

# Executive Master's Degree Website Management Engineering

M W M E



**tech** technological  
university



## Executive Master's Degree Website Management Engineering

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

Website: [www.techtute.com/us/school-of-business/professional-master-degree/master-website-management-engineering](http://www.techtute.com/us/school-of-business/professional-master-degree/master-website-management-engineering)

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# 01 Welcome

Designing a website requires professionals who can not only deliver on the initial idea, but also on developing the website in a secure, user-friendly and legally compliant fashion. This high-level training develops advanced knowledge in web programming languages, web site engineering and architecture; it addresses web security systems, web services administration, as well as ethical and legal aspects on the web. It also offers a global vision of a website engineering project, from its idea or conception to its launch, going through all the technical and legal phases of the project. TECH has created this program, in which students will find the most relevant information today, through a didactic and innovative syllabus that will be easy to understand and apply in daily practice.



Executive Master's Degree in Website Management Engineering.  
TECH Technological University





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*The Executive Master's Degree in Website Management Engineering offers specialized technical-practical knowledge, since every asset generated needs a commercial outlet”*

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

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



### Academic Excellence

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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

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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

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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 Executive Master's Degree from TECH is designed to strengthen professional business managing skills. Students who enroll, in addition to being widely specialized in their area of action, will find in this program a unique opportunity to improve in a field of great importance, since they will learn to properly develop a website, taking into account key aspects such as current legality and security on the Internet. In this way, they will become professional experts in different branches, so they will be able to control all areas of the company.





“

*This Executive Master's Degree provides a complementary value to the previous studies of any professional who wants a quality, specialized training in website management”*

Your goals are our goals.

We work together to help you achieve them.

The Executive Master's Degree in Website Management Engineering trains students to:

01

Analyze the current legal framework for websites in Spain and Europe

02

Analyze procedures, techniques and tools to cover website legal aspects

03

Examine the characteristics of agile project management and determine the differences with predictive or traditional approaches

04

Initiate, plan, execute, monitor, and close an agile project

05

Lead and differentiate the roles of an agile team and recommend strategies for overcoming the challenges faced by dispersed or offshore agile teams



06

Examine the process of creating web content using HTML markup language

08

Develop applications with complex structures by using the different procedures, functions and objects that integrate JavaScript

09

Generate specialized knowledge about PHP for the implementation of server-side applications

07

Determine the style and improve the appearance of a web page using CSS rules

10

Examine logical data model construction



11

Establish the relationship between web architecture and other web development phases and SEO processes

12

Address the most relevant aspects of web security

13

Analyze the most detected and exploited web vulnerabilities at a global level and how to prevent them

14

Establish guidelines to perform web audits to detect and prevent such risks and vulnerabilities

15

Create attractive, usable and accessible digital environments to offer satisfactory user experience



16

Develop a complete e-commerce store

18

Develop specialized knowledge about the uses, functionalities and types of content managers

19

Establish the advantages and disadvantages of using content management systems

17

Establish a strategy for a web environment under development and production

20

Analyze the main content management systems on the market





# 05 Skills

The Executive Master's Degree in Website Management Engineering has been designed to improve the competitiveness of professionals in the business sector. Upon completing the program, students will have acquired the necessary skills to perform quality and updated work based on the most innovative teaching methodology. Undoubtedly, a program that will improve their training and will allow them to be more competitive in their daily work, by unifying all the relevant aspects about websites that managers must know and put into practice.





“

*Get into the study of Website Management Engineering and improve your skills in a sector with a promising future”*

01

Determine the Spanish and European tax bases for e-commerce

02

Plan iterations based on team speed and iteration length

03

Analyze the keys to contracting for agile projects

04

Use tools and strategies

05

Gain specialized knowledge of web application and web page development, both on the client and server side



06

Examine web programming languages and their implementation in development environments

08

Optimize the relationship between web architecture and user experience and the relationship between web architecture and SEO



09

Analyze the different HTTP headers in terms of security

07

Evaluate the stages that make up the web architecture, the correlation between them and their development

10

Get a vision of UX Writing beyond writing

11

Establish the relationship between user experience and organic positioning (SEO)

14

Develop a real high availability working environment

12

Develop online promotions and create traffic to the store



13

Set up an online store using the different CMSs currently available in the online marketplace

15

Determine the necessary parameters to create a cloud hosting service



16

Identify the different types of content management systems and their tools

18

Interpret analytical data to make business decisions

19

Apply different user-centric marketing methodologies and tools

17

Evaluate the best content manager according to the web project scope

20

Determine the project business objectives



06

# Structure and Content

This TECH program has been designed to meet the specialization needs of business professionals who wish to broaden their knowledge in website management, a booming sector that demands qualified professionals. Thus, this Executive Master's Degree will allow them to acquire specific knowledge that they can apply to their work practice. And, to do so, they will use a totally online methodology so they can balance their studies with the rest of their daily obligations.



