Management

- Develop skills for making strategic financial decisions that optimize the organization's resources
- Train to prepare and manage budgets and financial reports and to carry out profitability analyses

Module 5. Operations and Logistics Management

- Delve into the efficient management of logistics operations, optimizing the supply chain and production
- Implement strategies that improve efficiency and reduce operating costs

Module 6. Information Systems Management

- Gain a deeper understanding of the management and optimization of information systems within an organization
- Develop skills to integrate technologies that support decision making and the improvement of business processes

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- Analyze the implementation of commercial and marketing strategies that drive the growth of the company
- Acquire skills in the management of corporate communication to strengthen the brand image

Module 8. Market Research, Advertising and Commercial Management

- Gain an in-depth knowledge about market research to identify trends and business opportunities
- Design effective advertising campaigns and manage the sales department

Module 9. Innovation and Project Management

- Lead innovative projects that improve the competitiveness of the company
- Delve into the planning, execution and control of projects, guaranteeing alignment with business strategy

Module 10. *Executive* Management

- Develop skills in the management and leadership of management teams in highly demanding business environments
- Make strategic decisions that favor the optimization of resources and organizational performance

Module 11. Competitive Environment and Strategy

- Delve into the analysis and assessment of the competitive environment in order to formulate adaptive business strategies
- Be able to identify opportunities for improvement and competitive advantage in the market

Module 12. Entrepreneurial Innovation and Initiative

- Foster the ability to identify and develop innovative business opportunities
- Lead entrepreneurial initiatives, from the conception to the execution of projects

Module 13. Digital Marketing and E-Commerce

- Master digital marketing and e-commerce strategies that increase online visibility and sales
- Use state-of-the-art digital platforms to generate engagement and customer loyalty

Module 14. Digital Communication and Online Reputation

- Develop skills to manage digital communication and maintain a positive online reputation
- Manage the use of social networks and digital tools to manage crises and even improve the online image of the brand

Module 15. Performance and Inbound Marketing

- Use inbound marketing strategies to effectively attract, convert and retain customers
- Acquire skills to measure the performance of marketing campaigns and optimize them

Module 16. Web Analytics and Marketing Analytics

- Develop skills in the interpretation and analysis of web data to improve digital marketing strategies
- Manage analysis tools to optimize the performance of websites and advertising campaigns

Module 17. Innovation, E-Logistics and Supply Chain Technology

- Delve into the implementation of technological solutions in the supply chain to improve logistics efficiency
- Develop skills in electronic logistics management to optimize distribution processes

Module 18. Mobile E-Commerce

- Delve into the design and management of mobile e-commerce strategies to increase brand presence on mobile platforms
- Get qualified in the creation of online shopping experiences adapted to mobile devices

Module 19. New Digital Trends

- Be able to identify and adapt to new technological and digital trends in the business world
- Implement innovative solutions that integrate the latest digital trends into business

Module 20. Talent Management and Management Skills

- Analyze the effective management of human talent, focusing on the development of key management skills
- Examine the design of training and professional development strategies

Module 21. Technological Management

- Delve into the management of technological resources to promote innovation within the company
- Develop skills to implement technological strategies that align organizational objectives with market needs

Module 22. Strategic Planning and IT Project Management

- Address the planning and execution of technology projects aligned with corporate strategy
- Get qualified in the efficient management of IT projects, ensuring their success and alignment with business objectives

Module 23. Information Security Systems

- Delve into data protection and the implementation of information security systems
- Develop skills to manage cybersecurity and protect the integrity of corporate information systems

Module 24. Digital Marketing Strategy

- Analyze the development of digital marketing strategies that generate measurable results
- Get qualified in the implementation of effective digital tactics to increase online presence and user engagement

Module 25. Search Engine Marketing and Search Engine Optimization

- Develop skills in website optimization to improve search engine positioning
- Delve into the design of search engine marketing strategies that increase web traffic and improve conversion

Module 26. Search Engine Marketing (SEM)

- Analyze the design and management of search engine marketing campaigns that maximize return on investment
- Delve into the optimization of paid campaigns, ensuring effective and profitable positioning

