Advanced Master's Degree

Senior Management of Digital Companies

AMDSMDC

tech technological university

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Advanced Master's Degree
Senior Management of Digital Companies

Language: **English**
Course Modality: **Online**
Duration: **2 years**
Accreditation: **TECH Technological University**
Official Nº of hours: **3,000 h.**
Website: **www.techtitute.com/pk/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-digital-companies**

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01

Welcome

The Internet has come into our lives to change all areas and sectors, and it is becoming more and more important in our daily lives. In this scenario, companies, regardless of the sector to which they belong, must opt for digitalization. There are a multitude of processes carried out in companies that have already been computerized, which, in addition to speeding up turnaround times, also play an important role in security. In addition, users are becoming more and more accustomed to carrying out multiple transactions over the Internet. All this has changed the way companies are managed, so it is necessary to have professionals who are adapted to new technologies and who have sufficient capacity to manage digital companies. This program in Senior Management of Digital Companies has been created to train you in the management and administration of online companies. Quality and up-to-date content and knowledge of the main developments in the field are the bases that will allow you to achieve success.

Advanced Master's Degree in Senior Management of Digital Companies
TECH Technological University

Learn about the specifics of digital business and achieve success in your company"

02

Why Study at TECH?

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

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

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

Networking

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

100,000+
executives trained each year

200+
different nationalities

Empowerment

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

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

Talent

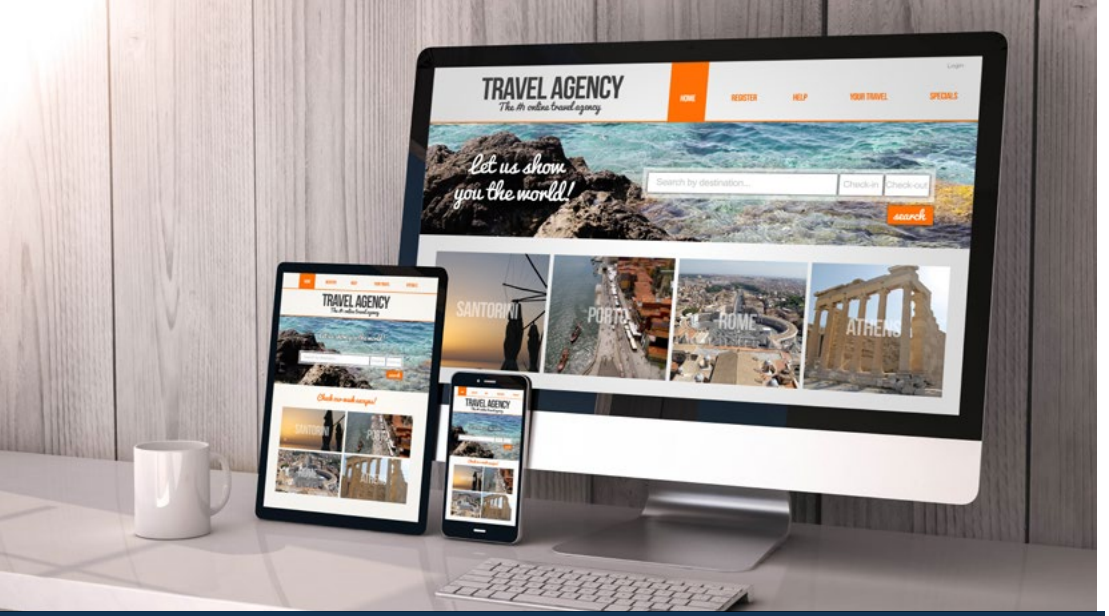
This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.



Learn with the best

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

Teachers representing 20 different nationalities.

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

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

Analysis

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

Academic Excellence

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

Economy of Scale

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

03

Why Our Program?

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

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

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04

Objectives

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

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

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

This **Advanced Master's Degree in Senior Management of Digital Companies** qualifies students to:

01 Develop strategies to create new opportunities in existing markets

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

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

04 Lead change processes in the company based on digitalization

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

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

08 Develop management skills and knowledge necessary for technological leadership in the organization

09 Adopt IT strategic governance models that are integrated and harmonized with corporate strategy and management

07 Assess the status, positioning and maturity of information technologies in business environments

10 Implement methods to systematize technological innovation processes linked to the company's needs

11 Develop management activities related to information and communication technologies (ICT) and R&D&I environments

12 Participate in projects related to ICT management and the development of innovation and research

13 Analyze the social and economic environment surrounding ICT management and innovation

14 Apply the ethical, legislative and deontological framework for ICT professionals and ICT management

15 Develop project management methodologies IT controlling process and product quality

16 Structure a business model around e-commerce

17 Discover new digital tools to acquire customers and strengthen your brand

18 Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

19 Understand the new digital communication paradigm

20 Successfully lead partially or fully digitized sales and marketing teams

21 Manage digital suppliers optimally with the ability to choose, control, and demand efficiently

22 Develop a solid and complete digital marketing plan for the organization

05

Skills

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

Learn how to strategically manage a digital company after completing this high-level Advanced Master's Degree"

01 Control and manage corporate finances

02 Develop the company's corporate and competitive strategy

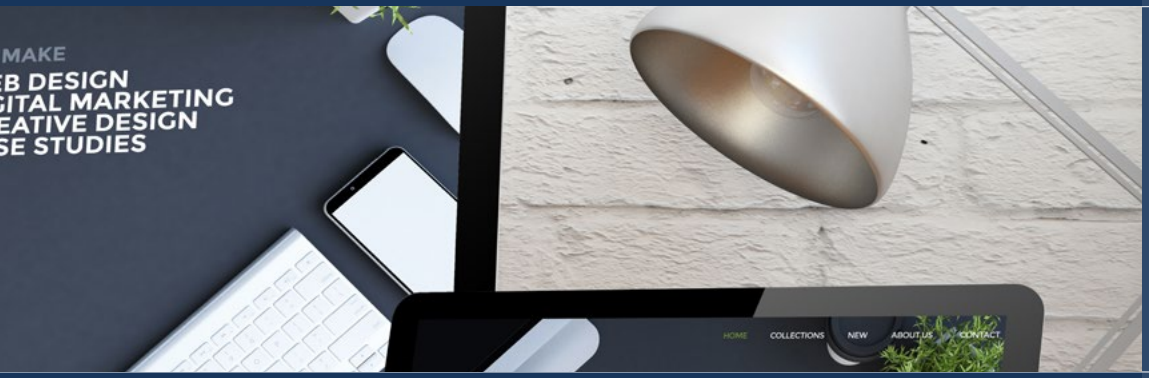
03 Apply the different business models based on the digital era

04 Apply innovative techniques in project design and management

05 Implement ecommerce techniques

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

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



09 Use new digital trends in the development of new products

07 Use social networks as an indispensable tool to improve company awareness

10 Lead a company specialized in IT projects, focusing on team and project management

11 Apply the most appropriate information systems and technologies in the company

12 Carry out a correct strategic planning to achieve the company's objectives

13 Apply the basic principles of lean management

14 Understand the importance of audits and certifications in R&D&I

15 Search for and develop an optimal user experience through information technologies

16 Implement an appropriate strategy for the proper development of a digital business

17 Understand consumers' changing tastes and purchasing methods and adapt the business to their needs

18 Create and lead a digital marketing strategy that allows us to position our company correctly in relation to our competitors

19 Apply quantitative and qualitative market research tools

20 Acquire in-depth knowledge of e-commerce platforms, the main techniques in this field, and the necessary logistical operations, as well as other specific information on this sector

06

Structure and Content

The Advanced Master's Degree in Senior Management of Digital Companies is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule, and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundations for your success as a manager and entrepreneur.

Our syllabus has been strategically designed to provide you with a deep understanding of digital business that will enable you to strategically manage an online business"

Syllabus

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

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, which will allow you to obtain in-depth knowledge that will be very useful for your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Management of Digital Companies deals extensively with different areas of business and is designed for executives to understand the nature of business management from a strategic, international and innovative perspective.

