

Internship Program

MBA in Business Intelligence Management

A woman with long dark hair, wearing a blue and white striped shirt, is shown in profile, gesturing with her hands as if in a meeting or presentation. The background is blurred, showing other people in a professional setting. The image is overlaid with a dark blue diagonal shape on the left and a white diagonal shape on the right.

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Internship Program
MBA in Business Intelligence
Management

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01 Introduction

The great tangle of data found on the Internet and available to companies, requires a qualified professional who is able to collect it, analyze it in order to make the most appropriate operational or strategic decisions. A theoretical framework that needs to be known in depth, but also requires an implementation in practical mode, in which this training becomes a great opportunity for those who want to improve their careers or lead digital projects. For this reason, TECH has designed an innovative and exclusive proposal in the current educational market that contains a 100% practical period, where the student will be able to share an intensive stay of 8 hours from Monday to Friday for 3 weeks in a cutting-edge organization or company. There you will carry out a series of activities that will allow you to enter the discipline of Business Intelligence Management, thanks to the support and accompaniment of a tutor who will serve as a guide at all times.



You will get an effective implementation of your skills in Business Intelligence Management for 3 weeks, in a real working environment with a team of experts"



The new technological scenario, which has led companies to have a wide presence in the network of networks, has in turn led to great business opportunities related to the information available in it, through purchases, visits, and queries made by millions of users worldwide. In this environment, the professional who wishes to turn his career towards Business Intelligence has, in this 3-week stay, a unique opportunity to put into practice all his knowledge and expand it with professionals already immersed in this sector.

At the end of this internship, the specialist will become part of a team of professionals of the highest level, thanks to the updated knowledge acquired in terms of data analytics and its correct application to improve the effectiveness of the business. This program will allow you to get up to date, not only on the tools used today, but also on how to be more effective when implementing them. The constant technological advances force professionals to update their curricular profile, and this program is a unique opportunity for professional growth.

You will work during your stay from Monday to Friday in an intensive 8-hour day in a national or international organization, so this program knows no borders. TECH gives you the unique opportunity to train in a business center of reference and therefore apply all the knowledge and skills in terms of Business Intelligence Management.

02

Why Study an Internship Program?

More and more companies have understood that knowing the market and their ideal customer is essential to improve their strategies and the achievement of their projects. Being close to the consumer, knowing their needs, their habits, their desires will help you develop an appropriate idea and therefore provide the most effective solutions. In this way, it is much easier to lead the economic sector to which you belong. For this reason, more and more companies are investing in systems that help them to collect and process data and analyze the information that is generated from it, and therefore require workers who master them and make the most of it. With this 3-week Internship Program, the student will be able to update their skills and develop new qualities due to the professional level of the environment where they will perform their activities.



Do not think twice and join the community of professionals who invest in their training and skills improvement with TECH"

1. Updating from the Latest Technology Available

Business Intelligence encompasses a set of artificial intelligence tools that allow optimizing the performance of the company, thanks to data and data management. Therefore, it is essential that the professional develops in a modern environment, where they acquire the skills to use these systems to be able to make intelligent use of the information. This will also allow them to have greater knowledge, security in their daily practice and improved decision-making.

2. Gaining In-depth Knowledge from the Experience of Top Specialists

The large team of professionals that will accompany the specialist throughout the practical period is a first-class and an unprecedented guarantee of updating. With a specifically designated tutor, the student will be able to obtain a more detailed vision of the reality of the Business Intelligence work environment. This will help them refine their procedures and future decision-making.

3. Entering first-class Management environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, the specialist will have guaranteed access to a reference business environment in terms of Business Intelligence and the use of new technologies to develop projects and speed up decision-making. The effectiveness of this avant-garde method will be tested by experts who will help them carry out the activities within the management area.



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

TECH focused on providing high level professional and useful programs, according to the demands and needs of today's labor market, has created this practical program, where students can develop their knowledge from day 1 of practice, with activities in the area of Business Intelligence Management in a modern organizational environment, which allows them to learn the most advanced systems and most updated ways of working in the area.

5. Expanding the Boundaries of Knowledge

Thanks to this Internship Program you will be able to work not only in national but also international centers, TECH gives you the opportunity to choose among several companies. This way, the specialist will be able to expand their frontiers and catch up with the best professionals, who practice in first class centers 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

This Internship Program allows professionals to develop their competencies and skills in the digital field, more specifically in the analysis and processing of data with a strategy focused on achieving business success. All this will be achieved with a face-to-face stay in a reference company with experience in Business Intelligence, which will allow progress in terms of new management and execution skills.



General Objectives

- To master all the systems that facilitate data management
- Verify the applications of Business Intelligence in the company and its operational advantages
- To understand analytics focused on Digital Marketing
- Develop organizational, leadership and decision-making skills





Specific Objectives

- Design the possible applications of Business Intelligence (BI) in the company
 - Examine advanced solutions to problems that may arise in companies, integrating techniques and methods studied
 - Develop vision/perspective of business, direction, management, decision making
 - Establish a basis for the exploration and exploitation of the organization's information (internal and external)
 - Analyze digital marketing, drive and types of campaigns
 - Establish best practices in campaign data management and analyze the achievement of campaign targets
 - Determine the phases of a customer's life cycle and their relationship to a digital marketing strategy
 - Analyze data visualization, its types and sets
 - Identify the different types of representation most commonly used in data analysis and the tools that exist to apply them
 - Develop an end-to-end process to draw conclusions from the exploitation of the information
 - Develop skills related to data exploration and modeling (with R)
 - Analyze the regulatory framework for data protection and its relationship with the future regulation of artificial intelligence-based systems
 - Identify the principles that should guide any processing of personal data
- Fundamentals of the use of personal data in *Big Data* projects
 - Assess and manage the risks of *Big Data* projects involving personal data
 - Determine what specific applications AI currently has in different sectors and how they are being utilized
 - Assess the potential consequences and risks of implementing AI technologies
 - Establish the appropriate guidelines for the company's adaptation to the changing society
 - Present *coaching* as a method to enhance the performance of our employees
 - Develop concepts of NLP as a practical skill that ensures the desired results by setting goals for each situation, mentally sharpening to perceive the changes produced and adapting to obtain those results



This program gives you real-world experience with professionals who employ the best data analysis techniques on a daily basis"

04

Educational Plan

This Internship Program in Business Intelligence Management lasts 3 weeks, in which the professional will be with the staff of a relevant company in BI, with whom they will complement their knowledge in the field of analysis and data processing, focused on the management or entrepreneurship in Internet business.

The experience offered by this practical stay is very useful for the professional whose aspirations are to create their own Start-Up or lead a digital project, for which they must be aware of recent developments in BI, as well as all the techniques and tools used by leading companies in the sector, which already have several years of experience in the digital field. Therefore, this Practical Training, in which the students will be present from Monday to Friday, in days of 8 consecutive hours, will serve to achieve these goals.

A period of learning while working with professionals who master the software used for data extraction, viewing, modeling and analysis. All this in coordination with other departments, especially in the Digital Marketing department, to reach a consensus and work on the strategy and objectives set by the company. At the same time, this is an ideal scenario to check how is the teamwork dynamics. Human capital is just as important in any business as the technological tools used.

In this completely practical training proposal, the activities are aimed at developing and perfecting the skills necessary for the provision of Business Management in the digital field, and which are oriented toward specific practical training in the area and in a that is in constant transformation with the guidance of practical knowledge professionals.

It is undoubtedly an opportunity to be able to manage databases in terms of Business Intelligence, to become familiar with the management of digital marketing campaigns, to apply Storytelling to the usual data presentation and to learn about the existing legal regulations on data protection. During this period, the IT professional will have at their disposal a tutor from the company and also a TECH teacher who will supervise that the students achieve the objectives set.

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 to facilitate teamwork and multidisciplinary integration as transversal competencies for computer science praxis (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:

Module	Practical Activity
Application of Business Intelligence in the company	Manage databases in terms of Business Intelligence
	Define requirements, objectives, and structure of a Business Intelligence project
	Perform productivity analysis according to parameters such as ROI
	Manage relevant business data to define roles, responsibilities, and Stakeholders
	Practice Business Coaching and Mentoring
Application of Artificial Intelligence in the company	Tailor the use of artificial intelligence based on the targeted sector
	Analyze, in real time, audience, acquisition, behaviors, and conversions
	Use Google Analytics to generate advanced reports with metrics of interest and to of interest and facilitate workflow
	Make use of Deep Learning, Machine Learning and Business Intelligence tools to respond to different problems
	Value the use of virtual or augmented reality for an eye-catching data presentation
Corporate Data Management	Plan proper data management, collection and cleansing in accordance with business objectives
	Design or enhance the Data Warehouse for smooth use of data collected by the company
	Define appropriate security for all stored data, with well-implemented protocols
	Adapt data collection and storage methods to comply with current regulations regarding the regulations in force with regard to data protection
	Adopt organizational and IT techniques for proper data processing
Data-driven business transformation	Perform a Digital Marketing plan using Big Data and information collected by the company
	Analyze the customer lifecycle and various metrics of the campaign to detect possible areas for improvement in it
	To make briefings or presentations in an agile way applying advanced methods of data visualization
	Apply Storytelling and narrative to the usual data presentation
	Use the main tools for data analysis

05

Where Can I Do the Internship Program?

In accordance with its commitment to offer quality education within the reach of the majority of people, TECH has carefully selected the companies that are part of the Internship Program. In this case, the professional who attends this program will be present for 3 weeks in a relevant company in the sector, with extensive experience in the Business Intelligence field, and that will provide the real knowledge necessary to run or start a business.




Take your Internship Program in a relevant company in the sector and with a qualified professional team that will guide you at all times"





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



School of Business

Mecides

Country	City
Spain	Santa Cruz de Tenerife

Management:
Avenida de la Trinidad, 61, 6ª planta, of.
5 y 7, 38204. San Cristóbal de La Laguna, Tenerife

Mecides specialized in the promotion of R&D&I projects in Spain

Related internship programs:
- MBA in Business Intelligence Management
Project Management



School of Business

CBM Innovación en Estrategias SAS

Country City
Mexico Mexico City

Management: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

Related internship programs:

- MBA in Digital Marketing
- MBA in Business Intelligence Management



School of Business

Grupo Fórmula

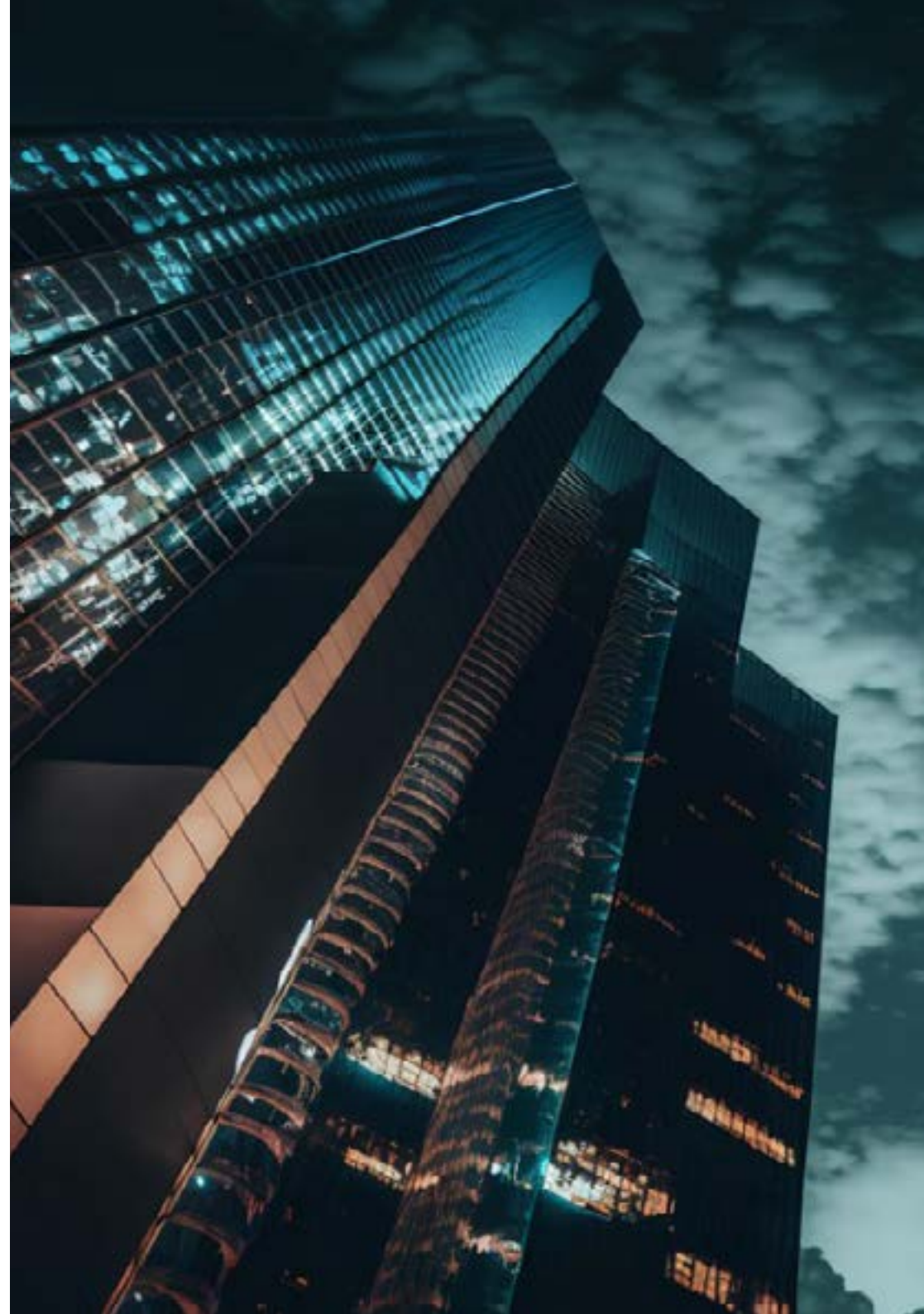
Country City
Mexico Mexico City

Management: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

Related internship programs:

- Graphic Design
- People Management





School of Business

Web Experto

Country: Argentina City: Santa Fe

Management: Lamadrid 470 Nave 1 1° piso
Oficina 17, Rosario, Santa Fe

Digital management and web orientation company

- Related internship programs:**
- Sales and Marketing Management
 - MBA in Digital Marketing



School of Business

The Social Surfers

Country: Argentina City: Buenos Aires

Management: Avda. del Libertador 8142 Nuñez,
Ciudad Autónoma de Buenos Aires

Communication, marketing and web analytics company

- Related internship programs:**
- Social Media Management: Community Manager
 - Digital Communication and Reputation Management

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 program agreement shall be 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 MBA in Business Intelligence Management** contains the most complete and up-to-date program on the professional and academic field.

After the student has passed the assessments, they will receive their corresponding Internship Program certificate 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 MBA in Business Intelligence Management**

Duration: **3 weeks**

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

Official N° of Hours: **120 h.**



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