“

*This program is your best option to achieve the change you are looking for, both for the quality of its content and its teaching staff”*

## Syllabus

The Executive Master's Degree in Website Management Engineering at TECH Technological University is an intensive program that prepares students to face challenges and business decisions on a national and international level. 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, students will study a multitude of practical cases through individual work, which will allow them to acquire the necessary skills to successfully develop in their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals with the different areas of a company in depth and it is designed for managers to understand Website Management Engineering from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional development, which prepares them to achieve excellence in the field of information security management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional teaching staff, which will provide you with the skills to creatively and efficiently resolve critical situations.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

- Module 1** Ethical and Legal Aspects of the Web
- Module 2** Development Methodologies for Web Programming
- Module 3** Languages Applications
- Module 4** Web Site Engineering and Architecture
- Module 5** Web Site Security Systems
- Module 6** User Interface Design and Programming
- Module 7** e-Commerce Creation and Administration
- Module 8** Web Server Administration
- Module 9** Web Content Management
- Module 10** Web Site Marketing



### 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. Ethical and Legal Aspects of the Web**

**1.1. Web Regulations in Force in Spain and Europe**

- 1.1.1 Web Regulations in Force in Spain
  - 1.1.1.1. Web Regulations in Force in Europe
  - 1.1.1.2. Impact of European Regulation

**1.2. Legal Aspects of the Web (Presence vs. Activity)**

- 1.2.1. Preliminary Matters: Classification
- 1.2.2. Web Classification According to Legal Framework
- 1.2.3. Practical Legal Aspects of Presence-Only Websites

1.2.4. Practical Legal Aspects of e-Commerce Websites

- 1.2.5. Practical Legal Aspects of Social Networks, Forums and Blogs
- 1.2.6. Practical Legal Aspects of Download and Multimedia Content Websites

**1.3. Laws and Regulations Commonly Used on Websites**

- 1.3.1. The LSSICE Law (Law on Information Society Services and Electronic Commerce)
- 1.3.2. The RGPD (General Data Protection Regulation)
- 1.3.3. The LOPDGDD (Organic Law on the Protection of Personal Data and Guarantee of Digital Rights)

**1.4. Laws and Regulations Specifically Used on Websites**

- 1.4.1. Law on General Contracting Conditions
- 1.4.2. Law on Retail Trade Management
- 1.4.3. Law on Intellectual Property
- 1.4.4. General Law for the Defense of Consumers and Users

**1.5. Spanish and European Tax Bases for e-commerce**

- 1.5.1. Preliminary Matters: Taxation as a Set of Laws
- 1.5.2. Spanish Taxation Framework for e-Commerce
- 1.5.3. European Taxation Framework: Operating under European Regulations

**1.6. Child Protection on the Web**

- 1.6.1. The Legal Rights and Obligations of Parents and Guardians as a Starting Point
- 1.6.2. Education as the Best Tool for Prevention
- 1.6.3. Minors on Social Media
- 1.6.4. Fraudulent Purchases and Contracting

**1.7. Practical Aspects for Compliance Assurance**

- 1.7.1. Reasons behind Legal Aspects on Websites
- 1.7.2. Moving toward Legal Compliance in Practical Aspects
- 1.7.3. Typified Penalties for the Most Common Non-Compliances

**1.8. Tools and Procedures**

- 1.8.1. Checklist Procedure (LSSICE / RGPD / LOPDGDD)
- 1.8.2. Most Extended Plugins and Addons
- 1.8.3. Other Essential Tools and Services