Module 27. Conversion Optimization

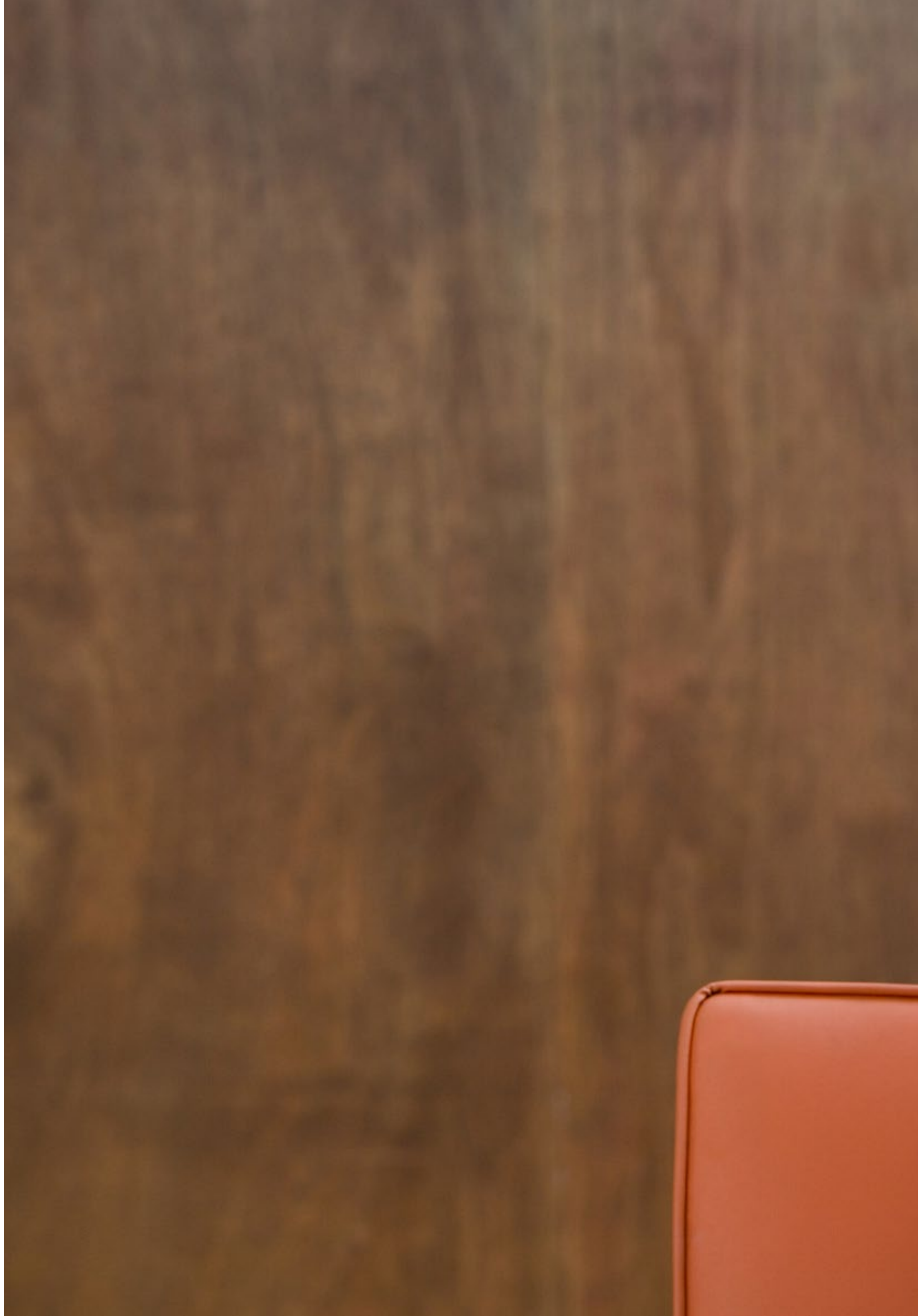
- Develop skills to improve the conversion rate on websites through data analysis and the implementation of improvements in the user experience
- Delve into the application of optimization techniques that increase conversions and generate tangible results

Module 28. Designing the User Experience Strategy

- Delve into the design of intuitive user interfaces that improve usability and user experience
- Develop skills to create attractive and functional designs that boost customer satisfaction

Module 29. Data Science and Big Data

- Be able to manage large volumes of data to obtain valuable information to guide business decisions
- Gain a deeper understading of how to implement big data solutions that optimize real-time decision making and improve operational processes



You will have access to a wide range of learning resources, available 24 hours a day, 7 days a week"

05

Career Opportunities

After completing this program in Senior Management of Digital Companies, professionals will have a solid understanding of the most effective digital strategies for leading and transforming organizations in the digital environment. At the same time, graduates will design and implement technological solutions that optimize processes and improve the customer experience. In this way, experts will improve their career prospects and take on specialized roles such as Director of Digital Transformation.

