

Executive Master's Degree

Agile Methodologies for Project
Management and Digital
Transformation

M A M P M D T





Executive Master's Degree Agile Methodologies for Project Management and Digital Transformation

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Target Group: engineers, architects and graduates who want to expand and update their knowledge in the digital transformation of their company.

Website: www.techtute.com/us/school-of-business/professional-master-degree/master-agile-methodologies-project-management-digital-transformation

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01

Welcome

The digital transformation that has been taking place for some years now has brought about changes in society and, of course, in the business world as well. New advances that allow improvements in the organization and design of new business models and that have come to revolutionize everything we knew until now, focusing it on the digital world. This program in Agile Methodologies for Project Management and Digital Transformation offers an up-to-date and comprehensive approach to the current reality in project management, whether in the field of entrepreneurship or in a consolidated company, supported by the expertise of the development team, composed of leading professionals in the field, who also have extensive academic experience.



Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation. TECH Technological University



“

Digital Transformation has arrived to revolutionize the world of Project Management and, therefore, you must acquire the skills to successfully manage in this field"

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.



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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

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



“

*We help you achieve your goals
with a high-quality academic
program and the latest content”*

Your goals are our goals.

We work together to help you achieve them.

The Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation will enable you to:

01

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

04

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

02

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

05

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

03

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

06

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

07

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

10

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

08

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

11

Master user/customer experience management in digital and multichannel ecosystems

09

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

12

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

05 Skills

After passing the assessments of the Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation, professionals will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.





“

This program will help you acquire the skills you need to excel in your daily work"

At the end of this program, the professional will be able to:

01

Completely understand and apply the main management trends and methodologies impacted by the digital transformation

02

Understand the impact of interactivity in communication resulting in Web 2.0

03

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

04

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



05

Apply tools and trends in digital transformation

06

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

07

Understand how digital transformation positively impacts project development

08

Apply the main applications in the field of innovation and the digital context



**DIGITAL
TRANSFORMATION**

09

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

10

Deepen understanding of the impact of the digital revolution on marketing

11

Create a digital marketing plan, understanding the main differences in approach between traditional and digital marketing.





12

Discover the benefits and opportunities offered by user experience research

13

Analyze the impact of technological decisions on E-commerce

14

Address the main logistical and operational challenges of online sales

06

Structure and Content

This Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation is a program designed specifically for you, with a high-quality syllabus that is taught 100% online. This way, as only you know the time and place that best suits your availability, schedule, and interests, you will be responsible for managing your study time.

A program that aims to be a unique and stimulating experience for you, which lays the foundation for your success as a Digital Project Manager.



“

Acquire the necessary skills to develop yourself in Project Management and give a boost to your profession"

Syllabus

TECH Technological University's Executive Master's Degree in Agile Methodologies for Project Management is an intense program that prepares you to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 hours of study, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation delves into different areas of the company and is designed to specialize managers who understand project 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 yours 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 Executive Master's Degree takes 12 months to complete and is divided into 10 modules:

| | |
|------------------|---|
| Module 1 | Digital Impact on Business: New Digital Business Models |
| Module 2 | Corporate Digital Transformation: Areas Impacted by the Transformation |
| Module 3 | Agile Methodologies for the Development of New Business Models: Canvas Business Model |
| Module 4 | Agile Methodologies for Project Management and Technology |
| Module 5 | Innovation Methodologies: Design Thinking |
| Module 6 | Agile Methodologies for New Products and Businesses: Lean Start-Up |
| Module 7 | Digital Marketing: The Transformation of Communication and Marketing |
| Module 8 | User Experience Management in a Digital Ecosystem |
| Module 9 | E-Commerce: New Sales Channels |
| Module 10 | New Trends in Digital Transformation and their Impact on Businesses |



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 12 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

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

1.1. The Internet and its Impact on Society

- 1.1.1. Internet Development and its Social Impact
- 1.1.2. The Beginning: Web 1.0
- 1.1.3. Connectivity
- 1.1.4. Future New Trends

1.2. The Internet as a Means of Communication: Social and Economic Change

- 1.2.1. The Media
- 1.2.2. Contribution of the Internet as a Means of Communication
- 1.2.3. Inconveniences

1.3. Web 2.0: A Paradigm Shift

- 1.3.1. Internet 2.0
- 1.3.2. The ClueTrain Manifesto
- 1.3.3. The New Communication Paradigm and the New Consumer
- 1.3.4. Cell Phone

1.4. Business Models

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

1.5. Competing in the Digital Economy

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

1.6. Digital Economy Business Models I: Advertising

- 1.6.1. Content-Based Business Models
- 1.6.2. Advertising
- 1.6.3. Affiliation

1.7. Digital Economy Business Models II: Transactions

- 1.7.1. Online Stores
- 1.7.2. Marketplaces
- 1.7.3. Subscription
- 1.7.4. Sharing Economy
- 1.7.5. Freemium

1.8. Digital Economy Business Models III: Products and Services

- 1.8.1. Products
- 1.8.2. Services
- 1.8.3. Information
- 1.8.4. Community

1.9. Competition Based on New Business Models

- 1.9.1. Contribution Value vs. Revenue
- 1.9.2. Revenue Models Development
- 1.9.3. Competing in the New Digital Environment

1.10. Development of Projects in the Digital Economy

- 1.10.1. Valuation of Companies
- 1.10.2. Priorities
- 1.10.3. Procurement Policy
- 1.10.4. Financing

Module 2. Corporate Digital Transformation: Areas Impacted by the Transformation**2.1. Digital Transformation**

- 2.1.1. The New Industrial Revolution
- 2.1.2. Growing in a Digital Environment
- 2.1.3. Corporate Culture in a Digital Environment
- 2.1.4. Digital Native Companies

2.2. Organizational Culture and Leadership

- 2.2.1. Initial Analysis, Identifying the Degree of Maturity of the Organization in the Aspects of Leadership and Digitalization
- 2.2.2. Definition of Strategic Objectives for Digital Transformation
- 2.2.3. Development of a Strategic Plan, Identifying Initiatives and Needs. Prioritizing Those Important Ones Considered in the Strategic Objectives
- 2.2.4. Leadership in Digital Transformation
- 2.2.5. Measurement and Monitoring of Strategic Objectives

2.3. IT Department

- 2.3.1. New Roles in the Organization
- 2.3.2. Tools for Use in IT
- 2.3.3. Digital Transformation Leadership by the IT Department

2.4. Customer Digitization

- 2.4.1. Factors that Influence Customer Loyalty
- 2.4.2. Customer Orientation: A Key Strategy
- 2.4.3. Understand Customer Behavior
- 2.4.4. Use of Data to Learn About the Customer
- 2.4.5. Corporate Reputation, Customer Satisfaction, Efficiency

2.5. From HR to People Management

- 2.5.1. Changes from the HR Point of View.
- 2.5.2. New Digital Skills for the New Workers
- 2.5.3. Digital Experts vs. Digital Talent
- 2.5.4. Talent Selection Tools
- 2.5.5. Data-Driven Decision-Making

2.6. Marketing and Sales

- 2.6.1. From Interrupting the Conversation to Being Part of it with Relevant Content
- 2.6.2. Transmit Emotions from Our Digital Assets in an Immersive Way
- 2.6.3. Integrate Commerce + Mobile + Social + AI to Achieve Impact to Accelerate Purchase
- 2.6.4. Hyper-Localization: Local is Global, Breaking the Paradigms of Commerce
- 2.6.5. Social Intelligence: From Big Data to Small Data for Predicted Behaviors

2.7. Purchasing Department

- 2.7.1. Revaluation of the Purchasing Department
- 2.7.2. New Functionalities and Roles
- 2.7.3. More Effective Supply Chain Optimization
- 2.7.4. Skills and Capabilities of Purchasing Personnel

2.8. Industry 4.0

- 2.8.1. Mobile Internet and M2M Communication are the Foundation of IoT
- 2.8.2. Data Analysis (Big Data) will make it Possible to Identify Patterns and Interdependencies, Find Inefficiencies, and even Predict Future Events
- 2.8.3. Applications and Infrastructures Offered in the Cloud

2.9. Financial Department

- 2.9.1. Data Analytics: Automated Data Analysis
- 2.9.2. Fact-Based Analysis of Actual Processes and Events
- 2.9.3. Artificial Intelligence for the Development of New Financial Models
- 2.9.4. Automation of the Most Repetitive Processes
- 2.9.5. Control of Operations by Blockchain

2.10. Logistics Department

- 2.10.1. Customer Experience
- 2.10.2. New Digital Profiles for Logistics
- 2.10.3. Leadership
- 2.10.4. Digital Platforms

Module 3. Agile Methodologies for the Development of New Business Models: Canvas Business Model

3.1. Development of New Business Models

- 3.1.1. Patterns
- 3.1.2. Design Ideas
- 3.1.3. Prototyping

3.2. Value Proposition

- 3.2.1. Giving Value to Our Customers
- 3.2.2. Solution to Our Customers Problems
- 3.2.3. Satisfied Customers and Their Needs
- 3.2.4. Particularize Products or Services to Each Customer Sector

3.3. Customer Segments. Customer Segment Selection

- 3.3.1. Creating Value for Each Customer
- 3.3.2. Knowing How to Identify the Most Important Customers
- 3.3.3. Niche Markets

3.4. Communication and Distribution Channels

- 3.4.1. Make Customers Aware of Products/ Services
- 3.4.2. Help Customers Evaluate the Proposal
- 3.4.3. Enable Customers to Purchase Products/ Services
- 3.4.4. Provide Customers with a Value Proposition
- 3.4.5. Offer Customers After-Sales Services

3.5. Relationship with the Customer

- 3.5.1. Customer Acquisition
- 3.5.2. Customer Loyalty
- 3.5.3. Sales Stimulation

3.6. Revenue Flows

- 3.6.1. Revenues Within the Business Plan
- 3.6.2. Revenues from Transactions Derived from One-Time Payments
- 3.6.3. Recurring Income Derived from Periodic Payments

3.7. Key Resources

- 3.7.1. Physical
- 3.7.2. Intellectual
- 3.7.3. Human
- 3.7.4. Economic

3.8. Key Activities

- 3.8.1. Production Activities
- 3.8.2. Problem Solving Activities
- 3.8.3. Platform/Network Activities

3.9. Strategic Partnerships.

- 3.9.1. Strategic Alliances between Non-Competing Companies
- 3.9.2. Strategic Alliances between Competing Companies
- 3.9.3. Joint Ventures
- 3.9.4. Customer-Supplier Relationships

3.10. Cost structure

- 3.10.1. The Role of Cost in the Business Plan
- 3.10.2. Cost Structures According to Costs
- 3.10.3. Cost Structures According to Value

Module 4. Agile Methodologies for Project Management and Technology**4.1. State-of-the-Art in Agile Methodologies**

- 4.1.1. Context of the Emergence of these Methodologies
- 4.1.2. Challenges that they Help Us Solve
- 4.1.3. Ecosystem of Methodologies and the Relationships between Them

4.2. Agile Manifesto and Principles

- 4.2.1. Principles of the Manifesto
- 4.2.2. Meaning, Importance and Implications
- 4.2.3. Points of Contact with Key Aspects of Other Contemporary Methodologies

4.3. SCRUM I

- 4.3.1. SCRUM
- 4.3.2. Challenges and Benefits
- 4.3.3. SCRUM Features
- 4.3.4. Procedure and Phases
- 4.3.5. Roles

4.4. SCRUM II - Planning and Sprints

- 4.4.1. Study of the "Sprint"
- 4.4.2. Understanding this Phase
- 4.4.3. Objectives and Challenges
- 4.4.4. Practical Procedure

4.5. SCRUM III - Review Phase

- 4.5.1. Understanding this Phase
- 4.5.2. Objectives and Challenges
- 4.5.3. Practical Procedure

4.6. SCRUM IV - Retrospective Phase

- 4.6.1. Understanding this Phase
- 4.6.2. Objectives and Challenges
- 4.6.3. Practical Procedure

4.7. SCRUM V - Documentation and Good Practices

- 4.7.1. Why Should We Document?
- 4.7.2. How to Document
- 4.7.3. Good Practices
- 4.8.1. Extreme Programming Analysis
- 4.8.2. Objectives and Challenges of Extreme Programming Methodology
- 4.8.3. Practical Procedure

4.9. KANBAN

- 4.9.1. KANBAN Methodology
- 4.9.2. Objectives, Benefits and Limitations
- 4.9.3. Methodology in Practice

4.10. Application of Agile Methodologies in Different Fields

- 4.10.1. Understanding How Agile Methodologies Can Help Us in Different Areas
- 4.10.2. Agile Software Development
- 4.10.3. Agile Marketing
- 4.10.4. Agile Sales

Module 5. Innovation Methodologies: Design Thinking

5.1. Design Thinking: People-Centered Innovation

- 5.1.1. Understand the Fundamental Principles of Design Thinking
- 5.1.2. Objectives and Limitations
- 5.1.3. Benefits within the Current Context

5.2. Design Thinking Phases

- 5.2.1. Understand the Development Flow of this Methodology
- 5.2.2. Challenges in Each Phase of a Project
- 5.2.3. Errors and Malpractice

5.3. Research Methodologies in Design Thinking I

- 5.3.1. Methods I
- 5.3.2. Objectives, Benefits and Limitations I
- 5.3.3. Practical Application I

5.4. Research Methodologies in Design Thinking II

- 5.4.1. Methodology II
- 5.4.2. Objectives, Benefits and Limitations II
- 5.4.3. Practical Application II

5.5. The Customer Journey

- 5.5.1. The Customer Journey
- 5.5.2. Objectives, Benefits and Use Cases
- 5.5.3. Practical Application

