

# Internship Program

## Creation and Entrepreneurship of the Digital Company



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Internship Program  
Creation and Entrepreneurship  
of the Digital Company

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# 01 Introduction

It is no secret that today's world is driven by digitalization. All activities of society have been affected by this process, making those who do not have a presence on the network simply do not exist. Therefore, entrepreneurs and business owners must have the necessary knowledge to enhance their digital skills, allowing them to take on the challenge in this new era. In this way, this program offers students the opportunity to take a practical internship in a prestigious international company, taking their careers to the next level. To this end, TECH has established an agreement with the most outstanding companies in the area of study so that the student, for 3 weeks, establishes a direct relationship in the workplace with the actions of their role and thus converts knowledge into actions that are beneficial to their environment. Always hand in hand with an assigned tutor who will guide you throughout the process, without a doubt, an excellent opportunity to advance in your career.

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*TECH offers you an exclusive program, 100% practical, where you will learn in the field all the news about Creation and Entrepreneurship in Digital Business”*



This Internship Program is an innovative teaching model that TECH makes available to all those professionals who wish to continue advancing in their careers. Thanks to the agreements established all over the world with leading companies that will allow their spaces for the intensive stay of 3 weeks, where the student will work with a multidisciplinary team, sharing knowledge and innovative ideas.

By taking this program, you will have a series of activities that will prepare you to face any situation in your daily practice. In addition, you will not be alone as you will have the support and guidance of an assistant specialist, who will teach you how to adapt to the new context that involves intervening and developing in the digital company, carrying out the management and administration of your own company.

During this stay, you will get an intensive, complete, and deep learning experience. Therefore, at the end of the program, the graduate will have comprehensive skills to propel their profession to the top. Thanks to this, they will be able to improve or create a company with a strong impact in any digital media.

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*Access new opportunities thanks to this practical program, in which you will be able to integrate new technologies into your business or entrepreneurship”*

# 02

## Why Study an Internship Program?

To keep abreast of business opportunities on the Internet, it is essential to keep up to date every day. The immense options provided by digitalization have generalized the creation of companies that have made the market grow in the last 10 years. There are several options and improvements that can be obtained by using this tool to transform the current company or start a new venture from scratch. For this reason, TECH is aware of the reality. It has created this unique academic space that is purely practical and allows the professional to know all the necessary strategies to create a digital company or establish a business. Thanks to the various agreements with the most modern companies in the world, students can choose the internship center that best suits their interests. In this way, they will learn with experts who will transmit all their knowledge in about 120 hours of training. An excellent opportunity to learn by doing.



*TECH proposes a new educational model. Thanks to this Internship Program, you will learn by doing in the most important business centers in the world"*

### **1. Updating from the latest technology available**

There is no other way to learn about the creation of digital companies and entrepreneurship if not in a purely modern and avant-garde environment. Therefore, TECH, in its interest to provide the best possible training to its students, has developed this Internship Program where the student will develop in an innovative environment and be equipped with everything necessary to see how digital businesses work today.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

Learning alongside those who know is an advantage to be taken full advantage of. TECH chooses the best specialists in the area of study as directors of its programs and, in addition, for the approach of its teaching objectives. In this professional program, you will be accompanied in the work environment for 3 weeks by a multidisciplinary team that will show you all the functions performed by a company's digital entrepreneur or director in the Internet era.

### **3. Entering first-class Corporate environments**

TECH carefully selects all available centers for Internship Programs. Thanks to this, the specialist will have guaranteed access to a prestigious business environment in the area of Creation and Entrepreneurship of the Digital Company. In this way, you will be able to see the day-to-day work of a demanding, rigorous and exhaustive sector, always applying the latest theses and scientific postulates in its work methodology.

#### **4. Putting the acquired knowledge into daily practice from the very first moment**

This program has been created so that the student can apply his knowledge from the very first moment in order to make the most of the 3 weeks of Practical Training. For this reason, a set of activities has been designed according to the function of their role so that they can direct actions to improve their professional profile, thanks to the support of an assigned tutor.

#### **5. Expanding the Boundaries of Knowledge**

TECH offers the possibility of doing this Internship Program, not only in national, but also in international centers. In this way, the specialist will be able to expand their boundaries and keep up to date with the best professionals who practice in first class Business Environments and in different continents. A unique opportunity that only TECH could offer.



*You will have full practical immersion  
at the center of your choice"*

# 03 Objectives

The main objective of this program is to ensure that the student integrates the new digital technologies required into their professional environment to have a greater presence on the web and the world in general. To this end, they will have a purely practical planning, in which they will carry out a set of activities in a Marketing company of great international prestige, receiving the support and guidance of assistant professionals to acquire the necessary skills for quality and updated practice based on the most innovative teaching methodology.



## General Objectives

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- Master the latest techniques, modern market trends, and application of cutting-edge technologies in digital business creation and entrepreneurship
- Incorporate the most effective methods, approaches, and financial analysis into daily work, supported by a team of prestigious experts in the area of digital business creation and entrepreneurship
- Know the specific approach and common cases that occur in the business environment when creating and developing a business through the use of the Internet and its many tools







## Specific Objective

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- ♦ Analyze the different strategies that exist in digital marketing and manage digital marketing campaigns
- ♦ Promote innovation within companies in all sectors
- ♦ Design a business plan from the beginning and become familiar with the available financing tools
- ♦ Understand the management strategies of information systems for the company to function properly
- ♦ Interpret the characteristics, functions and types of the various information technology systems
- ♦ Intervene in technological scenarios for training processes adaptable to the new context
- ♦ Analyze the implications of the global economic environment in business
- ♦ Analyze different corporate restructuring strategies
- ♦ Learn to calculate various business taxes
- ♦ Empower ideas for entrepreneurship in the digital landscape
- ♦ Integrate new information technologies in virtual environments for training processes in different fields
- ♦ Adapt to the new context, which means being involved and performing in digital enterprises
- ♦ Identify the variables to be considered in business decision making
- ♦ Manage and administer companies in the digital sector

# 04 Educational Plan

The Internship Program in Digital Business Creation and Entrepreneurship is a program designed to be carried out intensively in a prestigious Digital Marketing company. It will last 3 weeks, from Monday to Friday, with 8 hours of continuous work. At all times that the student is in the program, they will have the support and guidance of an adjunct specialist.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the development of a company restructuring strategy in the digital sector. They are oriented towards specific training for the exercise of the activity.

Therefore, this program is a great opportunity to learn everything you need to perform in any digital environment. Moreover, in this intensive and participative modality, the student acquires new skills and the experience to, in the near future, carry out his profession effectively.

The internship will allow the student to perform several activities, such as valuation, identification and risk management of financial instruments, planning of digital campaigns, implementation of communication technologies, and other related activities, and completing the learning process.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



Module	Practical Activity
<b>Founding and Managing Companies in the Digital Environment</b>	Develop company's corporate and Technological strategy
	Implementing Online Business Models
	Manage the Supply Chain Management Systems
	Practicing web 2.0 and social media monetization
	ROI Analysis in a Digital Marketing Plan
	Recognize the digital marketing strategies implemented in the company and improve them: Closed Loop Marketing, Continuous Loop Marketing and Multichannel Marketing
<b>Organization and Business Management</b>	Use planning tools
	Participate in strategic marketing actions and establish relationships and synergies
	Formulate annual accounts using the models for financial statements using the valuation criteria
	Valuing, identifying and managing risks of financial instruments
	Recognize the different taxes applicable to the company
	Calculate corporate income tax and determine personal income tax and VAT
	Use market research techniques, CANVAS model, and other tools for data analysis
<b>Management and innovation in the company</b>	Propose media planning: audiences and advertising market
	Perform Internal and External Analysis. SWOT, as well as sectoral and competitive analysis
	Implement leadership and motivation through different motivational theories
	Implement the Strategic Innovation Intelligence: Coolhunting and search for business opportunities
	Manage Startup financial metrics, control legal aspects, Lean Management, and financing of a Startup
	Managing business information systems
<b>Technology and Information in Digital Companies</b>	Plan and formulate strategies for information systems and business coordination
	Use CRM, software, and intelligence in the enterprise
	Review e-commerce and social media strategies
	Use integration tools and Big Data
	Verify the Corporate Networks and Connectivity Technologies

# 05 Where Can I Do the Internship Program?

TECH knows the needs of the digital sector and, therefore, has selected the best companies to help the Internship Program of professionals interested in the area. This is a unique opportunity for students to continue to grow in their work area alongside the best specialists in marketing and business management.



*You will be able to study this program in a marketing and business management company of great international prestige. Start your professional path today with the best in the field”*





The student will be able to do this program at the following centers:



School of Business

### Match Mode

Country City  
Spain Barcelona

Management: Avenida Diagonal 696  
(08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

#### Related internship programs:

- Fashion and Luxury Communication Management
- Communication Company Management



School of Business

### Piensamarketing

Country City  
Argentina Río Negro

Management: Campichuelo 580 (8400),  
Ciudad de Bariloche, Río Negro

Social and digital marketing and communication agency

#### Related internship programs:

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing

# 06 General Conditions

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07 Certificate

This **Internship Program in Creation and Entrepreneurship of the Digital Company** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery\*.

The diploma issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Creation and Entrepreneurship of the Digital Company**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**





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