You will manage large volumes of data, obtaining strategic insights that drive informed decision making"

Graduate Profile

Graduates of the program in Senior Management of Digital Companies are highly qualified to lead and manage companies in the digital environment. They also have a deep knowledge of emerging technologies, digital transformation strategies and innovative business models, necessary to boost the growth and competitiveness of organizations. They are also prepared to design and implement customized technological solutions, collaborate with multidisciplinary teams and act as a bridge between technology and business objectives, promoting efficient and sustainable digital management.

You will improve the customer experience through digital platforms and services, guaranteeing their long-term loyalty.

- **Critical Thinking and Problem Solving:** Professionals will develop the ability to apply critical thinking to analyze complex situations in the digital environment, identify technological and business challenges, and generate innovative solutions that drive the company's growth.
- **Project and Time Management:** A crucial competency is the ability to manage digital projects effectively, including time management, organization of technological and human resources, and coordination of multidisciplinary teams to meet established objectives.
- **Advanced Digital Competence:** In the current context, it is essential that professionals handle advanced digital tools and technologies, from data analysis platforms to emerging technologies such as artificial intelligence, blockchain and augmented reality, to optimize processes and create competitive advantages
- **Strategic Thinking:** They will develop the ability to design and implement digital strategies aligned with business objectives, identifying market opportunities, anticipating technological trends and adapting the company's vision to a constantly evolving digital environment

After completing the Advanced Master's Degree, you will be able to apply your knowledge and skills in the following roles:

1. **Digital Transformation Director:** Expert in leading the digitization processes of the company, integrating advanced technologies to optimize operations and improve competitiveness.
2. **Chief Digital Officer:** Expert in leading the digitalization processes of a company, integrating advanced technologies to optimize operations and improve competitiveness.
3. **Digital Innovation Manager:** Professional focused on developing and implementing new technologies and digital solutions that drive growth and innovation within the company.
4. **Digital Strategy Consultant:** Advises companies on planning and executing effective digital strategies, optimizing their presence and performance in the digital environment.
5. **Chief Technology Officer:** Leader of the company's technological development, overseeing the implementation of systems, digital platforms and ensuring continuous innovation.
6. **E-Commerce Manager:** Responsible for managing and optimizing e-commerce operations, improving the user experience and increasing online sales.
7. **Digital Marketing Manager:** Develops and executes marketing strategies in digital channels, increasing brand visibility and engagement with the target audience.
8. **Digital Security Specialist:** Professional in charge of protecting the company's digital assets, implementing cybersecurity measures and managing technological risks.
9. **Digital Product Development Manager:** Leads the design and development of new digital products and services, ensuring their alignment with market needs and technological trends.

You will lead the Digital Transformation of organizations, integrating emerging technologies to automate complex tasks”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