5.6. Workflow in Design Thinking I: Immersion

- 5.6.1. Objectives
- 5.6.2. Procedure
- 5.6.3. Challenges and Good Practices

5.7. Workflow in Design Thinking II: Ideation

- 5.7.1. Objectives
- 5.7.2. Procedure
- 5.7.3. Challenges and Good Practices

5.8. Workflow in Design Thinking III: Implementation

- 5.8.1. Objectives
- 5.8.2. Procedure
- 5.8.3. Challenges and Good Practices

5.9. Workflow in Design Thinking IV: Testing and Closing Up

- 5.9.1. Objectives
- 5.9.2. Procedure
- 5.9.3. Challenges and Precautions Prior to Solution Implementation

5.10. Good and Malpractices in Design Thinking

- 5.10.1. Risks and Common Mistakes in Design Thinking Practice
- 5.10.2. Cases in Which This Methodology Should Not Be Applied
- 5.10.3. Final Recommendations and Checklist

Module 6. Agile Methodologies for new Products and Businesses: Lean Start-Up

| | | | |
|---|---|---|--|
| 6.1. Entrepreneurial Spirit 6.1.1. Entrepreneur 6.1.2. Entrepreneur Characteristics 6.1.3. Types of Entrepreneurs | 6.2. Entrepreneurship and Teamwork 6.2.1. Teamwork 6.2.2. Characteristics of Teamwork 6.2.3. Advantages and Disadvantages of Teamwork | 6.3. Creation of a Company 6.3.1. Being an Entrepreneur 6.3.2. Company Concept and Model 6.3.3. Stages of the Business Creation Process | 6.4. Basic Components of a Company 6.4.1. Different Approaches 6.4.2. The 8 Components of a Company 6.4.2.1. Customers: 6.4.2.2. Environment. 6.4.2.3. Technology 6.4.2.4. Material Resources 6.4.2.5. Human resources. 6.4.2.6. Finances 6.4.2.7. Enterprise Networks 6.4.2.8. Opportunity |
| 6.5. Value proposition 6.5.1. Value Proposition 6.5.2. Ideas Generation 6.5.3. General Recommendations for Value Propositions | 6.6. Support Tools for the Entrepreneur 6.6.1. Lean Start-Up 6.6.2. Design Thinking 6.6.3. Open Innovation | 6.7. Lean Start-Ups 6.7.1. Lean Start-Up 6.7.2. Lean Start-Up Methodology 6.7.3. Phases a Start-Up Goes Through | 6.8. Business Approach Sequence 6.8.1. Validate Hypotheses 6.8.2. MVP: Minimum Viable Product 6.8.3. Measure: Lean Analytics 6.8.4. Pivot or Persevere |
| 6.9. Innovate 6.9.1. Innovation 6.9.2. The Ability to Innovate, Creativity and Growth 6.9.3. Innovation Cycle | 6.10. Creativity 6.10.1. Creativity as a Skill 6.10.2. Creativity Process 6.10.3. Types of Creativity | | |

Module 7. Digital Marketing: The Transformation of Communication and Marketing

| | | | |
|---|---|---|--|
| 7.1. The Digital Revolution in Marketing 7.1.1. The Impact of the Internet on Communication 7.1.2. Transcendence of the Internet in Communication 7.1.3. The 4 Ps of Online Marketing | 7.2. The Marketing Plan in a Digital Environment 7.2.1. Utility of the Digital Marketing Plan 7.2.2. Plan Parts 7.2.3. Preparation of an Effective Marketing Plan | 7.3. Competitive Strategy 7.3.1. Contribution Value 7.3.2. The Brand as a Competitive Element 7.3.3. Unique Selling Proposition 7.3.4. Changes in Brand-Consumer Relationships | 7.4. Communication Objectives 7.4.1. Types of Objectives 7.4.2. Branding 7.4.3. Performance 7.4.4. SMART Objectives |
| 7.5. Target Audience 7.5.1. How Should It Be Defined? 7.5.2. Segmentation 7.5.3. The Buyer Persona | 7.6. Communication Strategy 7.6.1. The Insights 7.6.2. Positioning 7.6.3. The Message | 7.7. Digital Marketing Tools I: The Web 7.7.1. Web 7.7.2. Web Types 7.7.3. Operation 7.7.4. Content Management System (CMS) | 7.8. Digital Marketing Tools II: Search Engines 7.8.1. Search Engine Marketing 7.8.2. SEO 7.8.3. SEM |
| 7.9. Digital Marketing Tools III: Social Media 7.9.1. Types of Networks 7.9.2. <i>Social Media Optimization</i> 7.9.3. <i>Social Ads</i> | 7.10. Digital Marketing Tools IV: Other Tools 7.10.1. Emailing 7.10.2. Affiliation 7.10.3. Display 7.10.4. Video | | |

Module 8. User Experience Management in a Digital Ecosystem

8.1. User Experience

- 8.1.1. User Experience and Its Value
- 8.1.2. Why it Cannot Be Analyzed as an Isolated Entity?
- 8.1.3. Process: Lean UX

8.2. User Experience Research Techniques in a Digital Ecosystem I: User Research

- 8.2.1. User Research
- 8.2.2. Key Methods
- 8.2.3. Practical Application

8.3. User Experience Research Techniques in the Digital Ecosystem II: User Research Strategy

- 8.3.1. Other User Research Methods
- 8.3.2. Methodologies to Be Used According to Project
- 8.3.3. Combination with Other Data

8.4. User Experience Research Techniques in a Digital Ecosystem III: User Interviews

- 8.4.1. When to Do Them and Why?
- 8.4.2. User Interview Types
- 8.4.3. Practical Application

8.5. User Experience Research Techniques in a Digital Ecosystem IV: People

- 8.5.1. Definition and Identification
- 8.5.2. Creation
- 8.5.3. Application of this Methodology in Practice

8.6. User Experience Research Techniques in a Digital Ecosystem V: Usability Testing

- 8.6.1. Step-by-step Instructions on How to Conduct Your Own Usability Studies
- 8.6.2. Objectives, Benefits and Limitations
- 8.6.3. Application of this Methodology in Practice

8.7. User Experience Research Techniques in the Digital Ecosystem VI: Remote Usability Testing

- 8.7.1. Definition and Types
- 8.7.2. Tools and How to Recruit Users
- 8.7.3. Data Analysis and Presentation of Findings

8.8. User Experience Research Techniques in a Digital Ecosystem VII: User Experience Analysis

- 8.8.1. What to do When We Have No Data on Our Users?
- 8.8.2. Usability Inspection Methods
- 8.8.3. Other techniques

8.9. User Experience Research Techniques in a Digital Ecosystem VIII: MVP

- 8.9.1. Formulate Hypotheses to be Validated and Prioritize Them
- 8.9.2. MVP and Its Benefits
- 8.9.3. Most Common Mistakes

8.10. User Experience Research Techniques in a Digital Ecosystem IX: Web Analytics

- 8.10.1. User Research and Analytics
- 8.10.2. UX Discovery, Optimization and Goals
- 8.10.3. Define Metrics

Module 9. E-Commerce: New Sales Channels
9.1. E-Commerce and E-Commerce Types

- 9.1.1. Sales Channels
- 9.1.2. Origin of E-Markets
- 9.1.3. Advantages and Challenges
- 9.1.4. Types of E-commerce

9.2. E-Commerce Strategy and Competitive Advantage

- 9.2.1. Key Success Factors
- 9.2.2. The Long Tail
- 9.2.3. Competitive Advantage in Online Selling

9.3. Technology

- 9.3.1. Technology Requirements
- 9.3.2. Elements of a Sales Platform
- 9.3.3. Platform Types

9.4. Surgery

- 9.4.1. Online Sales Operations
- 9.4.2. Operational and Logistical Processes
- 9.4.3. Customer Service

9.5. Means of Payment

- 9.5.1. Relevance
- 9.5.2. Main Means of Payment
- 9.5.3. Fraud and Its Management

9.6. Online Sales

- 9.6.1. Levers
- 9.6.2. Visits
- 9.6.3. Conversion
- 9.6.4. Average Order

9.7. The Sales Funnel

- 9.7.1. Sales Funnel Development
- 9.7.2. Engagement
- 9.7.3. Check Out

9.8. Loyalty

- 9.8.1. Customer Relationship Management (CRM)
- 9.8.2. Process
- 9.8.3. Segmentation

9.9. Internationalization

- 9.9.1. First Stage
- 9.9.2. Second Stage
- 9.9.3. Third Stage
- 9.9.4. Fourth Stage

9.10. Omni-Channel

- 9.10.1. Cell Phone Impact
- 9.10.2. Multi-Channel vs. Omni-Channel
- 9.10.3. Omni-Channel Challenges

Module 10. New Trends in Digital Transformation and their Impact on Businesses
10.1. Internet Evolution

- 10.1.1. Evolution of the Digital Ecosystem
- 10.1.2. New Digital Trends
- 10.1.3. New Customer and Future Customer

10.2. E-Commerce 2.0: Trends

- 10.2.1. From 1.0 to 2.0
- 10.2.2. Emotional Selling
- 10.2.3. Sharing Economy
- 10.2.4. New Trends in Online Sales

10.3. CRO and Growth Hacking

- 10.3.1. Importance of Conversion
- 10.3.2. CRO
- 10.3.3. Growth Hacking

10.4. Big Data and Data Science

- 10.4.1. The Importance of Data
- 10.4.2. Big Data
- 10.4.3. Data Scientist Role

10.5. Internet of Things (IoT)

- 10.5.1. IoT Analysis
- 10.5.2. Impact on the Company
- 10.5.3. Wearables
- 10.5.4. Connected Home

10.6. Industry 4.0

- 10.6.1. New Trends
- 10.6.2. The Makers
- 10.6.3. New Industrial Production and Robotization

10.7. Digital Marketing Trends

- 10.7.1. Programmatic
- 10.7.2. Video
- 10.7.3. Content: Native Advertising

10.8. Internet 3.0 Semantic Web

- 10.8.1. Where the Network is Evolving To
- 10.8.2. Robot Assistants: Alexa, Siri and Google Assistant
- 10.8.3. Semantic Web

10.9. Future of Relationships: The Privacy Challenge

- 10.9.1. Privacy Challenge
- 10.9.2. BORRAR
- 10.9.3. Consumer Privacy

10.10. New Technological Horizons

- 10.10.1. New Trends
- 10.10.2. The Blockchain
- 10.10.3. Future Developments and New Challenges
- 10.10.4. Upcoming Technologies

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.





“

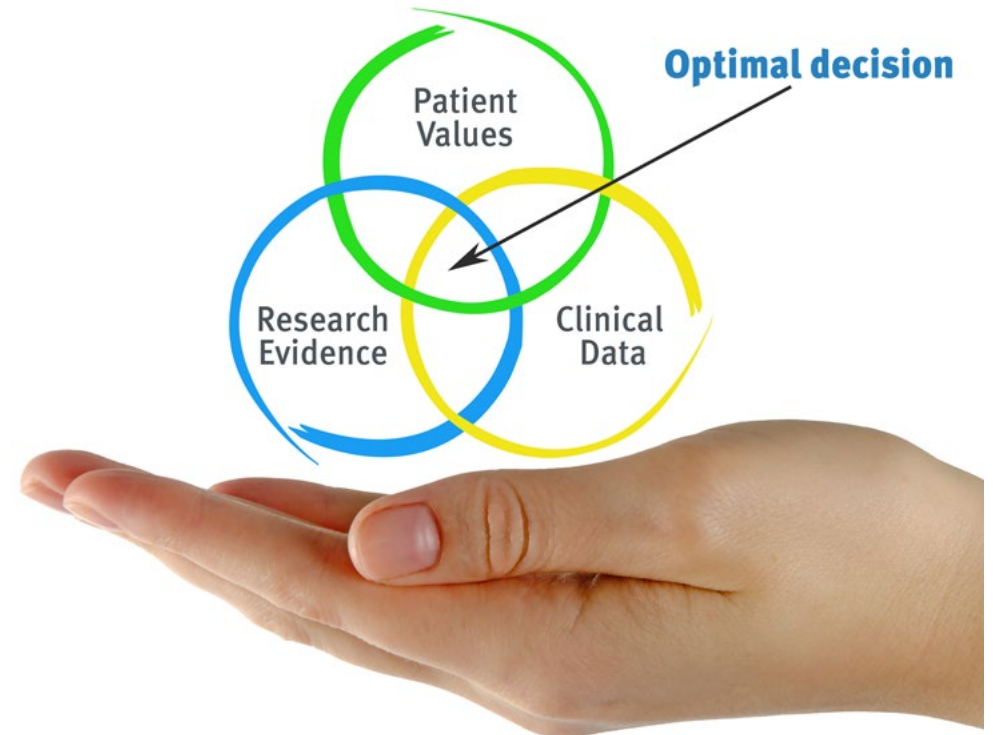
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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 Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation is a program aimed at university graduates and professionals with experience in this field, who want to transform their career and orient it towards business management.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is undoubtedly a plus for anyone wishing to develop in an international environment.





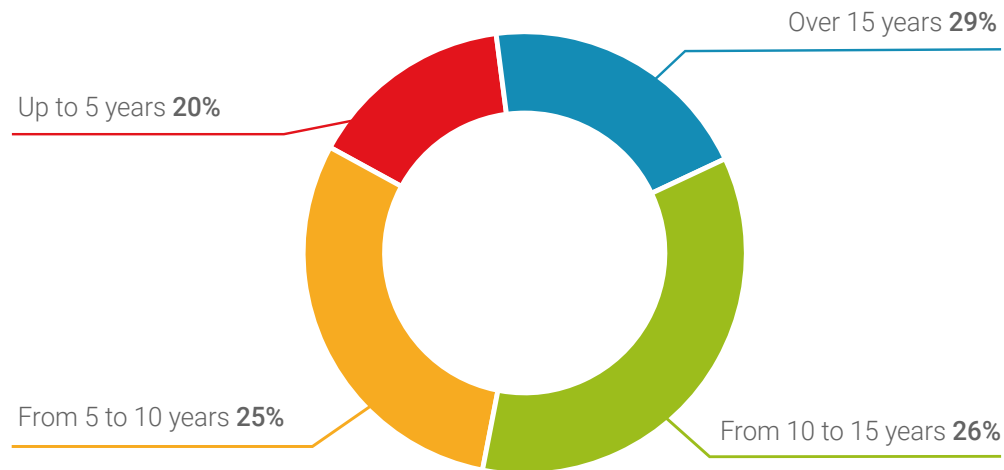
“

If you have experience in project management and are looking for an interesting career enhancement while continuing to work, this is the program for you”

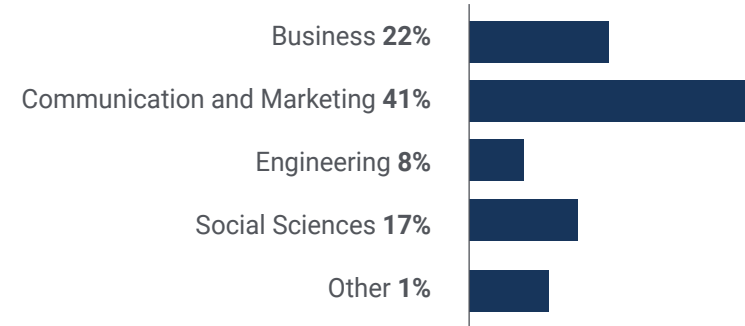
Average Age

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

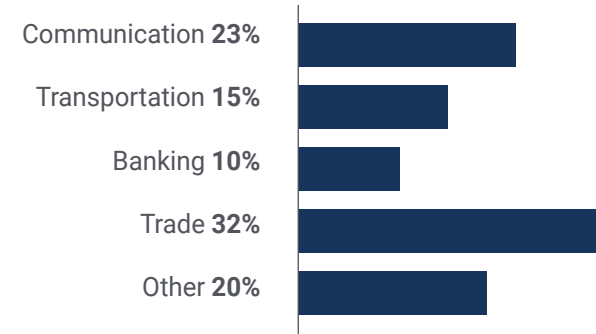
Years of Experience



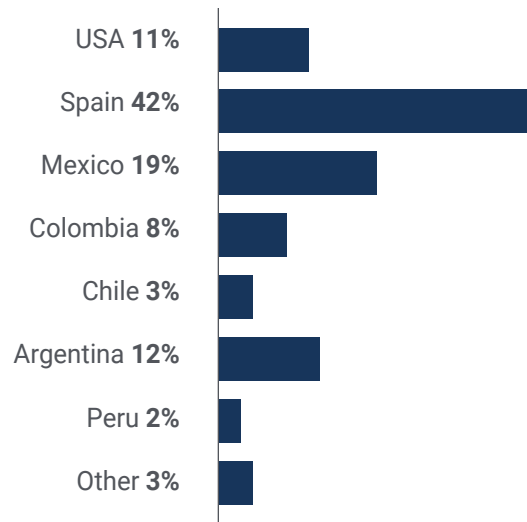
Training



Academic Profile



Geographical Distribution



Manuel Ortega

Manager of a Digital Company

"By completing this Executive Master's Degree, I have been able to expand my knowledge in Agile Methodologies for Project Management. A unique educational opportunity that I have been able to take advantage of to advance in my profession and give a boost to my career. Without a doubt, this is a highly recommended program for anyone who wishes to specialize in this field"

09

Course Management

The program's faculty includes leading experts in Project Management and Digital Transformation, who contribute their vast work experience to this program. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing Executive Master's Degree in an interdisciplinary way, thereby making it a unique and highly nourishing experience at an academic level for students.



“

Our teaching team will help you to acquire the most relevant knowledge in this field, so that you can develop with total fluency in your daily practice"

Management



Mr. Barrientos, Giancarlo

- ◆ Information Systems Engineer with a specialization in Software Engineering from U.S.A.L Buenos Aires, Argentina
- ◆ He started his professional experience focusing on different markets in Latin America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet GmbH and Grupo Clarín
- ◆ Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- ◆ He is currently IT Manager at Assist-365



Nieto-Sandoval González-Nicolá, David

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

Professors

Mr. Cotes, Jaime

- ♦ Electrical Engineer
- ♦ Specialist in Computer Networks and Executive Master's Degree in Business Administration, University of the North.
- ♦ International Master's Degree in Marketing and Digital Business, IEMD, Spain, online modality
- ♦ Master's Candidate in Marketing and Digital Transformation
- ♦ Master's Degree in Digital Team Management and Direction
- ♦ Certificate in Digital Coach, at European Business School of Barcelona S.L.
- ♦ Certificate in Virtual Tutoring Training and Certificate in University Teaching, University of the North.
- ♦ Graduate of the School of Consultant Training Rosario University - University of the North.
- ♦ International Certified Consultant by BVQI (Bureau Veritas Quality International).
- ♦ Candidate at the Academy of Digital Consultants

García Rodrigo, Javier

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

Ms. Garbarino, Lucía

- ♦ User-Centered Product Designer
- ♦ More than 9 years of experience working in high-impact startups in the digital industry such as Rappi and Eventbrite
- ♦ Passionate about creating products that deliver an amazing user experience
- ♦ Founder of the Argentinian User experience community
- ♦ Co-Organizer of Mind the Product

Ms. Santiago, Claudia

- ♦ Degree in International Business and Finance from the Autonomous University of the Caribbean.
- ♦ Master's Degree in Marketing and Advertising Communication from the USAL
- ♦ Outstanding experience in the commercial area with emphasis on the educational sector in the categories of universities, agencies, technology centers, schools and corporate management at national and international level, occupying managerial and executive positions in fast-growing companies, with a profile oriented to leadership and belonging.

Ms. Crespo Garcia, Laura

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

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 and, with us, you have a great chance of achieving it. Therefore, you should take advantage of the opportunity that TECH has to offer you to specialize with the best team in this highly demanded professional field.





“

Our main challenge is to generate a positive change in your professional career and, therefore, we are fully involved in helping you to achieve it"

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

The Executive Master's Degree in Agile Methodologies for Project Management of TECH Technological University is an intense program that prepares you to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

Generating Positive Change

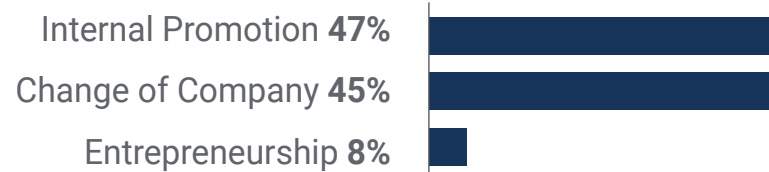
If you want to make a positive change in your profession, this specialization will help you achieve it.

After completing our Executive Master's Degree you will soon achieve the professional improvement you were looking for.

Professional change for our students



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



11

Benefits for Your Company

The Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

After completing this program you will be able to bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

12 Certificate

This Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree issued by TECH Technological University.



“

After passing this program, get in touch with your advisor and receive your degree without any complicated paperwork”

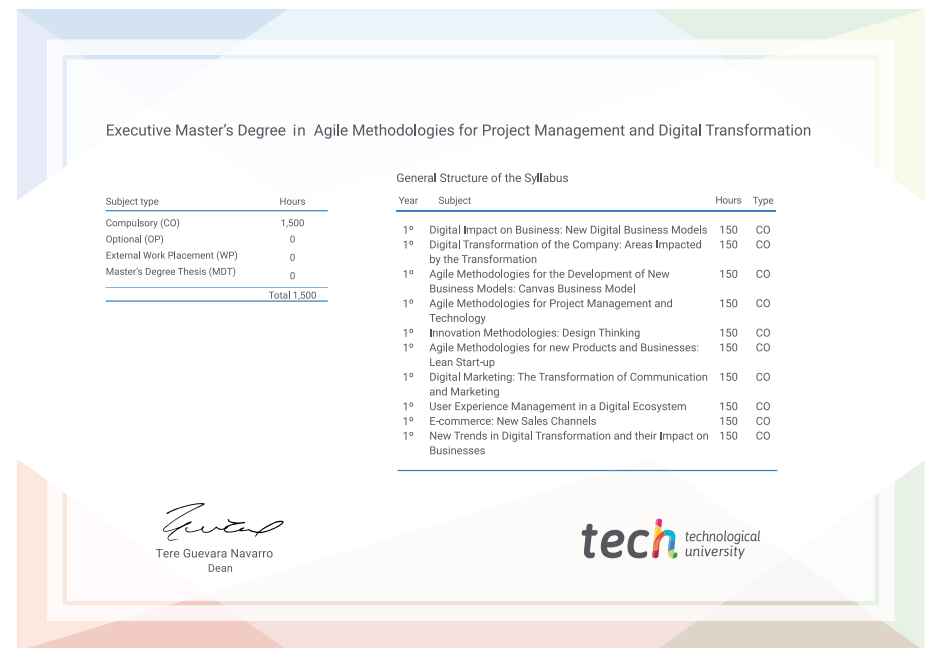
This **Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation** contains the most complete and up-to-date program on the market.

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

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

Title: **Executive Master's Degree in Agile Methodologies for Project Management and Digital Transformation**

Official N° of hours: **1,500 h.**



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



Executive Master's Degree Agile Methodologies for Project Management and Digital Transformation

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree

Agile Methodologies for Project
Management and Digital
Transformation