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

This Advanced Master's Degree takes place over 24 months and is divided into 23 modules:

Module 1	Competitive Environment and Strategy
Module 2	Entrepreneurial Innovation and Initiative
Module 3	Digital Marketing and E-Commerce
Module 4	Digital Communication and Online Reputation
Module 5	Performance and Inbound Marketing
Module 6	Web Analytics and Marketing Analytics
Module 7	Innovation, E-Logistics, and Technology in the Supply Chain
Module 8	Mobile E-Commerce
Module 9	New Digital Trends
Module 10	Talent Management and Management Skills
Module 11	Technological Direction
Module 12	Strategic Planning and IT Project Management

Module 13	Innovation Management
Module 14	Information Security Systems
Module 15	Digital Business Strategy
Module 16	Social Media and Community Management
Module 17	Digital Marketing Strategist
Module 18	Entrepreneurship
Module 19	Marketing in Search Engines and Search Engine Optimization (SEO)
Module 20	Search Engine Marketing (SEM)
Module 21	Conversion Optimization
Module 22	Design, Usability and User Experience
Module 23	Data Science and Big Data

Where, When and How is it Taught?

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

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

Module 1. Competitive Environment and Strategy

1.1. Global Economic Environment
1.1.1. The Fundamentals of the Global Economy
1.1.2. The Globalization of Companies and Financial Markets
1.1.3. Entrepreneurship and New Markets

1.2. Corporate Finance
1.2.1. Financial Policy and Growth
1.2.2. Company Valuation Methods
1.2.3. Capital Structure and Financial Leverage

1.3. Economic Analysis of Decisions
1.3.1. Budget Control
1.3.2. Competitive Analysis. Comparative Analysis
1.3.3. Decision Making. Business Investment or Divestment

1.4. Information Systems in Companies
1.4.1. Evolution of the IT Model
1.4.2. Organization and IT Department
1.4.3. Information Technology and Economic Environment

1.5. Corporate Strategy and Technology Strategy
1.5.1. Creating Value for Customers and Shareholders
1.5.2. Strategic IS/IT Decisions
1.5.3. Corporate Strategy Vs Technology and Digital Strategy

1.6. Information Systems for Decision-Making
1.6.1. Business Intelligence
1.6.2. Data Warehouse
1.6.3. Balanced Scorecard (BSC)

1.7. Digital Strategy
1.7.1. Technology Strategy and its Impact on Digital Innovation
1.7.2. Strategic Planning of Information Technologies
1.7.3. Strategy and Internet

1.8. Online Business Models
1.8.1. Analyzing Established Companies in the Technology Sector
1.8.2. Business Model Generation Systems
1.8.3. Analyzing Innovative Business Models in Traditional Sectors
1.8.4. Analyzing Innovative Business Models on The Internet

1.9. Company Systems based on Internet Collaboration
1.9.1. Customer Management Systems: Customer Relationship Management (CRM)
1.9.2. Supply Chain Management Systems
1.9.3. e-Commerce Systems

1.10. Social Business
1.10.1. Web 2.0 Strategic Vision and its Challenges
1.10.2. Convergence Opportunities and ICT Trends
1.10.3. How to Monetize Web 2.0 and Social Media
1.10.4. Mobility and Digital Business

Module 2. Entrepreneurial Innovation and Initiative

2.1. Design Thinking
2.1.1. The Blue Ocean Strategy
2.1.2. Collaborative Innovation
2.1.3. Open Innovation

2.2. Strategic Innovation Intelligence
2.2.1. Technology Monitoring
2.2.2. Technology Foresight
2.2.3. Coolhunting

2.3. Entrepreneurship and Innovation
2.3.1. Strategies to Search for Business Opportunities
2.3.2. Assessing the Feasibility of New Projects
2.3.3. Innovation Management Systems
2.3.4. Entrepreneur Soft Skills

2.4. Managing Start-Ups
2.4.1. Introduction to Financial Management in Start-Up Companies
2.4.2. Financial Metrics for Start-Ups
2.4.3. Financial Planning: Projection Models and their Interpretation
2.4.4. Valuation Methods
2.4.5. Legal Aspects

2.5. The Business Plan
2.5.1. Business Plan in the Digital Era
2.5.2. Canvas Model
2.5.3. Value Proposition Model
2.5.4. Content and Presentation

2.6. Project Management
2.6.1. Agile Development
2.6.2. Lean Management in Start-Ups
2.6.3. Project Tracking and Project Steering

2.7. Growth Phases in Startup Companies
2.7.1. Seed Phase
2.7.2. Startup Phase
2.7.3. Growth Phase
2.7.4. Consolidation Phase

2.8. Start-Up Financing
2.8.1. Bank Financing
2.8.2. Subsidies
2.8.3. Seed Capital and Accelerators Business Angels
2.8.4. Venture Capital IPO
2.8.5. Public to Private Partnership

2.9. National and International Venture Capital and Seed Capital Entities
2.9.1. Public Institutions: CDTI, ENISA
2.9.2. National and International Venture Capital Entities
2.9.3. Private Investors: Caixa Capital Risc Bstartup
2.9.4. FOND-ICO Global
2.9.5. Accelerators: Wayra, Lanzadera and Plug & Play

2.10. Lean Management
2.10.1. The Basic Principles of Lean Management
2.10.2. Improvement and Problem-Solving Groups
2.10.3. New Forms of Maintenance and Quality Management

Module 3. Digital Marketing and E-Commerce

3.1. Digital E-Commerce Management
3.1.1. New E-Commerce Business Models
3.1.2. Planning and Developing an E-Commerce Strategic Plan
3.1.3. Technological Structure in E-Commerce

3.2. E-Commerce Operations and Logistics
3.2.1. How to Manage Fulfillment
3.2.2. Digital Point-of-Sale Management
3.2.3. Contact Center Management
3.2.4. Automation in Management and Monitoring Processes

3.3. Implementing E-Commerce Techniques
3.3.1. Social Media and Integration in the E-Commerce Plan
3.3.2. Multichannel Strategy
3.3.3. Personalizing Dashboards

3.4. Digital Pricing
3.4.1. Online Payment Methods and Payment Gateways
3.4.2. Electronic Promotions
3.4.3. Digital Price Timing
3.4.4. E-Auctions

3.5. From E-Commerce to M-Commerce and S-Commerce
3.5.1. E-Marketplace Business Models
3.5.2. S-Commerce and Brand Experience
3.5.3. Purchase via Mobile Devices

3.6. Customer Intelligence: from E-CRM to S-CRM
3.6.1. Integrating the Consumer in the Value Chain
3.6.2. Online Research and Loyalty Techniques
3.6.3. Planning a Customer Relationship Management Strategy

3.7. Digital Marketing Trade
3.7.1. Cross Merchandising
3.7.2. Designing and Managing Facebook Ads Campaigns
3.7.3. Designing and Managing Google Adwords Campaigns

3.8. Online Marketing for E-Commerce
3.8.1. Inbound Marketing
3.8.2. Display and Programmatic Purchasing
3.8.3. Communication Plan

Module 4. Digital Communication and Online Reputation

4.1. Web 2.0 or the Social Web
4.1.1. Organization in the Age of Conversation
4.1.2. Web 2.0 Is All About People
4.1.3. Digital Environment and New Communication Formats

4.2. Digital Communication and Reputation
4.2.1. Online Reputation Report
4.2.2. Netiquette and Good Practices on Social Media
4.2.3. Branding and Networking 2.0

4.3. Designing and Planning an Online Reputation Plan
4.3.1. Overview of the Main Social Media
4.3.2. Brand Reputation Plan
4.3.3. General Metrics, ROI, and Social CRM
4.3.4. Online Crisis and Reputational SEO

4.4. General, Professional, and Microblogging Platforms
4.4.1. Facebook
4.4.2. LinkedIn
4.4.3. Google+
4.4.4. Twitter

4.5. Video, Image, and Mobility Platforms
4.5.1. You Tube
4.5.2. Instagram
4.5.3. Flickr
4.5.4. Vimeo
4.5.5. Pinterest

4.6. Content and Storytelling Strategy
4.6.1. Corporate Blogging
4.6.2. Content Marketing Strategy
4.6.3. Creating a Content Plan
4.6.4. Content Curation Strategy

4.7. Social Media Strategies
4.7.1. Corporate PR and Social Media
4.7.2. Defining the Strategy to Be Followed in Each Medium
4.7.3. Analysis and Evaluation of Results