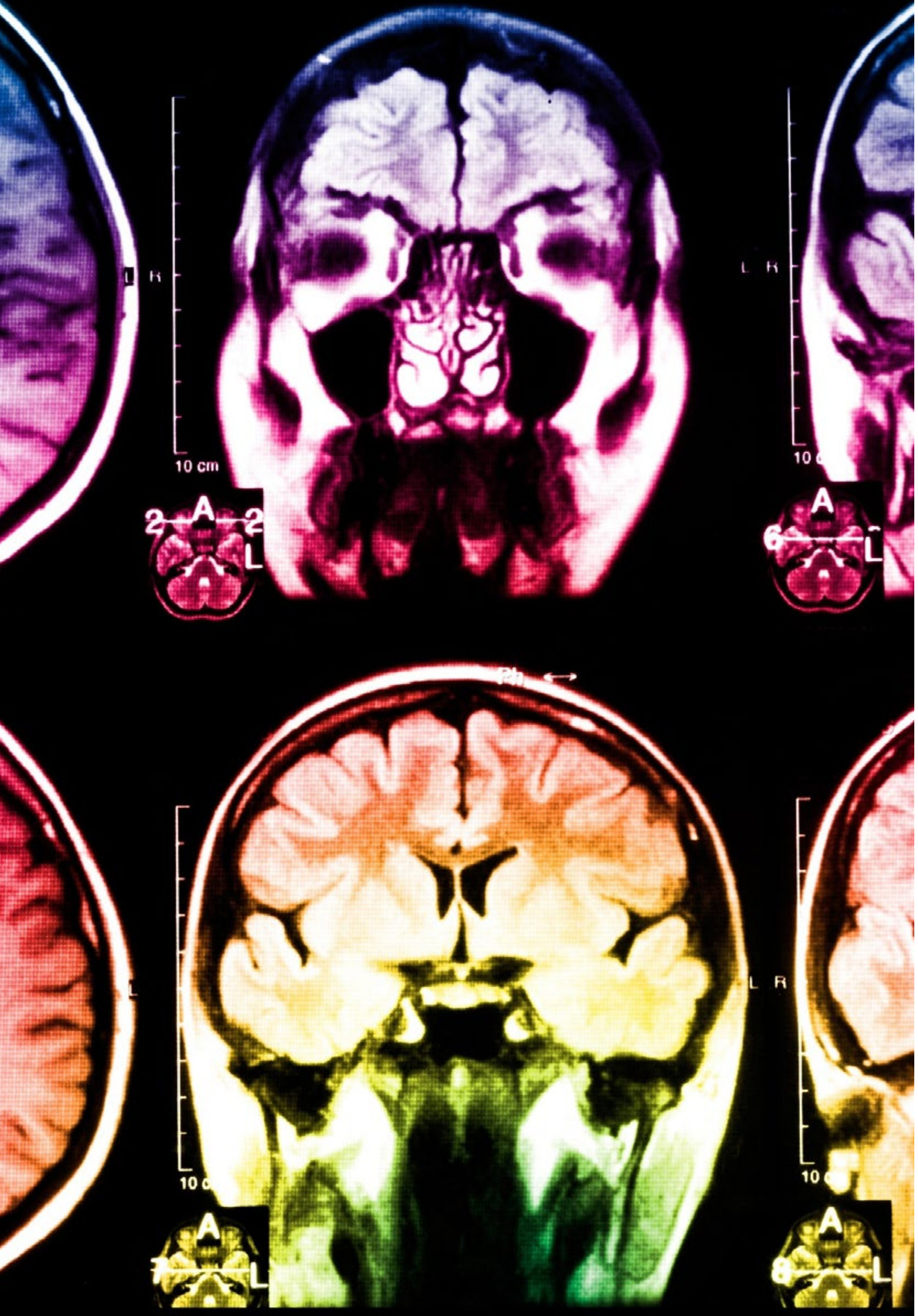
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



The university methodology top-rated by its students

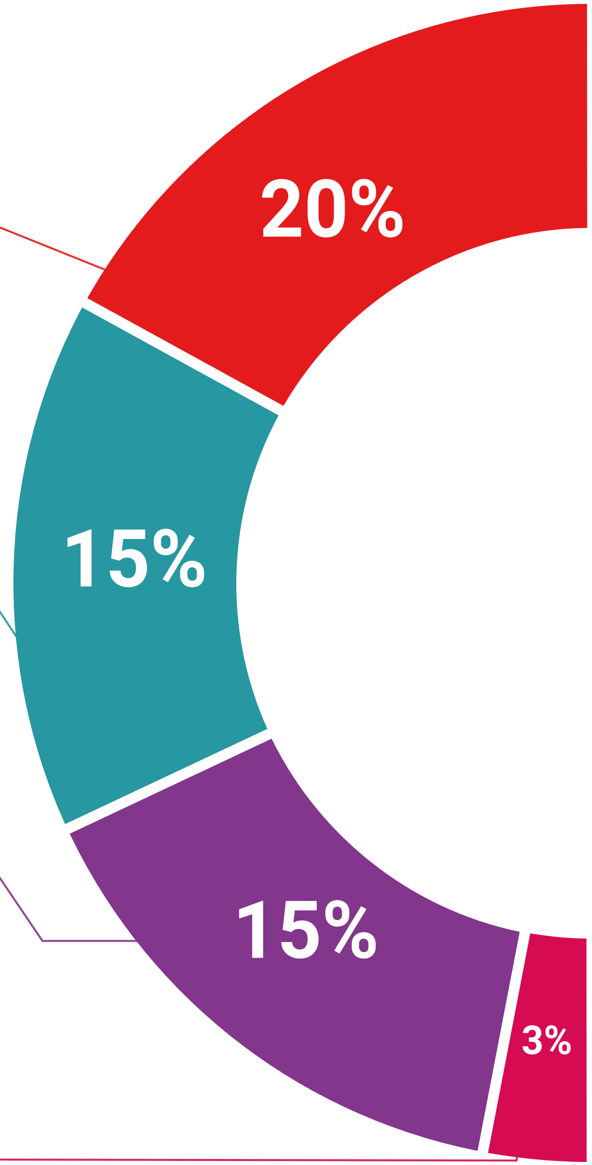
The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