**1.9. Implications and Results of Practical Legal Aspects**

- 1.9.1. Legal Rulings (I): LSSICE
- 1.9.2. Legal Rulings (II): RGPD / LOPDGDD

**1.10. e-Commerce Tax Offenses against Intellectual Property and against Consumers and Users**

- 1.10.1. Legal Rulings (III): e-Commerce Tax Offenses
- 1.10.2. Legal Rulings (IV): Intellectual Property Offenses
- 1.10.3. Legal Rulings (V): Offenses against Consumers and Users



**Module 2. Methodologies for Web Application Development**
**2.1. Agile Project Management: Basis for Web Application Development**

- 2.1.1. The Agile Approach
- 2.1.2. Agile Values and Principles
- 2.1.3. Traditional Project Management and Agile
- 2.1.4. Agile Project Management Models
- 2.1.5. Agile Methodologies

**2.2. Using Agile Approach for Web Application Development**

- 2.2.1. Myths and Realities Regarding Agility
- 2.2.2. Agile Practices
- 2.2.3. Selecting Agile Practices for a Project
- 2.2.4. Developing an Agile Mentality
- 2.2.5. Implementing and Communicating Adopting Agile Principles

**2.3. Agile Methodologies for Web Application Development**

- 2.3.1. Lean Development
- 2.3.2. Extreme Programming (XP)
- 2.3.3. Crystal Methods
- 2.3.4. Feature Driven Development (FDD)
- 2.3.5. Dynamic Systems Development Method (DSDM) and Unified Agile Processes

**2.4. Agile Methodologies for Advanced Web Application Development**

- 2.4.1. Kanban Method
- 2.4.2. Scrum and Scrumban
- 2.4.3. DA Disciplined Agile
- 2.4.4. Hybrid Methodologies
- 2.4.5. Comparing Agile Methodologies

**2.5. Web Development Projects: Planning Process**

- 2.5.1. Starting an Agile Project
- 2.5.2. Agile Planning Process
- 2.5.3. Gathering Requirements and User History
- 2.5.4. Establishing Project Scope Using Agile Methods: Product Backlog
- 2.5.5. Agile Tools to Prioritize Requirements

**2.6. Stakeholders in Agile Projects for Web Application Development**

- 2.6.1. Stakeholders in Agile Projects
- 2.6.2. Fomenting Effective Participation among Stakeholders
- 2.6.3. Participatory Decision Making
- 2.6.4. Agile Knowledge Sharing and Gathering

**2.7. Launch Plan and Estimate Creation**

- 2.7.1. Launch Plan
- 2.7.2. Estimating User History Size
- 2.7.3. Estimating Speed
- 2.7.4. Agile Estimation Techniques
- 2.7.5. User History Prioritization

**2.8. Iterations Planning and Monitoring**

- 2.8.1. Iteration and Progressive Development
- 2.8.2. Iteration Planning Process
- 2.8.3. Creating Iteration Backlog
- 2.8.4. Buffers and Agile Schedule
- 2.8.5. Iteration Progress Monitoring
- 2.8.6. Monitoring and Release Progress Report

**2.9. Team Leadership in Web Application Development**

- 2.9.1. Agile Teams
- 2.9.2. Agile Project Leader
- 2.9.3. The Agile Team
- 2.9.4. Virtual Agile Team Management
- 2.9.5. Coaching for Team Performance Improvement

**2.10. Value Management and Delivery in Web Development Projects**

- 2.10.1. Delivery Processes Focused on Value
- 2.10.2. Product Quality
- 2.10.3. Quality Agile Practices
- 2.10.4. Risk Management
- 2.10.5. Agile Contracts
- 2.10.6. Value Gained Management in Agile Projects

**Module 3. Web Programming Languages**

**3.1. Web Programming**

- 3.1.1. The Web
- 3.1.2. Web Design
- 3.1.3. Web Development
- 3.1.4. Types of Languages
- 3.1.5. Framework vs. Library
- 3.1.6. Development Environments (IDE - Integrated Development Environment)
- 3.1.7. Browsers

**3.2. HTML**

- 3.2.1. HTML
- 3.2.2. Labels
- 3.2.3. Documents Structure
- 3.2.4. Semantic Components
- 3.2.5. Text Content
- 3.2.6. Blocks
- 3.2.7. Hyperlinks
- 3.2.8. Embedded Content
- 3.2.9. Tables
- 3.2.10. Forms

**3.3. CSS**

- 3.3.1. CSS
- 3.3.2. Style Applications
- 3.3.3. Rules
- 3.3.4. Style Collisions
- 3.3.5. Selectors
- 3.3.6. Combiners
- 3.3.7. Pseudo Classes

- 3.3.8. Pseudo Components
- 3.3.9. Box Models
- 3.3.10. Attributes
- 3.3.11. Measuring Units
- 3.3.12. Positioning
- 3.3.13. Colors
- 3.3.14. Variables:
- 3.3.15. Animation

**3.4. JavaScript**

- 3.4.1. JavaScript
- 3.4.2. Code Inclusion in HTML
- 3.4.3. Syntax
- 3.4.4. Types of Data
- 3.4.5. Variables and Areas

- 3.4.6. Operators
- 3.4.7. Flow Control Structures
- 3.4.8. Functions
- 3.4.9. Document Object Model (DOM) Manipulation
- 3.4.10. Events
- 3.4.11. Object Oriented Programming
- 3.4.12. AJAX

**3.5. PHP**

- 3.5.1. PHP
- 3.5.2. Documents Structure
- 3.5.3. Generating HTML Content
- 3.5.4. Constants and Variables
- 3.5.5. Operators
- 3.5.6. Types of Data
- 3.5.7. Flow Control Structures
- 3.5.8. Functions
- 3.5.9. Forms, Cookies and Sessions

**3.6. MySQL**

- 3.6.1. MySQL
- 3.6.2. Databases
- 3.6.3. Characters Codification
- 3.6.4. Types of Data
- 3.6.5. Users and Privileges
- 3.6.6. Accessing Databases
- 3.6.7. Creating and Manipulating Databases
- 3.6.8. Clauses
- 3.6.9. Queries

**3.7. HTML and CSS Libraries and Frameworks**

- 3.7.1. Bootstrap
- 3.7.2. Foundation
- 3.7.3. Skeleton
- 3.7.4. Bulma
- 3.7.5. Materialize
- 3.7.6. PureCSS
- 3.7.7. TailwindCSS
- 3.7.8. Susy
- 3.7.9. UIKit

**3.8. JavaScript Libraries and Frameworks**

- 3.8.1. Angular
- 3.8.2. jQuery
- 3.8.3. React
- 3.8.4. Meteor
- 3.8.5. Polymer
- 3.8.6. Mithril
- 3.8.7. Aurelia
- 3.8.8. Vue.js
- 3.8.9. Ember.js
- 3.8.10. Node.js
- 3.8.11. Backbone.js

**3.9. PHP Libraries and Frameworks**

- 3.9.1. Laravel
- 3.9.2. Symfony
- 3.9.3. Zend
- 3.9.4. CodeIgniter
- 3.9.5. FuelPHP
- 3.9.6. CakePHP
- 3.9.7. Phalcon
- 3.9.8. Yii
- 3.9.9. Slim

**3.10. Web Programming Techniques**

- 3.10.1. Beautify
- 3.10.2. Minimizing Code
- 3.10.3. Image Optimization
- 3.10.4. Code Normalization and Compatibility between Browsers
- 3.10.5. Code Debugging and Validation
- 3.10.6. Bundling
- 3.10.7. Repository and Version Control

## Module 4. Website Engineering and Architecture

### 4.1. Website Engineering and Architecture

- 4.1.1. Website Architecture
- 4.1.2. Uses and Applications

### 4.2. The Pillars of Web Architecture

- 4.2.1. Public
- 4.2.2. Contents
- 4.2.3. Context

### 4.3. Horizontal Web Architecture

- 4.3.1. Advantages
- 4.3.2. Examples:

### 4.4. Vertical Web Architecture

- 4.4.1. Advantages
- 4.4.2. Examples:

### 4.5. Web Architecture Phases

- 4.5.1. Taxonomy
- 4.5.2. Labeling
- 4.5.3. Site Map

### 4.6. Web Architecture and Web Design

- 4.6.1. Types of Pages
- 4.6.2. Component Presence
- 4.6.3. Linking Needs

### 4.7. Web Architecture and Web Browsing

- 4.7.1. Structure
- 4.7.2. Categorization
- 4.7.3. Marking
- 4.7.4. Usability

### 4.8. Web Architecture and SEO

- 4.8.1. Benchmark
- 4.8.2. Keyword Research
- 4.8.3. URLs
- 4.8.4. Internal Links
- 4.8.5. Cannibalization

### 4.9. Web Architecture Tools

- 4.9.1. Mindmeister Mind Maps
- 4.9.2. Analyzing URLs Screaming Frog SEO Spider
- 4.9.3. Analyzing Web Traffic Using Google Analytics

### 4.10. Google Search Console

- 4.10.1. Keyword Study
- 4.10.2. Opportunity Keywords
- 4.10.3. Website Performance

## Module 5. Website Security Systems

### 5.1. Perimeter Security

- 5.1.1. Network Firewall
- 5.1.2. Demilitarized Zone (DMZ)
- 5.1.3. Load Balancers
- 5.1.4. Web Application Firewall (WAF)

### 5.2. Encrypted Web Communications

- 5.2.1. SSL Certified
- 5.2.2. Protocols
- 5.2.3. Cipher Suit
- 5.2.4. Vulnerabilities

### 5.3. Vulnerability Analysis

- 5.3.1. XXS (Cross Site Scripting)
- 5.3.2. SQL Injection
- 5.3.3. CSRF
- 5.3.4. Code Injection
- 5.3.5. DoS

### 5.4. Security Headers

- 5.4.1. X-Frame Options
- 5.4.2. X-XSS-Protection
- 5.4.3. X-Content-Type-Options
- 5.4.4. Referrer Policy
- 5.4.5. HTTPS Strict Transport Security (HSTS)

### 5.5. Authentication and Authorization

- 5.5.1. HTTP Authentication
- 5.5.2. Protocols and Standards

### 5.6. Web Auditing

- 5.6.1. Auditing Technique
- 5.6.2. OWASP Methodology
- 5.6.3. Bug Bounty

### 5.7. Application Programming Interface (API) Security

- 5.7.1. Types of APIs
- 5.7.2. Attacks and Risks
- 5.7.3. Traffic Analysis

### 5.8. Content Management System (CMS) Security Management

- 5.8.1. Wordpress
- 5.8.2. Joomla
- 5.8.3. Drupal
- 5.8.4. Magento

### 5.9. Secure Application Development

- 5.9.1. Secure Software Development Life Cycle
- 5.9.2. Risk Assessment
- 5.9.3. Security Tests
- 5.9.4. Good Practices

### 5.10. Crisis Management and Resilience

- 5.10.1. Crisis Management and Incident Response
- 5.10.2. Security Incident Response Process
- 5.10.3. Backup Copies

**Module 6. User Interface Design and Programming**

**6.1. User Experience**

- 6.1.1. User Experience (UX)
- 6.1.2. Interface Design (UI)
- 6.1.3. Interaction Design (IxD)
- 6.1.4. Context and New Paradigms

**6.2. User Interface Design**

- 6.2.1. Design and UX
- 6.2.2. Web Design Psychology
- 6.2.3. Design Thinking
- 6.2.4. Types of Web Design
- 6.2.5. Design System & Atomic Design

**6.3. UX Research**

- 6.3.1. UX Research
- 6.3.2. Importance and Process
- 6.3.3. Research and Analysis
- 6.3.4. Heuristic Evaluation
- 6.3.5. Eye Tracking

- 6.3.6. Test A/B
- 6.3.7. Crazy Egg
- 6.3.8. Card Sorting
- 6.3.9. Customer Journey
- 6.3.10. Other techniques

**6.4. UX Writing**

- 6.4.1. UX Writing
- 6.4.2. UX Writing vs. Copyrighting
- 6.4.3. Uses and Benefits
- 6.4.4. Microcopy
- 6.4.5. Web Structure

**6.5. Interaction Design and Web Prototyping**

- 6.5.1. Prototyping Phase
- 6.5.2. Methods
- 6.5.3. Browsing Flows
- 6.5.4. Interaction
- 6.5.5. Managing Online Tools

**6.6. Usability**

- 6.6.1. Usability Impact on User Experience
- 6.6.2. Metrics
- 6.6.3. Tests
- 6.6.4. Assessment Tools

**6.7. Accessibility**

- 6.7.1. Web Accessibility
- 6.7.2. Beneficiaries
- 6.7.3. Disabilities
- 6.7.4. Accessibility Guidelines
- 6.7.5. Validation Tools and Techniques

**6.8. Information Architectures**

- 6.8.1. Organization Systems
- 6.8.2. Labeling Systems
- 6.8.3. Browsing Systems
- 6.8.4. Search Systems

**6.9. SXO: UX y SEO**

- 6.9.1. Similarities between UX and SEO
- 6.9.2. SEO Factors
- 6.9.3. Impact and Benefits of Optimizing UX for SEO
- 6.9.4. UX Advice to Improve SEO

**6.10. Style Guides**

- 6.10.1. Objectives
- 6.10.2. Context
- 6.10.3. Color Palettes
- 6.10.4. Typography

- 6.10.5. Iconography
- 6.10.6. Components
- 6.10.7. Layout
- 6.10.8. Consistency and Identity
- 6.10.9. Utility Extension
- 6.10.10. Examples

**Module 7. e-Commerce Creation and Administration**

**7.1. e-Commerce Development**

- 7.1.1. Functions
- 7.1.2. Advanced Functions
- 7.1.3. Administration
- 7.1.4. Dropshipping

**7.2. Database Programming and Structure**

- 7.2.1. Selecting Development Environment
- 7.2.2. Web Structure for e-Commerce
- 7.2.3. Database Structure

**7.3. e-Commerce Design**

- 7.3.1. Main Screen
- 7.3.2. Login and Register Areas
- 7.3.3. Product Screen Structure
- 7.3.4. Internal Pages about Shipping, Terms and Conditions, Legal Notices, etc.

**7.4. In-house Development vs. CMS (Content Management System)**

- 7.4.1. Advantages and Disadvantages of Using CMS
- 7.4.2. Selecting CMS According to Development Types
- 7.4.3. Self-installation or Online Cloud

**7.5. Installing and Configuring the Work Environment**

- 7.5.1. Hosting and Domain
- 7.5.2. Installing CMS
- 7.5.3. Configuring and Launching CMS
- 7.5.4. Selecting a Definitive Work Environment

**7.6. UX (User eXperience)**

- 7.6.1. Design
- 7.6.2. Functionality vs. Design
- 7.6.3. Final Customer Optimization
- 7.6.4. Visibility of Priority Parts

**7.7. SEO (Search Engines)**

- 7.7.1. Keyword Search for Our Store
- 7.7.2. Optimizing Pages, Meta Labels, Titles and Others
- 7.7.3. Optimized Content
- 7.7.4. Backlinks, Press Releases and Reviews
- 7.7.5. Social Networks and Marketing

**7.8. Payment and Logistics Systems**

- 7.8.1. Configuring Virtual and Physical Payment Systems
- 7.8.2. Logistics
- 7.8.3. Delivery Automation

**7.9. Marketing and Advertising**

- 7.9.1. Competitive Analysis
- 7.9.2. Work Tools
- 7.9.3. Installing Tracking Pixels for Advanced Segmentation
- 7.9.4. Creating Promotions

**7.10. Analysis, Data Measuring and Results**

- 7.10.1. Measuring Traffic
- 7.10.2. Search Engine Analysis
- 7.10.3. Sources and Sales Percentages
- 7.10.4. Creating Promotional Landing Pages
- 7.10.5. Selling on Marketplace
- 7.10.6. Problem Solving

## Module 8. Web Server Administration

### 8.1. Selecting a Work Environment

- 8.1.1. Operating Systems (Windows or Linux)
- 8.1.2. Distribution Differences

### 8.2. Installing and Configuring the Work Environment

- 8.2.1. Installing VirtualBox for Windows Development Environment
- 8.2.2. Installing Linux Visual Environment

### 8.3. Command Terminal

- 8.3.1. Directories and CHMOD Permissions
- 8.3.2. Service Analysis
- 8.3.3. Problem Detection and Analysis / LOGS
- 8.3.4. Resource Monitoring
- 8.3.5. Editors and Administration Commands

### 8.4. Networks

- 8.4.1. IP Theory and ISO/TCP Models
- 8.4.2. IP Utilities and Commands
- 8.4.3. Network and File Configuration
- 8.4.4. SCP, FTP, SAMBA, NFS Protocols and Services
- 8.4.5. DNS Service Installation and Configuration

### 8.5. Installation and Control Panels

- 8.5.1. Selecting an Adequate Control Panel
- 8.5.2. Installing cPanel
- 8.5.3. Installing Plesk
- 8.5.4. Installing Directadmin

### 8.6. Installing Core Web Services

- 8.6.1. Installing Apache
- 8.6.2. Installing Mysql
- 8.6.3. Installing MariaDB
- 8.6.4. Installing PHPmyadmin
- 8.6.5. Installing Exim / Dovecot

### 8.7. Optimizing Web Services, Databases and Email

- 8.7.1. Installing Nginx
- 8.7.2. Optimizing Apache
- 8.7.3. Optimizing PHP / PHP-FPM
- 8.7.4. Optimizing Mysql
- 8.7.5. Optimizing Exim

### 8.8. Backups in Production Environments

- 8.8.1. Backups
- 8.8.2. Planning a Secure Environment
- 8.8.3. Automating Backup Copies Systems
- 8.8.4. Data Redundancy and Security / Replication
- 8.8.5. Optimizing Secure Environments

### 8.9. Security

- 8.9.1. Dedicated/Virtual Server Security
- 8.9.2. Installing Monitoring Tools
- 8.9.3. Installing Firewalls
- 8.9.4. Anti-malware / Anti-virus Systems
- 8.9.5. Anti-Spam Mail

### 8.10. Problem Solving and Eventualities

- 8.10.1. Service Stop
- 8.10.2. Disk Errors in Production Environments
- 8.10.3. Monitoring and Delegating Services
- 8.10.4. Web Migration / Databases / Email / Files
- 8.10.5. Hacked Web Resolution
- 8.10.6. Email Problems

- 8.10.7. Server Not Responding (Rescue Mode)
- 8.10.8. Administrating and Monitoring Disc Space
- 8.10.9. Nmap & Tracert for Network Problem Detection



**Module 9. Web Content Management**

|   |  |  |   |
|---|--|--|---|
| <p><b>9.1. Content Management Systems (CMS)</b></p> <p>9.1.1. Current CMS</p>                               | <p><b>9.2. Types of CMS</b></p> <p>9.2.1. Open Source vs. Proprietary</p> <p>9.2.2. Local Installation vs. Cloud-based</p> <p>9.2.3. Programming Languages</p> <p>9.2.4. Uses and Functionality</p> <p>9.2.5. Other Types of CMS (ECM, WCM, DMS)</p> | <p><b>9.3. CMS Tools and Resources</b></p> <p>9.3.1. User Management</p> <p>9.3.2. Page Management</p> <p>9.3.3. Templates</p> <p>9.3.4. Plug-ins</p> <p>9.3.5. Others (Media Library, Comment Moderation, Sales Management, etc.)</p> | <p><b>9.4. CMS Architecture and Design</b></p> <p>9.4.1. The Use of CMS</p> <p>9.4.2. Templates</p> |
| <p><b>9.5. CMS and SEO</b></p> <p>9.5.1. Technical SEO</p> <p>9.5.2. SEO Content</p> <p>9.5.3. Plug-ins</p> | <p><b>9.6. WordPress</b></p> <p>9.6.1. Applications</p> <p>9.6.2. Examples:</p>  | <p><b>9.7. Drupal</b></p> <p>9.7.1. Applications</p> <p>9.7.2. Examples:</p>   | <p><b>9.8. Prestashop</b></p> <p>9.8.1. Applications</p> <p>9.8.2. Examples:</p>                    |
| <p><b>9.9. Shopify</b></p> <p>9.9.1. Applications</p> <p>9.9.2. Examples:</p>                               | <p><b>9.10. Other CMS</b></p> <p>9.10.1. Wix</p> <p>9.10.2. Blogger</p> <p>9.10.3. Magento</p> <p>9.10.4. Joomla!</p>  |  |   |

**Module 10. Web Site Marketing**

|  |   |  |   |
|--|---|--|---|
| <p><b>10.1. Web Site Commercialization</b></p> <p>10.1.1. Web Site Commercialization</p> <p>10.1.2. Website Development Cost</p> <p>10.1.3. Profitability Calculations</p> | <p><b>10.2. Invoicing and Taxation</b></p> <p>10.2.1. Freelance Invoicing</p> <p>10.2.2. Company Invoicing</p> <p>10.2.3. Taxation</p>  | <p><b>10.3. Sales Funnels: Attraction Phase</b></p> <p>10.3.1. Organic Traffic</p> <p>10.3.2. