

Executive Master's Degree

MBA in Business Intelligence Management

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Executive Master's Degree MBA in Business Intelligence Management

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target group: computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the BI field that need to update, enhance and expand upon their skills and knowledge.

Website: www.techtitute.com/in/school-of-business/executive-master-degree/master-mba-business-intelligence-management

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01 Welcome

The popularization of new technologies and the emergence of new data and information generation systems make it essential to apply tools and techniques capable of managing and synthesizing their multiple actions and that ensure that they are effective in streamlining business tasks. In this context, Business Intelligence systems are presented as key tools in business environments with the objective of favoring control and strategic decision making. Faced with this situation, TECH has created this program, aimed at addressing all the necessary lines of knowledge, capable of satisfying the specialization needs of professionals, both those interested in the strategic and business vision as well as the more purely technical. A unique educational program with quality content, which stands out for offering a complete vision, both from a business and technical perspective, covering aspects not usually addressed by classic studies in the field of Business Intelligence.



MBA in Business Intelligence Management.
TECH Technological University



“

Become a key player in the definition and control of business strategy thanks to this MBA in Business Intelligence Management from TECH”

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 by studying 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.

ANALYTICS DASHBOARD

Last Updated:
3 min ago

92%

Data Availability



More info

95%

Actual vs Target



More info



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



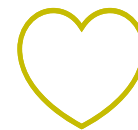
Analysis

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 enhance the student's Business Intelligence Management skills, in addition to developing new skills that will be essential in their professional development and success in this field. After the program, the professional will be able to make global BI decisions with digital thinking, from an innovative perspective and with a unique business vision.



“

One of our fundamental objectives is to guide you to achieve excellent skills, and to this end we have developed the best Business Intelligence program on the market today"

TECH makes the objectives of its students its own.
Working together to achieve them.

The **MBA in Business Intelligence Management** will enable the student to:

01

Design the possible applications of Business Intelligence (BI) in the company

04

Establish a basis for the exploration and exploitation of the organization's information (internal and external)

02

Examine advanced solutions to problems that may arise in companies, integrating techniques and methods studied

03

Develop Business Vision, Management, and Decision-Making abilities

05

Analyze digital marketing, drive and types of campaigns



06

Establish best practices in campaign data management and analyze the achievement of campaign targets

08

Analyze data visualization, its types and sets

09

Identify the different types of representation most commonly used in data analysis and the tools that exist to apply them

07

Determine the phases of a customer's life cycle and their relationship to a digital marketing strategy

10

Develop an end-to-end process to draw conclusions from the exploitation of the information



11

Analyze the sessions of a website in order to better understand your customers

14

Fundamentals of the use of personal data in Big Data projects

12

Develop skills related to data exploration and modeling (with R)

15

Assess and manage the risks of Big Data projects involving personal data

13

Identify the principles that should guide any processing of personal data

16

Determine what specific applications AI currently has in different sectors and how they are being utilized



17

Assess the potential consequences and risks of implementing AI technologies

18

Establish the appropriate guidelines for the company's adaptation to the changing society

19

Propose a dynamic business model that supports its growth in intangible resources

05 Skills

Throughout this program the student will develop the ability to understand the basics and principles of traditional marketing, and will be able to apply in those areas that are strategically necessary; but also will approach those digital tools that will allow them to be the professional demanded in the 21st century, mastering the latest trends oriented to process automation and product sustainability.

Likewise, the development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face economic and social changes with agility.





“

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

Establish change strategies and practices for digital business transformation through the advanced application of analytical techniques

04

Analyze the phases of a customer's journey and the type of campaigns associated with each one

02

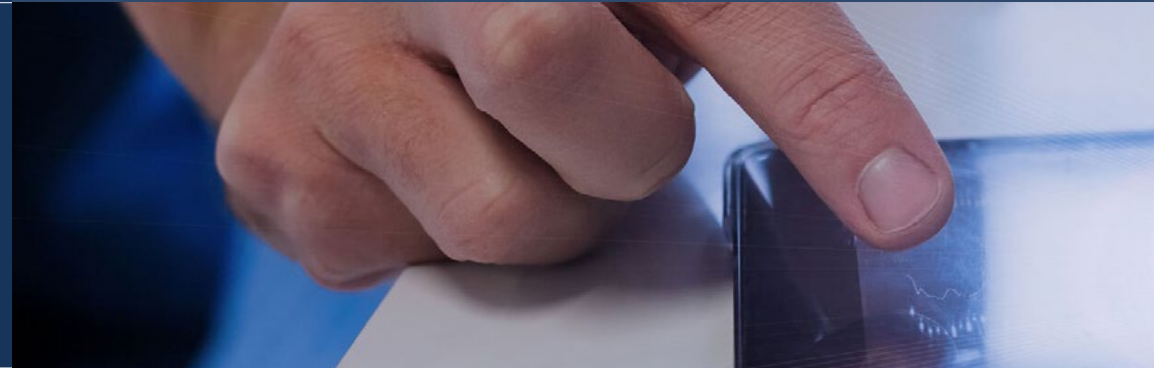
Examine management at the strategic, organizational and project levels, from the point of view of value proposition to the design of business transformation strategies

03

Submit a base system for business information analysis

05

Develop goal achievement metrics associated with a digital marketing strategy and analyze them in digital dashboards
Develop the concept of redemption



06

Identify patterns and techniques appropriate to known problems in data analysis

08

Substantiate the best combination of techniques to maximize the quality of the results



09

Establish the technical implementation of a modeling problem using programming languages

07

Develop the ability to draw conclusions after pre-processing and modeling a dataset

10

Develop the most important concepts related to metrics and parameterization

11

Examine the configuration of the Google Analytics tool

14

Determine the mechanisms to guarantee the availability, integrity and confidentiality of the information

12

Determine the difference between Universal Analytics and Google Analytics 4

13

Evaluate the information obtained from data measurement to optimize the marketing strategy: retention, loyalty and conversions



15

Analyze tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient

16

Introduce a leadership model based on accompaniment and support as an evolution of the traditional authoritarian methodology

17

Present coaching as a method to enhance the performance of our employees

18

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



06

Structure and Content

The MBA in Business Intelligence Management is an exceptional program that challenges the professional by directing their attention to success in the business world and the quality of services and human capital. It is a program that has been structured in such a way that the student not only acquires all the knowledge and skills sought, but also presents a unique and stimulating experience that will take them to the top of their professional capacity.



“

You will learn how to base the management of emotions as a basic tool to influence the results of the company and your professional future"

Syllabus

The MBA in Business Intelligence Management at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of technology and within data and information generation systems.

The content of the MBA in Business Intelligence Management is designed to promote control and strategic decision making in a successful business environment.

Over the course of 1,500 hours, the student analyzes a plethora of practical cases through individual work and teamwork. It is, therefore, an authentic immersion in real business situations.

As such, this Executive Master's Degree deals in depth with the concept of Business Intelligence from a disruptive, complete and up-to-date perspective, focused on solving the real needs of the business world. It is designed to train professionals who understand Business Intelligence with a strategic, international and innovative approach.

A plan fully designed for the student, focused on their professional improvement, preparing them to achieve excellence in the field of Business intelligence. A program that understands both the needs of the student and the company, through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty.

This MBA takes place over 12 months and is divided into 10 modules:

Module 1	Enterprise Business Intelligence
Module 2	Business Perspective
Module 3	Data-Driven Business Transformation
Module 4	Data Visualization
Module 5	Programming for Data Analysis
Module 6	Digital Marketing Analytics
Module 7	Data Management
Module 8	Business Intelligence and Artificial Intelligence: Strategies and Applications
Module 9	Optimization of the Company's Human Capital



Where, when and how is it taught?

TECH offers the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Corporate Business Intelligence

1.1. Corporate Business Intelligence

- 1.1.1. The World of Data
- 1.1.2. Relevant Concepts
- 1.1.3. Main Characteristics
- 1.1.4. Solutions in Today's Market
- 1.1.5. Overall Architecture of a BI Solution
- 1.1.6. Cybersecurity in BI and Data Science

1.2. New Business Concept

- 1.2.1. Why BI?
- 1.2.2. Obtaining Information
- 1.2.3. BI in the Different Departments of the Company
- 1.2.4. Reasons to Invest in BI

1.3. Data Warehouse

- 1.3.1. Definition and Objectives Data Warehouse and Data Mart
- 1.3.2. Architecture
- 1.3.3. Dimensional Modeling and Its Types of Diagrams
- 1.3.4. Extraction, Transformation and Loading Process (ETL)
- 1.3.5. Metadata

1.4. Big Data and Data Capture

- 1.4.1. Capture
- 1.4.2. Transformation
- 1.4.3. Storage

1.5. Reporting Business Intelligence (BI)

- 1.5.1. Database Structures
- 1.5.2. OLTP and OLAP Databases
- 1.5.3. Examples:

1.6. Dashboards or Balanced Scorecards

- 1.6.1. Balanced Scorecards
- 1.6.2. Decision Support Systems
- 1.6.3. Executive Information Systems

1.7. Deep Learning

- 1.7.1. Deep Learning
- 1.7.2. Deep Learning Fundamentals
- 1.7.3. Deep Learning Applications

1.8. Machine Learning

- 1.8.1. Machine Learning
- 1.8.2. Machine Learning Fundamentals
- 1.8.3. Uses of Machine Learning
- 1.8.4. Deep Learning vs. machine Learning

1.9. BI Tools and Solutions

- 1.9.1. Choosing the Best Tool
- 1.9.2. Microsoft Power BI, MicroStrategy and Tableau
- 1.9.3. SAP BI, SAS BI and Qlikview
- 1.9.4. Prometheus

1.10. BI Project Planning and Management

- 1.10.1. First Steps to Define a BI Project
- 1.10.2. Corporate BI Solutions
- 1.10.3. Requirements and Objectives

Module 2. Business Perspective

2.1. The Company

- 2.1.1. Capital, Investment and Risk
- 2.1.2. Organizational Morphology: Size, Shape, Activity and Sectors
- 2.1.3. Organization and Resources
- 2.1.4. Management and Their Needs

2.2. Company: Market and Customer

- 2.2.1. Market and Customer
- 2.2.2. Market Analysis and Segmentation

- 2.3.4. Measuring Results: Knowing the Reality
- 2.3.5. Key Indicators

2.3. Business Strategy

- 2.3.1. Business Strategy
- 2.3.2. SWOT Analysis
- 2.3.3. Objectives and Deadlines [SMART, C/M/L/P, Cascading Objectives]

2.4. Information as an Asset

- 2.4.1. Information and Management
- 2.4.2. Life Cycle Information
- 2.4.3. Operational System and Strategic System

2.5. Balanced Scorecard

- 2.5.1. Operational, Tactical and Strategic Scorecards
- 2.5.2. Balanced Scorecard Definition
- 2.5.3. Financial Perspective
- 2.5.4. Customer Perspective

- 2.5.5. Internal Processes Perspective
- 2.5.6. Learning and Growth Perspective

2.6. Productivity Analysis

- 2.6.1. Income, Expenditures, Investment and Consumption
- 2.6.2. Cost Analysis and Allocation
- 2.6.3. ROI and Other Ratios of Interest

2.7. Distribution and Sales

- 2.7.1. Relevance of the Department
- 2.7.2. Channels and Equipment
- 2.7.3. Types of Sales and Consumption

2.8. Other Common Areas

- 2.8.1. Production and Service Delivery
- 2.8.2. Distribution and Logistics
- 2.8.3. Commercial Communication
- 2.8.4. Inbound Marketing

2.9. Data Management

- 2.9.1. Roles and Responsibilities
- 2.9.2. Stakeholder Identification
- 2.9.3. Information Management Systems
- 2.9.4. Type of Operating Systems
- 2.9.5. Strategic or Decision Support Systems
- 2.9.6. Platforms for Information: Cloud Computing vs. On Premise

2.10. Exploring the Information

- 2.10.1. Intro SQL: Relational Databases Basic Concepts
- 2.10.2. Networks and Communications: Public/Private Networks, Network/Subnet/Router Address and DNS. VPN Tunnel and SSH
- 2.10.3. Operational System: Standardized Data Templates
- 2.10.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards

- 2.10.5. Strategic Analysis of Databases and Report Composition

Module 3. Data-Driven Business Transformation

3.1. Big Data

- 3.1.1. Big Data in Enterprises
- 3.1.2. Concept of Value
- 3.1.3. Value Project Management

3.2. Digital Marketing

- 3.2.1. Digital Marketing
- 3.2.2. Benefits of Digital Marketing

3.3. Action Plan

- 3.3.1. Campaigns and Types
- 3.3.2. Redemption and Drive
- 3.3.3. Types of Strategies
- 3.3.4. Digital Marketing Plan

3.4. Execution of the Marketing Plan

- 3.4.1. Customer Journey (Baseline-Campaign-Redemption-Improvement) and Digital Marketing
- 3.4.2. Web Integration of Digital Marketing Tools
- 3.4.3. Digital Marketing Tools

3.5. Customer Journey

- 3.5.1. Customer Life Cycle
- 3.5.2. Association of Campaigns to the Life Cycle
- 3.5.3. Campaign Metrics

3.6. Data Management for Campaigns

- 3.6.1. Datawarehouse and Datalab
- 3.6.2. Campaign Creation Tools
- 3.6.3. Drive Methods

3.7. Digital Marketing GDPR

- 3.7.1. Data Anonymization and Manipulation of Personal Data
- 3.7.2. Robinson Concept
- 3.7.3. Exclusion lists

3.8. Control Panels

- 3.8.1. KPIs
- 3.8.2. Audience
- 3.8.3. Tools
- 3.8.4. Storytelling

3.9. Customer Analysis and Characterization

- 3.9.1. 360° Customer Vision
- 3.9.2. Relation of Analysis to Tactical Actions
- 3.9.3. Analysis Tools

3.10. Business Examples Applying Big Data Techniques

- 3.10.1. Upselling/Cross-Selling
- 3.10.2. Propensity Models
- 3.10.3. Risk Models
- 3.10.4. Predictions
- 3.10.5. Image Processing

Module 4. Data Visualization

4.1. Data Visualization

- 4.1.1. Data Visualization
- 4.1.2. Importance of Data Analysis and Visualization
- 4.1.3. Evolution

4.2. The Design

- 4.2.1. Use of Color
- 4.2.2. Composition and Typography
- 4.2.3. Recommendations

4.3. Types of Data

- 4.3.1. Qualitative
- 4.3.2. Quantitative
- 4.3.3. Temporary Data

4.4. Data Sets

- 4.4.1. Files
- 4.4.2. Databases
- 4.4.3. Open Data
- 4.4.4. Streaming Data

4.5. Common Types of Representation

- 4.5.1. Columns
- 4.5.2. Bars
- 4.5.3. Lines
- 4.5.4. Areas
- 4.5.5. Dispersion

4.6. Advanced Types of Representation

- 4.6.1. Circular
- 4.6.2. Rings
- 4.6.3. Bubbles
- 4.6.4. Maps

4.7. Application by Area

- 4.7.1. Political Science and Sociology
- 4.7.2. Science
- 4.7.3. Marketing
- 4.7.4. Health and Well-being
- 4.7.5. Meteorology
- 4.7.6. Business and Finance

4.8. Storytelling

- 4.8.1. Importance of Storytelling
- 4.8.2. History of Storytelling
- 4.8.3. Application of Storytelling

4.9. Visualization Software

- 4.9.1. Paid
- 4.9.2. Free
- 4.9.3. Online
- 4.9.4. Free Software

4.10. The Future of Data Visualization

- 4.10.1. Virtual Reality
- 4.10.2. Augmented Reality
- 4.10.3. Artificial Intelligence

Module 5. Programming for Data Analysis

5.1. Programming for Data Analysis

- 5.1.1. Language for Data Analysis
- 5.1.2. Evolution and Characteristics of the Main Tools
- 5.1.3. Installation and Configuration

5.2. Types of Data

- 5.2.1. Basic Types
- 5.2.2. Complex Types
- 5.2.3. Other Structures

5.3. Structures and Operations

- 5.3.1. Data Operations
- 5.3.2. Control Structures
- 5.3.3. File Operations

5.4. Data Extraction and Analysis

- 5.4.1. Statistical Summaries
- 5.4.2. Univariate Analysis
- 5.4.3. Multivariate Analysis

5.5. Visualization

- 5.5.1. Univariate Graphs
- 5.5.2. Multivariable Graphs
- 5.5.3. Other Charts of Interest

5.6. Pre-Processing

- 5.6.1. The Importance of Data Quality
- 5.6.2. Outlier Detection and Analysis
- 5.6.3. Other Dataset Quality Factors

5.7. Advanced Pre-Processing

- 5.7.1. Subsampling
- 5.7.2. Resampling
- 5.7.3. Dimensionality Reduction

5.8. Data Modeling

- 5.8.1. Modeling Phases
- 5.8.2. Division of the Data Set
- 5.8.3. Metrics for Prediction

5.9. Advanced Data Modeling

- 5.9.1. Unsupervised Models
- 5.9.2. Supervised Models
- 5.9.3. Libraries for Modeling

5.10. Tools and Good Practices

- 5.10.1. Best Practices for Modeling
- 5.10.2. The Tools of a Data Analyst
- 5.10.3. Conclusion and Bookstores of Interest

Module 6. Digital Marketing Analytics

6.1. Web Analytics

- 6.1.1. Web Analytics Use
- 6.1.2. History
- 6.1.3. Applicable Methodology

6.2. Google Analytics

- 6.2.1. About Google Analytics
- 6.2.2. Metrics vs. Dimension
- 6.2.3. Measurement Objectives

6.3. Reports

- 6.3.1. Basic Metrics
- 6.3.2. Advanced Metrics or KPIs (Key Performance Indicators)
- 6.3.3. Conversions

6.4. Dimensions

- 6.4.1. Campaign / Keyword)
- 6.4.2. Source/Media
- 6.4.3. Contents

6.5. Universal Analytics vs. Google Analytics 4

- 6.5.1. UA Differences vs. GA4
- 6.5.2. Advantages and Limitations
- 6.5.3. Use of UA and GA4 Tools

6.6. Setting up Google Analytics

- 6.6.1. Installation and Integration
- 6.6.2. Structure of Universal Analytics: Accounts, Properties and Views
- 6.6.3. Conversion Goals and Funnels

6.7. Reports

- 6.7.1. Real-Time Analytics
- 6.7.2. Audience Analytics
- 6.7.3. Purchase Analytics
- 6.7.4. Behavior Analytics
- 6.7.5. Conversion Analytics

6.8. Advanced Reports

- 6.8.1. Panels
- 6.8.2. Personalized Reports
- 6.8.3. APIs

6.9. Segments

- 6.9.1. Difference between Segment and Filter
- 6.9.2. Types of Segments: Predefined / Customized
- 6.9.3. Remarketing

6.10. Digital Analytics

- 6.10.1. Measurement
- 6.10.2. Implementation
- 6.10.3. Conclusions

Module 7. Data Management

7.1. Statistics

- 7.1.1. Statistics: Descriptive Statistics, Statistical Inferences
- 7.1.2. Population, Sample, Individual
- 7.1.3. Variables: Definition, Measurement Scales

7.2. Types of Data Statistics

- 7.2.1. According to Type
 - 7.2.1.1. Quantitative: Continuous Data and Discrete Data
 - 7.2.1.2. Qualitative: Binomial Data, Nominal Data and Ordinal Data
- 7.2.2. According to Its Form: Numerical, Text, Logical
- 7.2.3. According to Their Source: Primary, Secondary

7.3. Data Management Planning

- 7.3.1. Definition of Objectives
- 7.3.2. Determination of Available Resources
- 7.3.3. Establishment of Time Lapses
- 7.3.4. Data Structure

7.4. Data Collection

- 7.4.1. Methodology of Data Collection
- 7.4.2. Data Collection Tools
- 7.4.3. Data Collection Channels

7.5. Data Cleaning

- 7.5.1. Phases of Data Cleaning
- 7.5.2. Data Quality
- 7.5.3. Data Manipulation (with R)

7.6. Data Analysis, Interpretation and Evaluation of Results

- 7.6.1. Statistical Measures
- 7.6.2. Relationship Indices
- 7.6.3. Data Mining

7.7. Data Visualization

- 7.7.1. Suitable Display According to Data Type
- 7.7.2. End-User Considerations
- 7.7.3. Executive Models of Results Presentation

7.8. Data Warehouse (Datawarehouse)

- 7.8.1. Elements of a Data Warehouse
- 7.8.2. Design
- 7.8.3. Aspects to Consider

7.9. Data Availability

- 7.9.1. Access
- 7.9.2. Uses
- 7.9.3. Security

7.10. Practical Applications:

- 7.10.1. Data Exploration
- 7.10.2. Manipulation and Adjustment of Patterns and Structures
- 7.10.3. Test Application and Modeling

Module 8. Business Intelligence and Artificial Intelligence: Strategies and Applications

8.1. Financial Services

- 8.1.1. The Implications of Artificial Intelligence (AI) in Financial Services. Opportunities and Challenges
- 8.1.2. Case Uses
- 8.1.3. Potential Risks Related to the Use of AI
- 8.1.4. Potential Future Developments/Uses of AI

8.2. Implications of Artificial Intelligence in the Healthcare Service

- 8.2.1. Implications of AI in the Healthcare Sector. Opportunities and Challenges
- 8.2.2. Case Uses

8.3. Risks Related to the Use of AI in the Health Service

- 8.3.1. Potential Risks Related to the Use of AI
- 8.3.2. Potential Future Developments/uses of AI

9.4. Retail

- 9.4.1. Implications of AI in Retail. Opportunities and Challenges
- 9.4.2. Case Uses
- 9.4.3. Potential Risks Related to the Use of AI
- 9.4.4. Potential Future Developments/Uses of AI

8.5. Industry 4.0

- 8.5.1. Implications of AI in the 4.0 Industry. Opportunities and Challenges
- 8.5.2. Case Uses

8.6. Potential Risks Related to the use of AI in the 4.0 Industry

- 8.6.1. Case Uses
- 8.6.2. Potential Risks Related to the Use of AI
- 8.6.3. Potential Future Developments/Uses of AI

8.7. Public Administration

- 8.7.1. Implications of AI in Public Administration: Opportunities and Challenges
- 8.7.2. Case Uses
- 8.7.3. Potential Risks Related to the Use of AI
- 8.7.4. Potential Future Developments/Uses of AI

8.8. Education

- 8.8.1. Implications of AI in Educational: Opportunities and Challenges
- 8.8.2. Case Uses
- 8.8.3. Potential Risks Related to the Use of AI
- 8.8.4. Potential Future Developments/Uses of AI

9.9. Forestry and Agriculture

- 9.9.1. Implications of AI in Forestry and Agriculture. Opportunities and Challenges
- 9.9.2. Case Uses
- 9.9.3. Potential Risks Related to the Use of AI
- 9.9.4. Potential Future Developments/Uses of AI

9.10. Human Resources

- 9.10.1. Implications of AI for Human Resources Opportunities and Challenges
- 9.10.2. Case Uses
- 9.10.3. Potential Risks Related to the Use of AI
- 9.10.4. Potential Future Developments/Uses of AI

Module 9. Optimization of the Company's Human Capital

9.1. Human Capital in the Company

- 9.1.1. Value of Human Capital in the Technological World
- 9.1.2. Executive Skills
- 9.1.3. Paradigm Shift in Management Models

9.2. The Director's Skills

- 9.2.1. Management Process
- 9.2.2. Management Functions
- 9.2.3. Group Leadership Management in Companies: Group Relations

9.3. Communication in the Company

- 9.3.1. The Company's Communication Process
- 9.3.2. Interpersonal Relations in the Company
- 9.3.3. Communication Techniques for Change
 - 9.3.3.1. Storytelling
 - 9.3.3.2. Assertive Communication Techniques. Feedback, Consensus

9.4. Business Coaching

- 9.4.1. Business Coaching
- 9.4.2. The Practice of Coaching
- 9.4.3. Types of Coaching and Coaching in Organizations
 - 9.4.3.1. Coaching as a Leadership Style

9.5. Business Mentoring

- 9.5.1. Mentoring in the Company
- 9.5.2. The 4 Processes of a Mentoring Program
- 9.5.3. Benefits of this Business Tool

9.6. Mediation and Conflict Resolution in the Company

- 9.6.1. The Conflicts
- 9.6.2. Preventing, Addressing and Resolving Conflict
- 9.6.3. Stress and Work Motivation

9.7. Negotiation Techniques

- 9.7.1. Negotiation at the Managerial Level in Technology Companies
- 9.7.2. Strategies and Main Types of Negotiation
 - 9.7.2.1. The Figure of the Negotiating Subject

9.8. Enterprise Change Management

- 9.8.1. Factors of Organizational Change
- 9.8.2. Strategic Planning
- 9.8.3. Organizational Change Management
 - 9.8.3.1. For Intangible Change: Teams, Communication, Culture, Leadership
 - 9.8.3.2. For basic or Tangible Change: Goal Setting, Performance Measurement, Learning, Recognition and Rewards

9.9. Techniques for Improving Equipment Performance

- 9.9.1. Teamwork Techniques
- 9.9.2. Delegating in work Equipment

10.10. Group Dynamics. Classification

- 9.10.1. The Role of the Dynamizer
- 9.10.2. Group Dynamics Techniques
 - 9.10.2.1. Brainstorming+
 - 9.10.2.2. Philips 6/6
 - 9.10.2.3. Hot Air Balloon D



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.



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.

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

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 elearning, 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

The MBA in Business Intelligence Management is aimed at computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who need to update, deepen and improve their skills and knowledge.

On the other hand, the diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, with global involvement.

In addition, the Executive Master's Degree may also be studied by professionals who, being university graduates in any area, have two years of work experience in the field of BI.





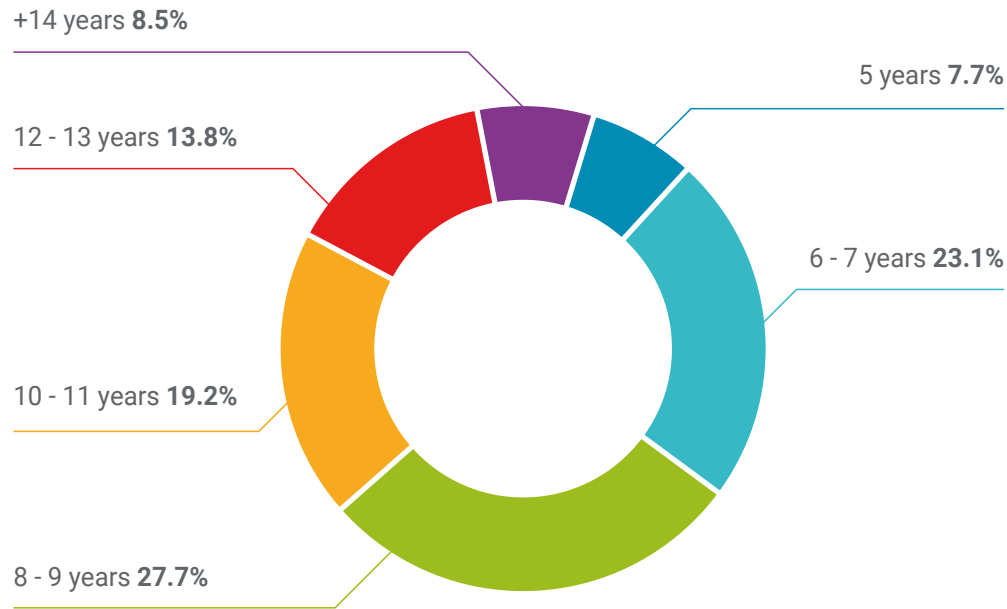
“

If you have experience in Business Intelligence and are looking for a boost in your career, do not hesitate to study this program"

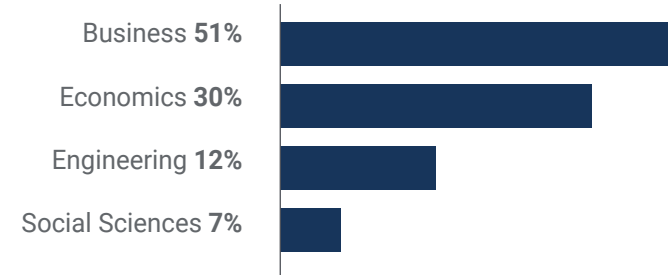
Average Age

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

Years of Experience



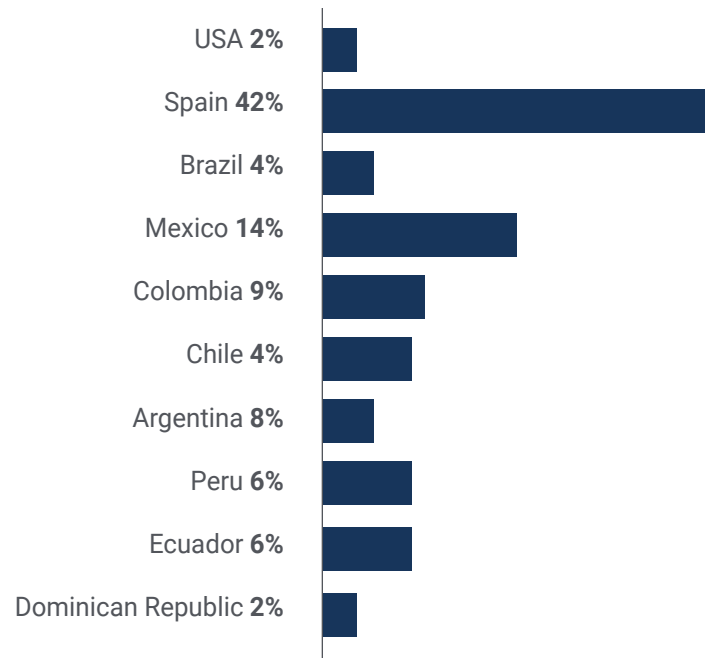
Training



Academic Profile



Geographical Distribution



Antonio Usera

Data Analyst

"Thanks to this program I immersed myself in Business Intelligence like never before and learned how to elaborate strategies by analyzing data in a way that I had not contemplated before, in a way that has helped to improve the commercial department of the company"

09

Course Management

The program includes in its teaching staff experts of reference in the field of BI, who contribute their years of work experience to this syllabus, as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the Executive Master's Degree in an interdisciplinary way, making it a unique academic experience for the student.





“

*Learn from leading professionals
from different fields related to BI”*

International Guest Director

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

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

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

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the University of Berkeley, in the United States, and the University of Copenhagen, in Denmark. Through this continuous updating, the Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a born leader of the new global economy, centered on the impulse of data and its infinite possibilities.



D. Gram, Mick

- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- *Executive MBA in e-commerce at the University of Copenhagen*
- Bachelor's Degree and Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

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

Management



Dr. Peralta Martín-Palomino, Arturo

- ◆ CEO and CTO at Prometheus Global Solutions
- ◆ CTO en Corporate Technologies in Corporate Technologies
- ◆ CTO in AI Shephers GmbH
- ◆ Doctorate in Psychology from the University of CastillaLa
- ◆ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- ◆ PhD in Psychology, University of CastillaLa Mancha
- ◆ Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- ◆ Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha
- ◆ Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha
- ◆ Professor of the Master in Big Data and Data Science at the International University of Valencia
- ◆ Lecturer of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development
- ◆ Member of the SMILe Research Group of the University of Castilla la Mancha

Professors

Mr. Catalán Ramírez, Raúl Luis

- ◆ Interface Designer and Analyst/Programmer at Prometheus Global Solutions
- ◆ Freelance designer and programmer
- ◆ Designer at Mille Cunti Association
- ◆ Graduated in Graphic Design at the EA. Pedro Almodóvar Teaching Experience
- ◆ CMS web implementation and management Professional Experience

Mr. Fondón Alcalde, Rubén

- ◆ Customer Value Management Business Analyst at Vodafone Spain
- ◆ Head of Service Integration at Entelgy for Telefónica Global Solutions
- ◆ Online account manager for clone servers at EDM Electronics
- ◆ Business Analyst for Southern Europe at Vodafone Global Enterprise
- ◆ Telecommunications Engineer from the European University of Madrid
- ◆ Master's Degree in Big Data and Data Science from the International University of Valencia

Ms. Fernández Meléndez, Galina

- ◆ Data Analyst in ADN Mobile Solution
- ◆ ETL processes, data mining, data analysis and visualisation, establishment of KPI's, Dashboard design and implementation, management control. ADN Mobile Solution-Gijón-Spain R development, SQL management, among others
- ◆ Pattern determination, predictive modelling, machine learning
- ◆ Bachelor's degree in Business Administration. Bicentennial University of Aragua-Caracas- Diploma in Planning and Public Finance. Venezuelan School of Planning, School of Finance

- ◆ Professional Master's Degree in Data Analysis and Business Intelligence. University of Oviedo
- ◆ MBA in Business Administration and Management (Escuela De Negocios Europea De Barcelona)
- ◆ Master in Big Data and Business Intelligence (Escuela de Negocios Europea de Barcelona)

Mr. García Niño, Pedro

- ◆ Specialist in Web Positioning and SEO/Google Ads
- ◆ SEO On-Page / Off-Page Specialist
- ◆ Google Ads Specialist (SEM / PPC), Official Certification
- ◆ Specialist in Google Analytics/Digital Marketing Analytics and Performance Measurement
- ◆ Specialist in Digital Marketing and RRSS
- ◆ IT Services Sales Manager
- ◆ Computer Equipment Technician Hardware/Software Specialist

Ms. García La O, Marta

- ◆ Specialist in Digital Marketing and RRSS
- ◆ Management, administration and account management at Think Planning and Development
- ◆ Organisation, supervision and mentoring of senior management training courses in Think Planning and Development
- ◆ Accountant-administrative in Tabacos Santiago y Zaráiche-Stan Roller
- ◆ Marketing Specialist at Versas Consultores
- ◆ Diploma in Business Studies from the University of Murcia.
- ◆ Master's Degree in Sales and Marketing Management from Fundesem Business School

Ms. Martínez Cerrato, Yésica

- ◆ Electronic Security Product Technician at Securitas Security Spain
- ◆ Business Intelligence Analyst at Ricopia Technologies (Alcalá de Henares) Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá
- ◆ Responsible for training new recruits on commercial management software (CRM, ERP, INTRANET), product and procedures in Ricopia Technologies (Alcalá de Henares)
- ◆ Responsible for training new scholarship holders incorporated to the Computer Classrooms at the University of Alcalá
- ◆ Project Manager in the area of Key Accounts Integration at Correos and Telégrafos (Madrid)
- ◆ Computer Technician-Responsible for computer classrooms OTEC, University of Alcalá (Alcalá de Henares)
- ◆ Computer classes teacher at ASALUMA Association (Alcalá de Henares)
- ◆ Scholarship for Training as a Computer Technician in OTEC, University of Alcalá (Alcalá de Henares)

Mr. Nafría Sanz, Alfonso

- ◆ Business Intelligence Consultant at Korporate Technologies Group, SL
- ◆ Marketing and Business Development Consultant specializing in SMEs
- ◆ Co-founder and Communication Director of SME company
- ◆ Degree in Marketing and Technical Market Research from San Pablo CEU University
- ◆ Master's Degree in Business Intelligence and Big Data from the Universitat Oberta de Catalunya Work Experience



Ms. Pedrajas Parabás, Elena

- ◆ Business Analyst in Management Solutions
- ◆ Collaborator with the Department of Numerical Analysis at the University of Cordoba
Professional Experience
- ◆ Researcher in the Department of Computer Science and Numerical Analysis at the University of Cordoba
- ◆ Researcher at the Singular Center for Research in Intelligent Technologies in Santiago de Compostela
- ◆ Degree in Computer Engineering Master's Degree in Data Science and Computer Engineering Teaching Experience

Ms. Palomino Dávila, Cristina

- ◆ Consultant and Senior GRC Auditor at Oesía Networks
- ◆ Audit Sub-Directorate - General Secretariat in Compañía Logística de Hidrocarburos CLH
- ◆ Senior consultant and auditor in the field of Personal Data Protection and information society services at Helas Consultores
- ◆ Graduate in Law from the University of Castilla La Mancha
- ◆ Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa
- ◆ Advanced Course in Digital Security and Crisis Management, University of Alcalá and the Spanish Security and Crisis Alliance (AESYC)

10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of making this great effort should be to achieve professional growth, so that the professional's job placement or promotion is in line with their expectations. TECH is committed to this objective and achieves it through the design of competitive programs with the best experts in the sector.





“

TECH wants to see you grow, wants to be part of your professional success. That's why we are fully committed to offering you the best educational programs on the market today"

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

The MBA in Business Intelligence Management at TECH is an intensive program that prepares the student to face challenges and creative and strategic decisions to achieve their goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If you want to improve yourself, make a positive change professionally and interact with the best, this is the program for you.

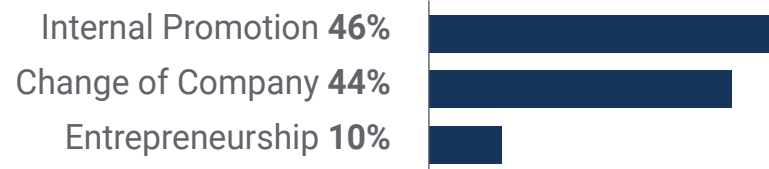
Do not miss the opportunity that TECH offers and invest in your future.

If you want to make a positive change in your profession, the MBA in Business Intelligence Management will help you achieve it.

When the change occurs



Type of change



Salary increase

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



11

Benefits for Your Company

The MBA in Business Intelligence Management will contribute to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this MBA, is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Enter the new business concept,
specialize in Intelligence
Management with TECH!"*

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 professional and opens new avenues for professional growth within the company.

03

Building agents of change

Be able to make decisions in times of uncertainty and crisis, helping the organization to 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 can work on a real project or develop new projects in the field of R&D or Business Development of your 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

The MBA in Business Intelligence Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.



“

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

This **MBA in Business Intelligence Management** contains the most complete and up-to-dated 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 certificate issued by **TECH Technological University** will express the qualification obtained in the Executive Master's Degree, and will meet the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree MBA in Business Intelligence Management**

Official N° of hours: **1,500 h.**



*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.



**Executive Master's
Degree**
MBA in Business
Intelligence
Management

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

Executive Master's Degree

MBA in Business Intelligence Management