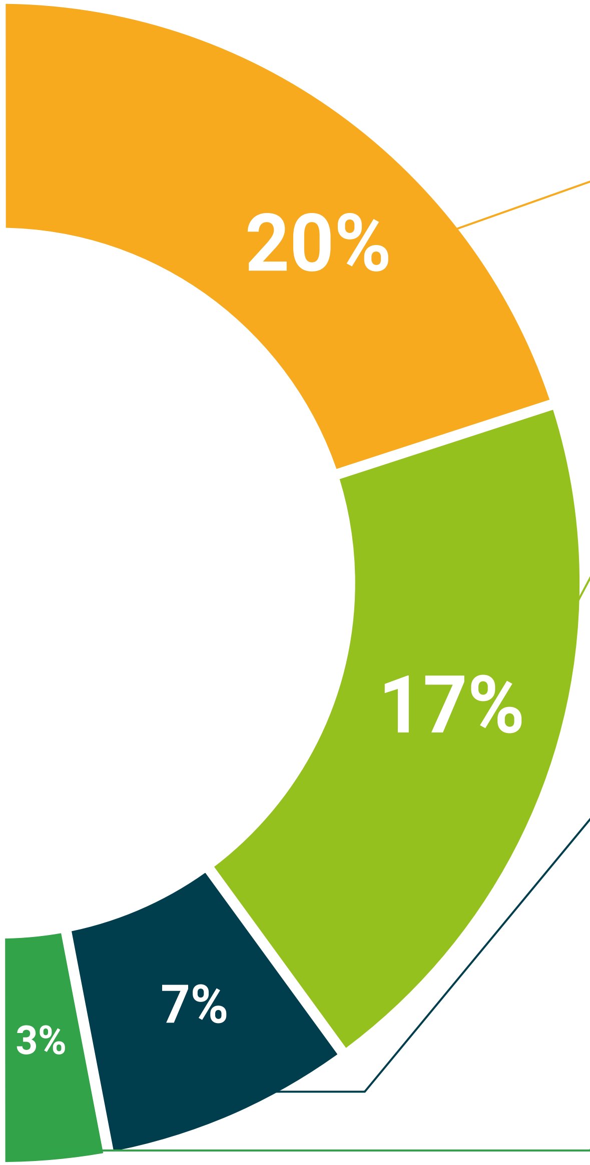
Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.



Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

07
Teaching Staff

For the design and delivery of this program, TECH has brought together the most outstanding experts in the field of Senior Management of Digital Companies. These professionals have extensive work experience, having helped numerous companies to implement digital transformation processes, optimize their business processes and adapt to the demands of a globalized market. Thanks to their experience, students will benefit from an academic program that will allow them to take a significant leap forward in their careers.

An experienced teaching staff specialized in the Senior Management of Digital Companies will guide you throughout the syllabus, answering any questions you may have"

International Guest Director

Dr. Ben Marder is a leading figure in the field of**Marketing**, internationally recognized for his profound contributions to the understanding of **consumer behavior** in the **digital age**. As such, he has demonstrated exceptional **leadership** cementing his reputation as a **scholar** of unparalleled caliber.

Also, as part of his**research agenda** is the exploration of **social and commercial consumer behavior** in the context of **digital technologies**, especially **social networks**. In fact, his prolific **publication** record boasts over 40 articles accepted by **reputable journals**, such as the **Journal of Retailing**, **European Journal of Marketing** and **Journal of Business Research**. In addition, his pioneering work on the "**Chilling Effect**" of **social media** has attracted **international attention**, with appearances in prestigious media such as **The New York Times**, **Harvard Business Review** and the **BBC**. In this way, the study has revealed how the use of **social networks** influences behavior in real life, a revelation that has resonated with both academics and the public.

Similarly, beyond his research efforts, he has excelled as **Program Coordinator** for **Introduction to Business Research Programs**, playing a pivotal role in shaping the**educational landscape**. He has also served as **Director** of **Marketing Research Programs**, overseeing **research programs** and promoting **student** and **academic welfare**, all at the University of Edinburgh Business School.

Finally, Dr. Ben Marder has been recognized for his innovative **research presentations**, including his exploration of the **unintended consequences** of **marketing technologies**. As such, through his exhaustive work, he continues to illuminate the complexities of**Digital Marketing** and leave an indelible mark on both academia and industry.

Dr. Marder, Ben

- Director of Marketing Research Programs, University of Edinburgh, UK
- Program Coordinator for Introduction to Business Research Programs at the University of Edinburgh Business School
- Media appearances in The New York Times, Harvard Business Review and the BBC
- Publications in Journal of Retailing, European Journal of Marketing and Journal of Business Research
- Doctorate in Marketing and Information Systems from the University of Bath
- Master's Degree in Marketing from the University of Leicester
- BSc in Financial Economics from the University of Leicester

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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within ***Fortune* 500**companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse**, **inclusive** and **high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

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

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

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, United States
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami.

TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market".

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **clouds** services **and** end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing**, **Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers**, **staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers**' complex **decarbonization** demands **supporting a** "**cost-effectivedecarbonization**" and **overhauling** a fragmented **data**, **digital and technology** landscape. As such, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce**.

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

"Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige."

International Guest Director

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

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

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

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

Mr. Arens, Manuel

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

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

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products**, **Merchandising** and **Communication**. All of this linked to prestigious brands such as **Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business** objectives. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness**, **market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. From this position, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales departments**..

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.**
He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

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

Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

"The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at ***Big Data***analysis. In addition, he has held the position of **Director** of ***Business Intelligence*** at **Red Bull**, covering areas such as **Sales**, **Distribution**, **Marketing** and **Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,**in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thereby, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and ***trailers***.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**.. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Awarded with the "*International Content Marketing Awards*" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. **Among her main contributions, she has led the implementation of the** Yammer **internal interaction platform.** Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' strategic investments **in different African countries.** An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. **At the same time, she has achieved numerous** recognitions **for her ability to manage the perception of the firms in all the markets in which it operates.** In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global Congresses and Symposiums **with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to** develop successful strategic communication plans. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

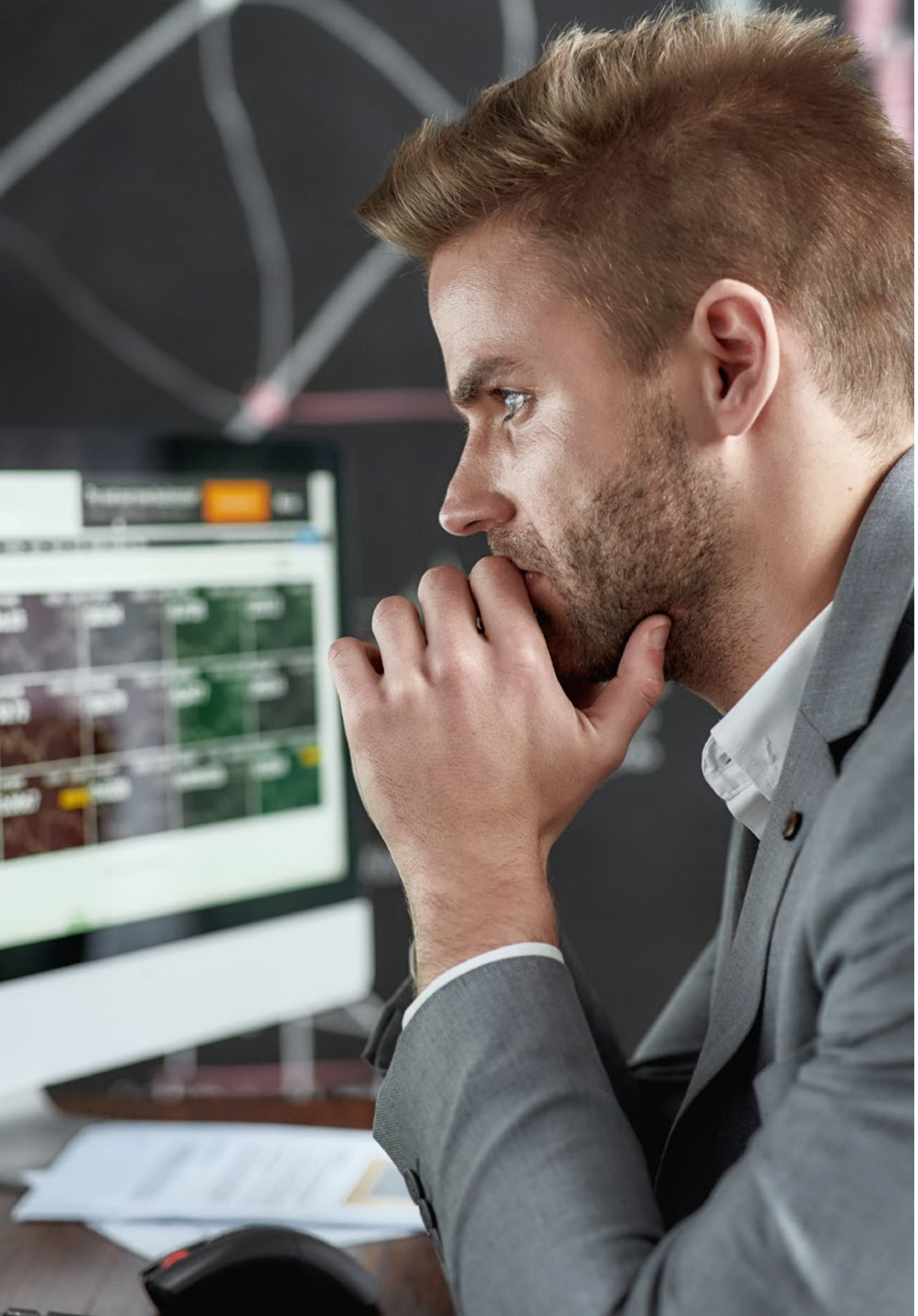
- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor's Degree in Psychology from the University of South Africa

“ *Thanks to this 100% online university program, you will be able to balance your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!”*

Management

Mr. Galán, José

- Specialist in Online Marketing
- Director of E-Marketing at TECH Global University
- Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing)
- Director of Corporate Marketing, Médica Panamericana
- Degree in Advertising and Public Relations from the Complutense University of Madrid
- European Higher Program in Digital Marketing by ESIC



Take this opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

08
Certificate

The Advanced Master's Degree in Senior Management of Digital Companies guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree's diploma issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Advanced Master's Degree in Senior Management of Digital Companies** endorsed by **TECH Global University**, the world's largest online university.

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

Title: **Advanced Master's Degree in Senior Management of Digital Companies**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

global university

Mr./Ms. _________________, with identification document ____________
has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Management of Digital Companies

This is a private qualification of 3,600hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates

Advanced Master's Degree in Senior Management of Digital Companies

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics and Social Responsibility in Companies	4	CO
1º	Strategic direction and executive management	4	CO
1º	People and Talent Management	4	CO
1º	Economic and Financial Management	4	CO
1º	Operations and Logistics Management	4	CO
1º	Information Systems Management	4	CO
1º	Commercial Management, Strategic Marketing and Corporate Communications	4	CO
1º	Market Research, Advertising and Commercial Management	4	CO
1º	Innovation and Project Management	4	CO
1º	Executive Management	4	CO
1º	Competitive Environment and Strategy	4	CO
1º	Entrepreneurial Innovation and Initiative	4	CO
1º	Digital Marketing and E-Commerce	4	CO
1º	Digital Communication and Online Reputation	4	CO
1º	Performance and Inbound Marketing	4	CO

Year	Subject	ECTS	Type
2º	Web Analytics and Marketing Analytics	4	CO
2º	Innovation, E-Logistics and Supply Chain Technology	4	CO
2º	Mobile E-Commerce	4	CO
2º	New Digital Trends	4	CO
2º	Talent Management and Management Skills	4	CO
2º	Technological Management	4	CO
2º	Strategic Planning and IT Project Management	4	CO
2º	Information Security Systems	4	CO
2º	Digital Marketing Strategy	4	CO
2º	Search Engine Marketing and Search Engine Optimization	4	CO
2º	Search Engine Marketing (SEM)	5	CO
2º	Conversion Optimization	5	CO
2º	Designing the User Experience Strategy	5	CO
2º	Data Science and Big Data	5	CO

Dr. Pedro Navarro Illana
Dean

global university

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

Advanced Master's Degree
Senior Management of Digital Companies

- Modality: **online**
- Duration: **2 years**
- Certificate: **TECH Global University**
- Accreditation: **120 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Advanced Master's Degree
Senior Management of Digital Companies