4.8. Community Management
4.8.1. Functions, Duties, and Responsibilities of the Community Manager
4.8.2. Social Media Manager
4.8.3. Social Media Strategist

4.9. Social Media Plan
4.9.1. Designing a Social Media Plan
4.9.2. Schedule, Budget, Expectations, and Monitoring
4.9.3. Contingency Protocol in Case of Crisis

4.10. Online Monitoring Tools
4.10.1. Management Tools and Desktop Applications
4.10.2. Monitoring and Research Tools

Module 5. Performance and Inbound Marketing

5.1. Permission Marketing
5.1.1. How to Obtain a User's Permission
5.1.2. Personalizing the Message
5.1.3. Mail Confirmation or Double Opt-In

5.2. Strategy and Performance Techniques
5.2.1. Performance Marketing: Results
5.2.2. Digital Media Mix
5.2.3. The Importance of the Funnel

5.3. Affiliate Campaign Development
5.3.1. Agencies and Affiliate Programs
5.3.2. Postview
5.3.3. Defining Affiliate Programs
5.3.4. Display and Campaign Optimization

5.4. Launching an Affiliate Program
5.4.1. Affiliation and Direct Affiliation Networks
5.4.2. Results Analysis and Monitoring
5.4.3. Fraud Control

5.5. Developing E-Mail Campaigns
5.5.1. Lists of Subscribers, Leads, and Customers
5.5.2. E-Mail Marketing Tools and Resources
5.5.3. Online Writing for E-Mail Marketing Campaigns

5.6. E-Mail Marketing Metrics
5.6.1. List Metrics
5.6.2. Newsletter Delivery Metrics
5.6.3. Conversion Metrics

5.7. Inbound Marketing
5.7.1. Effective Inbound Marketing
5.7.2. The Benefits of Inbound Marketing
5.7.3. Measuring the Success of Inbound Marketing

5.8. Target Research
5.8.1. Consumer Intent Modelling and Buyer
5.8.2. Customer Journey Mapping
5.8.3. Content Strategy

5.9. Content Optimization
5.9.1. Content Optimization for Search Engines
5.9.2. Content Creation
5.9.3. Content Dynamization

5.10. Conversion
5.10.1. Lead Capturing and CRO
5.10.2. Lead Nurturing and Marketing Automation

Module 6. Web Analytics and Marketing Analytics

6.1. Web Analysis
6.1.1. The Fundamentals of Web Analytics
6.1.2. Classic Media Vs Digital Media
6.1.3. The Web Analyst's Basic Methodology

6.2. Google Analytics
6.2.1. Configuring an Account
6.2.2. Javascript Tracking API
6.2.3. Customized Reports and Segments

6.3. Qualitative Analysis
6.3.1. Research Techniques Applied in Web Analytics
6.3.2. Customer Journey
6.3.3. Purchase Funnel

6.4. Digital Metrics
6.4.1. Basic Metrics
6.4.2. Ratios
6.4.3. Setting Objectives and KPIs

6.5. Strategy Analysis Areas
6.5.1. Web Traffic Acquisition
6.5.2. Activation
6.5.3. Conversion
6.5.4. Loyalty

6.6. Data Science and Big Data
6.6.1. Business Intelligence
6.6.2. Methodology and Analysis of Large Volumes of Data
6.6.3. Data Extraction, Processing, and Loading

6.7. Viewing Data
6.7.1. Viewing and Interpreting Dashboards
6.7.2. Converting Data into a Value
6.7.3. Integrating Sources
6.7.4. Presenting Reports

6.8. Web Analytics Tools
6.8.1. Technological Basis of WA Tool
6.8.2. Logs and Tags
6.8.3. Basic and Ad-hoc Labeling

Module 7. Innovation, E-Logistics, and Technology in the Supply Chain

7.1. Process Engineering and Product Engineering
7.1.1. Innovation Strategies
7.1.2. Open Innovation
7.1.3. Innovative Organization and Culture
7.1.4. Multifunctional Teams

7.2. Launch and Industrialization of New Products
7.2.1. Design of New Products
7.2.2. Lean Design
7.2.3. Industrialisation of New Products
7.2.4. Manufacture and Assembly

7.3. Digital E-Commerce Management
7.3.1. New E-Commerce Business Models
7.3.2. Planning and Developing an eCommerce Strategic Plan
7.3.3. Technological Structure in E-Commerce

7.4. E-Commerce Operations and Logistics
7.4.1. Digital Point-of-Sale Management
7.4.2. Contact Center Management
7.4.3. Automation in Management and Monitoring Processes

7.5. E-Logistics B2C and B2B
7.5.1. E-Logistics
7.5.2. B2C E-Fulfilment, the Last Mile
7.5.3. B2B E-Procurement. Marketplaces

7.6. Digital Pricing
7.6.1. Online Payment Methods and Payment Gateways
7.6.2. Electronic Promotions
7.6.3. Digital Price Timing
7.6.4. E-Auctions

7.7. Legal Aspects of E-Commerce
7.7.1. EU and Spanish Regulations
7.7.2. Data Protection
7.7.3. Fiscal Aspects of E-Commerce
7.7.4. General Sales Conditions

7.8. The Warehouse in E-Commerce
7.8.1. Peculiarities of the Warehouse in E-Commerce
7.8.2. Warehouse Design and Planning
7.8.3. Infrastructure. Fixed and Mobile Devices
7.8.4. Zoning and Locations

7.9. Designing an Online Store
7.9.1. Design and Usability
7.9.2. Most Common Functionalities
7.9.3. Technological Alternatives

7.10. Supply Chain Management and Future Trends
7.10.1. The Future of E-Business
7.10.2. The Current and Future Reality of E-Commerce
7.10.3. SC Operating Models for Global Companies

Module 8. Mobile E-Commerce

8.1. Mobile Marketing
8.1.1. New Consumption and Mobility Habits
8.1.2. The SoLoMo Model
8.1.3. The 4 Ps of the Marketing Mix in Mobility

8.2. Mobile Technology
8.2.1. Mobile Operators
8.2.2. Mobile Devices and Operating Systems
8.2.3. Mobile Applications and WebApps
8.2.4. Sensors and Integration with the Physical World

8.3. Trends in Mobile Marketing
8.3.1. Mobile Publishing
8.3.2. Advergaming and Gamification
8.3.3. Mobile Geolocalization
8.3.4. Augmented Reality

8.4. Mobile User Behavior
8.4.1. New Search Habits on Mobile Devices
8.4.2. Multi-Screen
8.4.3. Mobile as a Purchasing Driver
8.4.4. ASO, Mobile User Acquisition, and Loyalty

8.5. User Interface and Shopping Experience
8.5.1. M-Commerce Rules and Platforms
8.5.2. Omnichannel
8.5.3. Mobile & Proximity Marketing
8.5.4. Gap between Consumer and Advertiser
8.5.5. Mobile Commerce Content Managers

8.6. Apps and Purchases
8.6.1. Designing Mobile Commerce Apps
8.6.2. App Stores
8.6.3. App Marketing for Customer Loyalty
8.6.4. App Marketing for E-Commerce

8.7. Mobile Payments
8.7.1. Value Chain and Business Models of Mobile Payment Methods
8.7.2. Keys to Improve UX in Mobile Payment
8.7.3. Positioning Strategies in the Mobile Payments Market
8.7.4. Fraud Management

8.8. Mobile Analytics
8.8.1. Mobile Measurement and Analysis Methodologies
8.8.2. Mobile Metrics: Main KPIs
8.8.3. Profitability Analysis
8.8.4. Mobile Analytics

8.9. Mobile Commerce
8.9.1. Services
8.9.2. Applications
8.9.3. Mobile Social Shopping

8.10. Mobile Social Media Applications
8.10.1. Integrating Cell Phones into Social Networks
8.10.2. Mobility, Relationship, Ubiquity, and Publicity
8.10.3. Facebook Places
8.10.4. Geolocation, Mobile Directories, Online Recommendations, and Shopping

Module 9. New Digital Trends

9.1. The Internet of Things
9.1.1. Visions and Challenges
9.1.2. Key Technologies
9.1.3. Pioneering Projects

9.2. Gamification
9.2.1. Business Gamification Techniques
9.2.2. Gamification Design Framework
9.2.3. Operating Mechanisms and Motivation
9.2.4. Benefits and Return on Investment

9.3. Big Data
9.3.1. Sectoral Application
9.3.2. Business Models
9.3.3. New Professions

9.4. Artificial Intelligence
9.4.1. Methodological Aspects in Artificial Intelligence
9.4.2. Heuristic Search
9.4.3. Rule Inference Methods
9.4.4. Semantic Networks

9.5. Robotics
9.5.1. Robot Morphology
9.5.2. Mathematical Tools for Spatial Localization
9.5.3. Cinematic Control
9.5.4. Criteria for Implementing an Industrial Robot

9.6. Modelling and Simulation
9.6.1. Modelling using DEVS
9.6.2. Modelling of Random Inputs
9.6.3. Generation of Random Inputs
9.6.4. Design of Experiments and Optimization

9.7. Implementing Cryptography in Technology Projects
9.7.1. Electronic Signature
9.7.2. Digital Certificate
9.7.3. Data Encryption
9.7.4. Practical Applications of Cryptography

9.8. Other Trends
9.8.1. 3D Printing
9.8.2. Drones
9.8.3. Artificial Vision
9.8.4. Augmented Reality

Module 10. Talent Management and Management Skills

10.1. Management Skills Development
10.1.1. Leadership
10.1.2. Emotional Intelligence
10.1.3. Organization: Areas, Processes and Projects

10.2. Managing Talent as a Competitive Advantage
10.2.1. Keys to Positive Management
10.2.2. Talent Map in the Organization
10.2.3. Cost and Added Value

10.3. Team Management
10.3.1. Development of High-Performance Teams
10.3.2. The Roles of People in Groups
10.3.3. Personal Factors and Motivation for Successful Work
10.3.4. Integrating High-Performance Teams

10.4. Systems and Organizational Changes
10.4.1. The Transformation Process
10.4.2. Anticipation and Action
10.4.3. Organized Learning
10.4.4. Resistance to Change

10.5. Management and Motivation
10.5.1. The Nature of Motivation
10.5.2. Expectations Theory
10.5.3. Needs Theory
10.5.4. Motivation and Financial Compensation

10.6. Innovation in Talent and People Management
10.6.1. Strategic Talent Management Models
10.6.2. Talent Identification, Training and Development
10.6.3. Loyalty and Retention
10.6.4. Proactivity and Innovation

Module 11. Technological Direction

11.1. Information Systems in Companies
11.1.1. Evolution of the IT Model
11.1.2. Organization and IT Department
11.1.3. Information Technology and Economic Environment

11.2. IT Position of the Business
11.2.1. Perception of Value Added to the Business
11.2.2. Strategy Maturity Level
11.2.3. IT Governance and Corporate Governance

11.3. Development of Management Skills
11.3.1. Management Function and Management Roles
11.3.2. The Role of CIO in the Company
11.3.3. Vision and Mission of the IT Director
11.3.4. E-Leadership, and Holistic Innovation Management

11.4. Relational and Political Capabilities
11.4.1. Steering Committees
11.4.2. Influence
11.4.3. Stakeholders
11.4.4. Conflict Management

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)

Module 12. Strategic Planning and IT Project Management

12.1. Process of Strategic Planning
12.1.1. Phases of the Plan
12.1.2. Conceptual Vision
12.1.3. Organization of Work

12.2. Understanding the Business Strategy
12.2.1. Information Needs
12.2.2. Process Map
12.2.3. Business Aspirations or Priorities

12.3. Analysis of Current IS/IT
12.3.1. Analysis of the Level of Resources and Expenditure/Investment
12.3.2. Analysis of Perceived Quality
12.3.3. Application and Infrastructure Analysis
12.3.4. Analysis of the Environment and Competitors

12.4. Strategy Formulation
12.4.1. Aspirations and Strategic Guidelines of the Plan
12.4.2. The Target IS/IT Model
12.4.3. Strategic Initiatives
12.4.4. Implications of the Plan

12.5. Implementation Plan
12.5.1. Implementation Approach
12.5.2. Project Plan

12.6. Projects of Information Systems
12.6.1. IT Project Planning
12.6.2. Project Follow-Up and Closure
12.6.3. Project Management Strategies

12.7. Technological Resources Management
12.7.1. Technological Offer
12.7.2. Time and Cost Management
12.7.3. Agile Project Management and Productivity

12.8. Lean IT
12.8.1. Lean IT and Lean Thinking
12.8.2. The Basic Principles of Lean Management
12.8.3. Improvement and Problem-Solving Groups
12.8.4. New Forms of Maintenance and Quality Management

Module 13. Innovation Management

13.1. Creative Thinking: Innovation
13.1.1. Innovation in the Technology Company
13.1.2. Techniques to Encourage Creativity
13.1.3. Process of Conception of Innovative Ideas

13.2. Process Engineering and Product Engineering
13.2.1. Innovation Strategies
13.2.2. Open Innovation
13.2.3. Innovative Organization and Culture
13.2.4. Multifunctional Teams

13.3. Launch and Industrialization of New Products
13.3.1. Design of New Products
13.3.2. Lean Design
13.3.3. Industrialisation of New Products
13.3.4. Manufacture and Assembly

13.4. R&D&I Management Systems
13.4.1. Requirements of a R&D&I Management Systems
13.4.2. Line of Action, Activity, Process and Procedure
13.4.3. Recommended Framework for R&D&I Management

13.5. Audit and Certification of R&D&I
13.5.1. Basic Principles of R&D&I Audits
13.5.2. R&D&I Audit Phases
13.5.3. Certifications in the Field of R&D&I
13.5.4. Certification of R&D&I Management Systems

13.6. Tools for R&D&I Management
13.6.1. Cause-Effect Diagram for R&D&I
13.6.2. Weighted Selection for R&D&I
13.6.3. Pareto Diagram for R&D&I
13.6.4. Priority Matrix for R&D&I

13.7. Benchmarking Applied to R&D&I
13.7.1. Types of Benchmarking
13.7.2. The Benchmarking Process in R&D&I
13.7.3. Methodology Benchmarking Process Applied to the R&D&I
13.7.4. Advantages of Benchmarking

13.8. Reengineering for the Radical Innovation of the Company's Business Processes
13.8.1. Origins and Evolution of the Process Reengineering
13.8.2. Objectives of Reengineering
13.8.3. Correct Approach to Reengineering

13.9. Direction and Management of R&D&I Projects
13.9.1. Elements that Make Up an R&D&I Project
13.9.2. Most Significant Stages of an R&D&I Project
13.9.3. Processes for the Management of R&D&I Projects

13.10. Project Quality Management in R&D&I
13.10.1. The Quality Management System in R&D&I Projects
13.10.2. Quality Plans for R&D&I Projects
13.10.3. Content of a Quality Plan for R&D&I Projects

Module 14. Information Security Systems

14.1. Introduction to Information Security
14.1.1. Types of Attacks on a Computer System
14.1.2. Measures to Ensure the Security of the Computer System
14.1.3. Risk Plan, Safety Plan and Contingency Plan

14.2. Security in Computer Networks
14.2.1. Online Threats
14.2.2. Computer Viruses
14.2.3. Social Engineering
14.2.4. Hackers

14.3. Ethical Hacking
14.3.1. Legal Considerations
14.3.2. Vulnerability Scanning
14.3.3. Useful Tools

14.4. Design and Management of Secure Networks and Risk Management
14.4.1. Operating Systems for Servers
14.4.2. Network Configuration
14.4.3. IT Governance, Risk Management and Regulatory Compliance

14.5. Implementation of an ISMS According toIso 27000 Standards
14.5.1. Information Security Management Systems and Benefits
14.5.2. Information Security Management Standards
14.5.3. Stages of an SGSI Implementation

14.6. Industrial and Intellectual Property in the Technological Field
14.6.1. Industrial Property
14.6.2. Trademarks and Domain Names
14.6.3. Intellectual Property

14.7. Recruitment and the ICT Sector
14.7.1. Contracting Management and Legal Aspects
14.7.2. Main Contractual Figures Related to the IT Sector

14.8. Data Protection, Privacy and Intimacy
14.8.1. The Data Protection Regime in Spain
14.8.2. Labor Relations, Privacy and the Right to Privacy
14.8.3. Main Fundamental Rights

Module 15. Digital Business Strategy

15.1. Digital Strategy
15.1.1. Online Business Models
15.1.2. Technology Strategy and its Impact on Digital Innovation
15.1.3. Strategic Planning of Information Technologies
15.1.4. Strategy and Internet

15.2. Sourcing Strategy
15.2.1. Tools to Develop a Sourcing Strategy
15.2.2. Cloud Computing
15.2.3. IT Sourcing Management

15.3. IT Governance
15.3.1. Analysis of Current Trends and Best Practices in the IT Function
15.3.2. Key Management Challenges and Decisions
15.3.3. Management Procedures, Requirements, Strategies and Outsourcing Models

15.4. Social Business
15.4.1. Web 2.0 Strategic Vision and its Challenges
15.4.2. Convergence Opportunities and ICT Trends
15.4.3. How to Monetize Web 2.0 and Social Media
15.4.4. Mobility and Digital Business

15.5. Business Process Management
15.5.1. Management of the Company by Processes
15.5.2. Process Reengineering
15.5.3. Corporate Information Systems

15.6. Company Systems based on Internet Collaboration
15.6.1. Customer Management Systems: Customer Relationship Management (CRM)
15.6.2. Supply Chain Management Systems
15.6.3. E-Commerce Systems

15.7. Systems for Knowledge Management and Collaboration in the Enterprise
15.7.1. Managing Content
15.7.2. Collaborative Work and Employee Portals
15.7.3. Knowledge Management Policies and Processes

15.8. Effective Organization of the Systems Unit
15.8.1. IT Governance
15.8.2. Risks of Implementation
15.8.3. Operating Risks

Module 16. Social Media and Community Management

16.1. Web 2.0 or the Social Web
16.1.1. Organization in the Age of Conversation
16.1.2. Web 2.0 Is All About People
16.1.3. New Environments, New Content

16.2. Digital Communication and Reputation
16.2.1. Crisis Management and Online Corporate Reputation
16.2.2. Online Reputation Report
16.2.3. Netiquette and Good Practices on Social Media
16.2.4. Branding and Networking 2.0

16.3. General, Professional, and Microblogging Platforms
16.3.1. Facebook
16.3.2. LinkedIn
16.3.3. Twitter

16.4. Video, Image, and Mobility Platforms
16.4.1. YouTube
16.4.2. Instagram
16.4.3. Flickr
16.4.4. Vimeo
16.4.5. Pinterest

16.5. Corporate Blogging
16.5.1. How to Create a Blog
16.5.2. How to Create a Content Plan for Your Blog
16.5.3. Content Curation Strategy

16.6. Social Media Strategies
16.6.1. Corporate Communication Plan 2.0
16.6.2. Corporate PR and Social Media
16.6.3. Analysis and Evaluation of Results

16.7. Community Management
16.7.1. Functions, Duties, and Responsibilities of the Community Manager
16.7.2. Social Media Manager
16.7.3. Social Media Strategist

16.8. Social Media Plan
16.8.1. Designing a Social Media Plan
16.8.2. Defining the Strategy to Be Followed in Each Medium
16.8.3. Contingency Protocol in Case of Crisis

Module 17. Digital Marketing Strategist

17.1. Managing Digital Business
17.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
17.1.2. Designing and Creating a Digital Marketing Plan
17.1.3. Digital Media Planning and Contracting
17.1.4. ROI Analysis in a Digital Marketing Plan

17.2. Digital Marketing to Reinforce a Brand
17.2.1. Branded Content and Storytelling
17.2.2. Hypersegmentation
17.2.3. Videomarketing
17.2.4. Social Sales

17.3. Defining the Digital Marketing Strategy
17.3.1. Closed Loop Marketing
17.3.2. Continuous Loop Marketing
17.3.3. Multichannel Marketing

17.4. Digital Marketing to Attract and Retain Customers
17.4.1. Hypersegmentation and Micro-Localization
17.4.2. Loyalty and Engagement Strategies using the Internet
17.4.3. Visitor Relationship Management

17.5. Digital Marketing Trends
17.5.1. Remarketing
17.5.2. Digital Neuromarketing
17.5.3. Avatar Marketing
17.5.4. Bluecasting

17.6. Managing Digital Campaigns
17.6.1. Display Advertising and Rich Media
17.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
17.6.3. Advertising on Digital Television

17.7. Online Marketing Plan
17.7.1. Online Research
17.7.2. Creating an Online Marketing Plan
17.7.3. Configuration and Activation
17.7.4. Launch and Management

17.8. Blended Marketing
17.8.1. Integrating on and off actions
17.8.2. Personalize and Segment
17.8.3. Improve the User Experience

Module 18. Entrepreneurship

18.1. Innovation Methodology and Knowledge Society
18.1.1. Design Thinking
18.1.2. The Blue Ocean Strategy
18.1.3. Collaborative Innovation
18.1.4. Open Innovation

18.2. Strategic Innovation Intelligence
18.2.1. Technology Monitoring
18.2.2. Technology Foresight
18.2.3. Coolhunting

18.3. Entrepreneurship and Innovation
18.3.1. Strategies to Search for Business Opportunities
18.3.2. Assessing the Feasibility of New Projects
18.3.3. Innovation Management Systems
18.3.4. Entrepreneur Soft Skills

18.4. Project Management
18.4.1. Agile Development
18.4.2. Lean Management in StarT-Ups
18.4.3. Project Tracking and Project Steering

18.5. Business Plan
18.5.1. Business Plan in the Digital Era
18.5.2. Value Proposition Model

18.6. Financing Start-Ups
18.6.1. Seed Phase: Financial Funds and Subsidies
18.6.2. Start-Up Phase Business Angels
18.6.3. Growth Phase Venture Capital
18.6.4. Consolidation Phase. IPO

Module 19. Marketing in Search Engines and Search Engine Optimization (SEO)

19.1. How Search Engines Work
19.1.1. Indicators and Indices
19.1.2. Algorithms
19.1.3. SEO and Corporate Branding

19.2. Fundamental Variables of SEO
19.2.1. Indexability
19.2.2. Contents
19.2.3. Popularity

19.3. SEO Analysis
19.3.1. Determining KPIs
19.3.2. Generating Scripts and Alerts
19.3.3. Optimization of Images, Videos and Other Elements

19.4. Linkbuilding
19.4.1. Ways of Carrying Out Effective Linkbuilding
19.4.2. Link Baiting
19.4.3. Link Audits
19.4.4. Penalties

19.5. App Store Optimization
19.5.1. App Indexing
19.5.2. App Visibility on Search Engines
19.5.3. Measuring the Visibility of Search Engine Apps

19.6. Technical SEO
19.6.1. Web Performance Optimization
19.6.2. Real Time and Content
19.6.3. Relevant Tagging and Headers
19.6.4. Advanced WPO Techniques

19.7. SEO and E-Commerce
19.7.1. Conversion Rate Optimization
19.7.2. Google Web Master Tools
19.7.3. Social Proof and Viralization
19.7.4. Navigation and Indexability

19.8. Integration in an Online Marketing Plan
19.8.1. Metrics and Impact
19.8.2. Web Analytics
19.8.3. Other Monitoring Tools

Module 20. Search Engine Marketing (SEM)

20.1. Keyword Hunting for SEM
20.1.1. Adwords Keyword Tool
20.1.2. Google Suggest
20.1.3. Insights for Search
20.1.4. GoogleTrends

20.2. SEM and Google Adwords
20.2.1. Google Shopping
20.2.2. Google Display Network
20.2.3. Google AdWords Mobile
20.2.4. Publicity in You Tube

20.3. Google Products
20.3.1. Google Products Integrated in Adwords
20.3.2. Product Extensions Vs. Product Ads
20.3.3. Google Shopping and Local
20.3.4. Google Merchant

20.4. Pay-Per-Click and SEM
20.4.1. Search and Display
20.4.2. Creating PPC Campaigns
20.4.3. Tracking Conversions

20.5. Facebook Ads
20.5.1. PPC/PPF (Pay-Per-Fan) Adverts
20.5.2. Creating Facebook Ads
20.5.3. Facebook Power Editor
20.5.4. Campaign Optimization

20.6. Other PPC Platforms
20.6.1. Twitter Ads
20.6.2. LinkedIn
20.6.3. Baldu
20.6.4. Yandex

20.7. Strategy in SEM
20.7.1. Quality Score
20.7.2. CPC Bidding
20.7.3. Site Links

20.8. Measurement in SEM
20.8.1. KPIs
20.8.2. Impressions, Clicks, Conversions
20.8.3. Revenue, ROI, CPA

Module 21. Conversion Optimization

21.1. Introduction to Conversion Rate Optimization
21.1.1. Purchase Cycle and Elements of Online Behavior
21.1.2. Fundamentals of Neuromarketing
21.1.3. Usability vs. Persuasion

21.2. CRO Methodology
21.2.1. Scientific Method
21.2.2. Conversion Pyramid
21.2.3. The CRO Process

21.3. Web Analytics and CRO
21.3.1. Qualitative Analysis
21.3.2. Behavior Analysis
21.3.3. Business and User Objectives

21.4. User Experience and Conversion Rate Optimization
21.4.1. Lean and User Experience
21.4.2. Wireframing
21.4.3. Persuasive Copy

21.5. CRO and Psychology
21.5.1. Neuromarketing
21.5.2. Web Design and Neuromarketing
21.5.3. Learning, Memory, and Emotions

21.6. Behavioral Economics
21.6.1. Decision Factors
21.6.2. Motivation and Anchoring
21.6.3. The Role of the Unconscious

21.7. Experimentation in CRO
21.7.1. A/B Vs . Multivariates
21.7.2. Testing Tools
21.7.3. Implementation and Execution

21.8. CRO in E-Commerce
21.8.1. E-Commerce and CRO
21.8.2. The E-Commerce Funnel
21.8.3. Processes to Optimize

Module 22. Design, Usability and User Experience

22.1. UX Design
22.1.1. Information Architecture
22.1.2. SEO and Analytics for UX
22.1.3. Landing Pages

22.2. Technical Terms in UX Design
22.2.1. Wireframe and Components
22.2.2. Interaction Pattern and Navigation Flow
22.2.3. User Profile
22.2.4. Process and Process Funnel

22.3. Research
22.3.1. Research in Interface Design Projects
22.3.2. Qualitative and Quantitative Approach
22.3.3. Announce the Results of the Research

22.4. Digital Design
22.4.1. Digital Prototype
22.4.2. Axure and Responsive
22.4.3. Interaction Design and Visual Design

22.5. User Experience
22.5.1. User Focused Design Methodology
22.5.2. User Research Techniques
22.5.3. Involve the Customer in the Process
22.5.4. Shopping Experience Management

22.6. Designing the User Experience Strategy
22.6.1. Content Trees
22.6.2. High-Fidelity Wireframes
22.6.3. Component Maps
22.6.4. Usability Guides

22.7. Usability Evaluation
22.7.1. Usability Evaluation Techniques
22.7.2. Viewing Data
22.7.3. Presenting Data

22.8. Customer Value and Customer Experience Management
22.8.1. Use of Narratives and Storytelling
22.8.2. Co-Marketing as a Strategy
22.8.3. Content Marketing Management
22.8.4. The ROI of Customer Experience Management

Module 23. Data Science and Big Data

23.1. Data Science and Big Data
23.1.1. Impact of Big Data and Data Science on Business Strategy
23.1.2. Introduction to Command Line
23.1.3. Data Science Problems and Solutions

23.2. Data Hacking Languages
23.2.1. SQL Databases
23.2.2. Introduction to Python
23.2.3. Programming in R

23.3. Statistics
23.3.1. Introduction to Statistics
23.3.2. Linear and Logistic Regression
23.3.3. PCA and Clustering

23.4. Machine Learning
23.4.1. Model Selection and Regularization
23.4.2. Random Trees and Forests
23.4.3. Processing Natural Language

23.5. Big Data
23.5.1. Hadoop
23.5.2. Spark
23.5.3. Collaborative Recommendation and Filtering Systems

23.6. Data Science Success Stories
23.6.1. Customer Segmentation Using the RFM Model
23.6.2. Experiment Design Application
23.6.3. Supply Chain Value
23.6.4. Business Intelligence

23.7. Hybrid Architectures in Big Data
23.7.1. Lambda Architecture
23.7.2. Kappa Architecture
23.7.3. Apache Flink and Practical Implementations
23.7.4. Amazon Web Services

23.8. Big Data in the Cloud
23.8.1. AWS: Kinesis
23.8.2. AWS: DynamosDB
23.8.3. Google Cloud Computing
23.8.4. Google BigQuery

07

Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

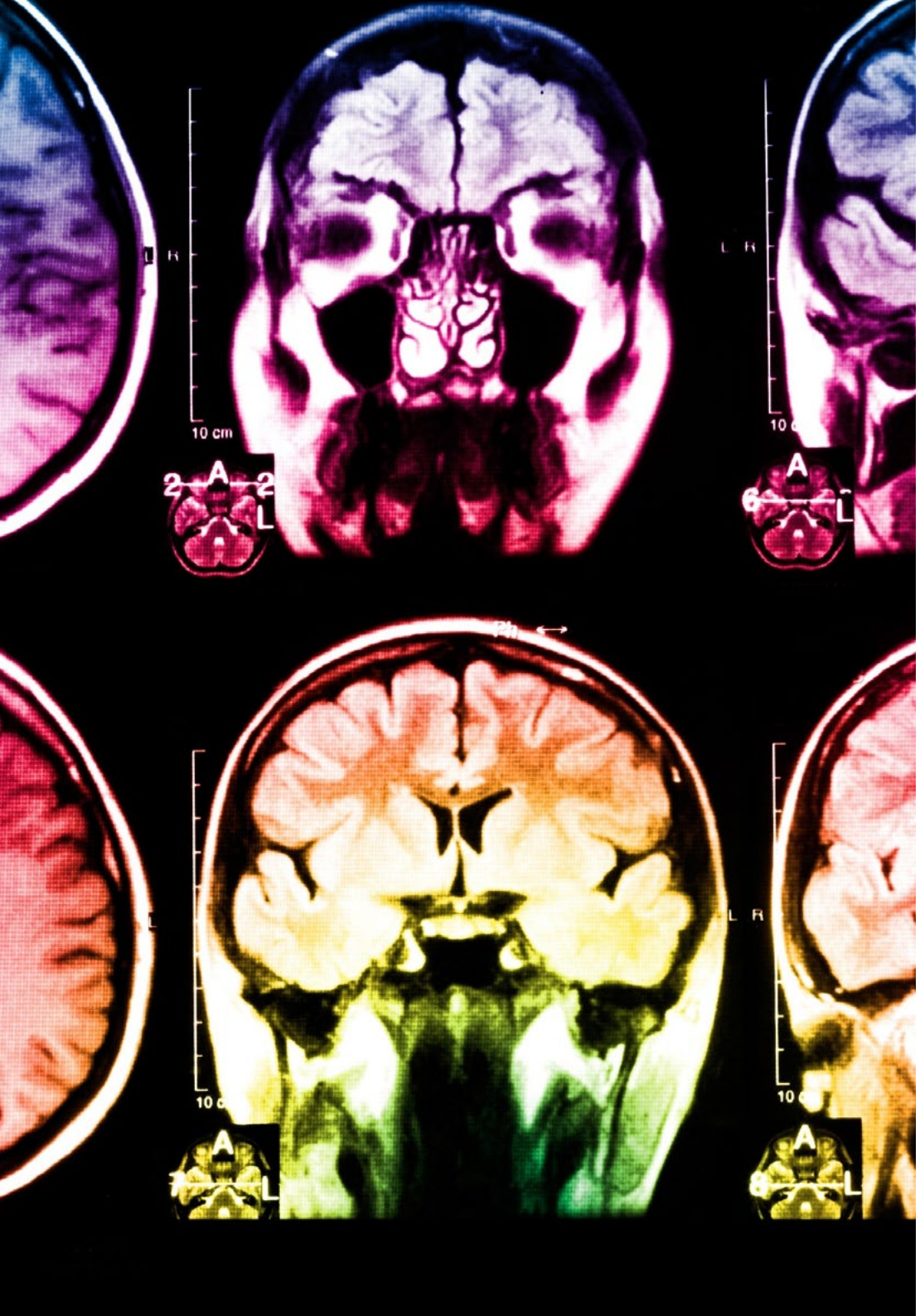
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

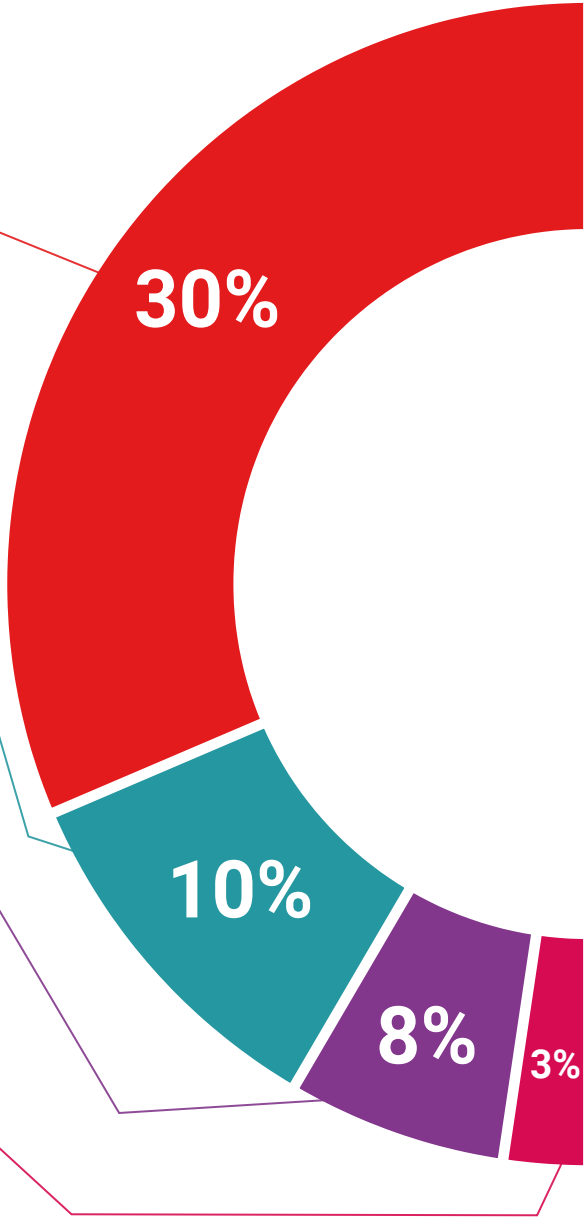
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

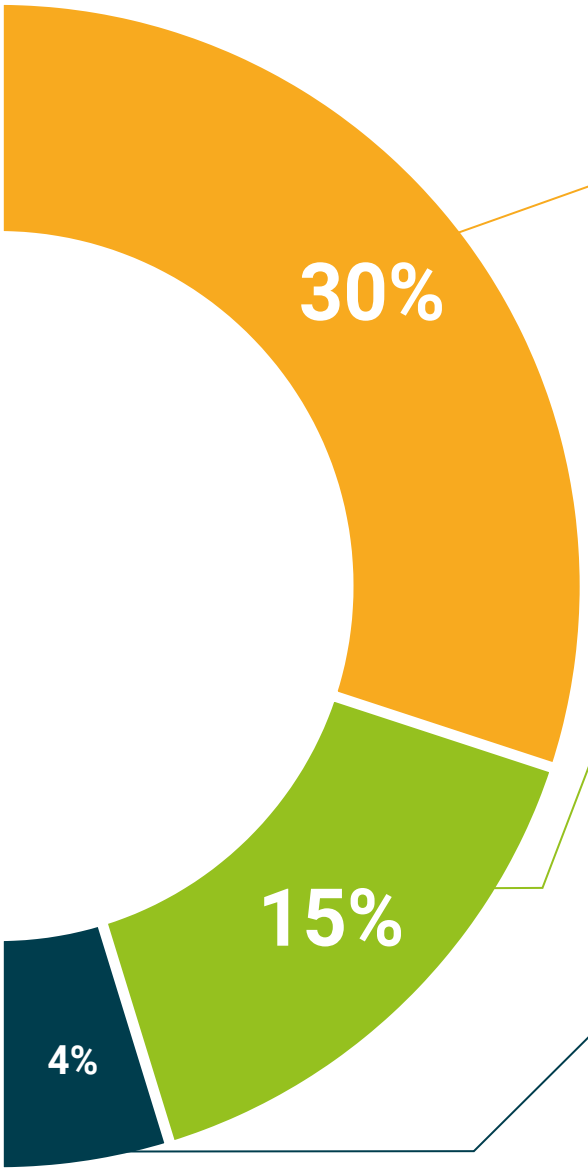
Management Skills Exercises

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

Additional Reading

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





Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

08

Our Students' Profiles

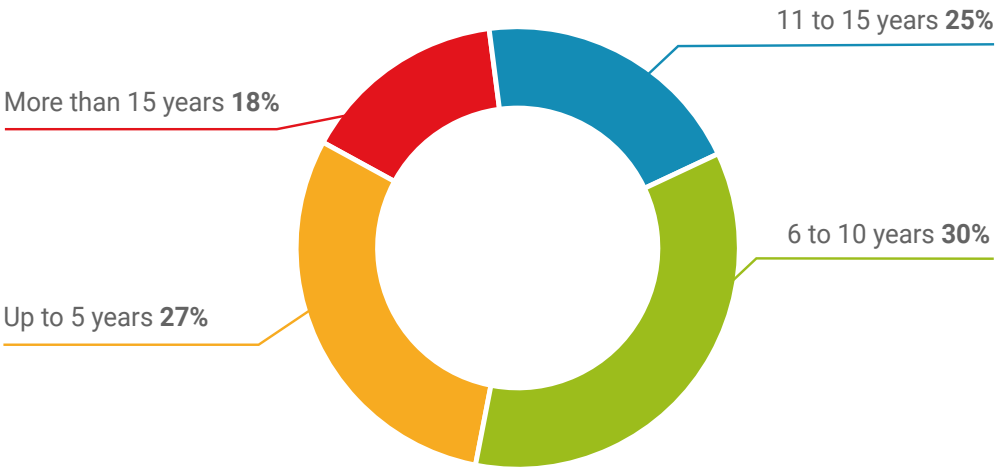
Our Advanced Master's Degree in Senior Management of Digital Companies is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and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

If you have experience in the sector, but want to improve your skills in this field, don't think twice and join our community of students"

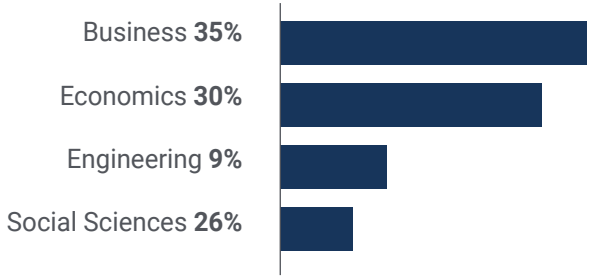
Average Age

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

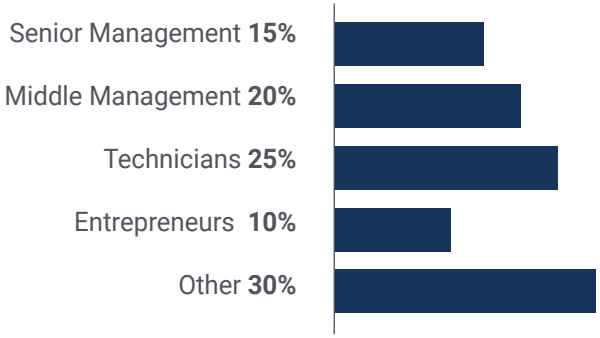
Years of Experience



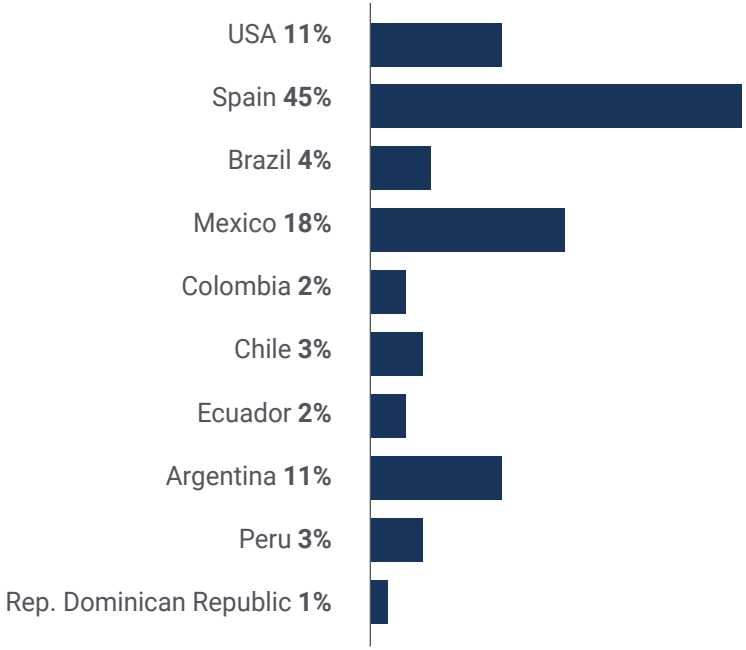
Training



Academic Profile



Geographical Distribution



Pilar González

Managing director of an online multinational company

"To consider studying an Advanced Master's Degree of this type is a complex task, since it requires great effort and dedication. However, it is a unique opportunity to improve your skills with the best academic program on the market. In addition, TECH offers you programs that are completely online, thanks to which you will be able to perfectly balance your study time with the rest of your obligations"

09

Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest reputation. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and fieldwork. In addition, these specialists play a leading role within the university qualification, as they are in charge of selecting the most up-to-date and innovative content to be included in the syllabus. In addition, they participate in the elaboration of numerous multimedia resources of high pedagogical rigor.

A highly prestigious teaching staff to help train professionals who seek excellence"

International Guest Director

Colin Lee is a successful **mobile application developer**, specializing in **native Android code**, whose influence extends internationally. The Postgraduate Diploma is an **authority in the Twin Cities area and in the handling of Kotlin**. One of his most recent contributions was to demonstrate, in live code, how to quickly build a browser using the aforementioned programming language and Mozilla's open source browser components for Android.

In addition, his applications have been linked to globally significant companies. For example, he was in charge of creating **digital solutions for Pearson**, one of the largest international publishers. He also developed a low-level Android **video recorder** for the startup Flipgrid, later acquired by Microsoft.

He also built a successful Android VPN for a **large client in the consulting world**. In turn, he is the creator of a freight management tool implemented by the transnational **Amazon** to facilitate the work of its contracted truckers. On the other hand, he has helped build the **mobile versions of the Firefox browser** for Mozilla.

Today, he performs work as a contractor, including **code reviews and security checks**. His impact on mobile application development and his experience over the years make him a leading figure in the global technology arena.

Mr. Stevenson, Scott

- Director at ColinTheShots LLC
- Android Software Engineer for Specto Inc.
- Senior Android Engineer for Mozilla
- Software Development Engineer for Amazon
- Mobile Application Engineer for Flipgrid
- Software Configuration Specialist for Pearson VUE
- Bachelor's Degree from the University of Florida

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

10

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.

With our program we help you to generate a positive change in your professional career"

Don't miss the opportunity to acquire the skills that will allow you to make a drastic change in your profession.

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

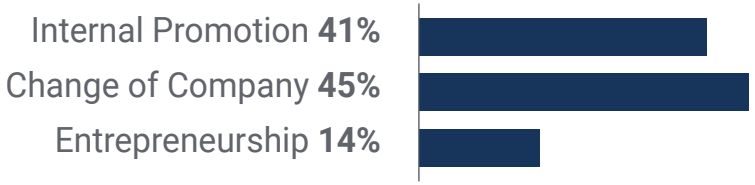
The Advanced Master's Degree in Senior Management of Digital Companies from TECH Technological University is an intensive program that prepares the professional to face business challenges and decisions at both national and international levels. The main objective is to promote your personal and professional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

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

If you want to make a positive change in your profession, our academic program will help you achieve it.

When the change occurs

Type of change



Salary increase

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

11

Benefits for Your Company

The Advanced Master's Degree in Senior Management of Digital Companies contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will help professionals to improve, not only on a personal level but, above all, on a professional level, enhancing their knowledge and improving their management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

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

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

01

Intellectual Capital and Talent Growth

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

02

Retaining High-Potential Executives to Avoid Talent Drain

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

03

Building Agents of Change

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

04

Increased International Expansion Possibilities

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

05

Project Development

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

06

Increased Competitiveness

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

12

Certificate

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

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

This **Advanced Masters Degree in Senior Management of Digital Companies** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Advanced Masters Degree in Senior Management of Digital Companies**

Official Nº of hours: **3,000 h.**


tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE

in

Senior Management of Digital Companies

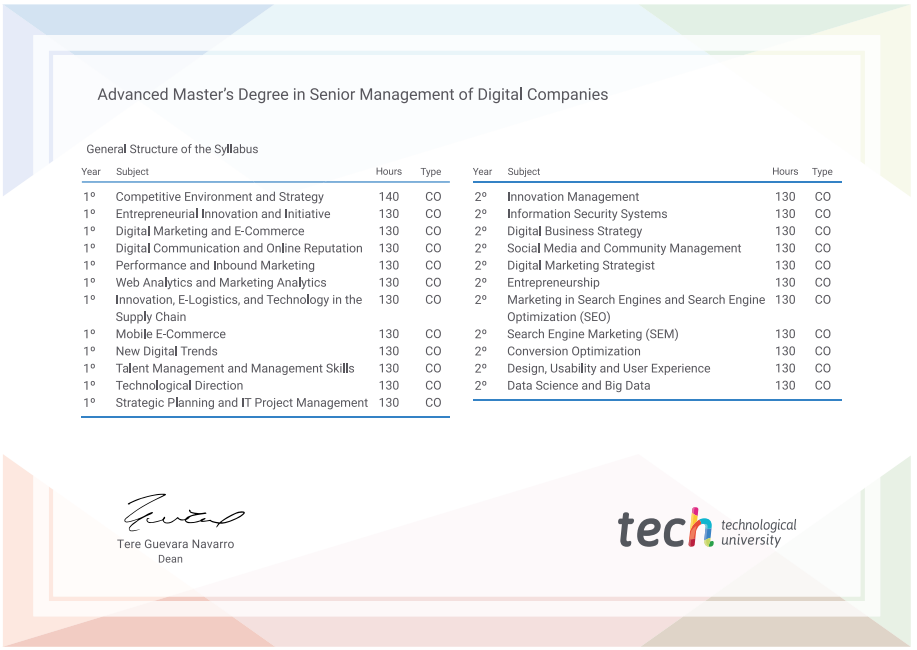
This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates


Advanced Master's Degree in Senior Management of Digital Companies

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Competitive Environment and Strategy	140	CO
1º	Entrepreneurial Innovation and Initiative	130	CO
1º	Digital Marketing and E-Commerce	130	CO
1º	Digital Communication and Online Reputation	130	CO
1º	Performance and Inbound Marketing	130	CO
1º	Web Analytics and Marketing Analytics	130	CO
1º	Innovation, E-Logistics, and Technology in the Supply Chain	130	CO
1º	Mobile E-Commerce	130	CO
1º	New Digital Trends	130	CO
1º	Talent Management and Management Skills	130	CO
1º	Technological Direction	130	CO
1º	Strategic Planning and IT Project Management	130	CO

Year	Subject	Hours	Type
2º	Innovation Management	130	CO
2º	Information Security Systems	130	CO
2º	Digital Business Strategy	130	CO
2º	Social Media and Community Management	130	CO
2º	Digital Marketing Strategist	130	CO
2º	Entrepreneurship	130	CO
2º	Marketing in Search Engines and Search Engine Optimization (SEO)	130	CO
2º	Search Engine Marketing (SEM)	130	CO
2º	Conversion Optimization	130	CO
2º	Design, Usability and User Experience	130	CO
2º	Data Science and Big Data	130	CO

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Dean

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

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Advanced Master's Degree
Senior Management of Digital Companies

Language: **English**

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Advanced Master's Degree

Senior Management of Digital Companies

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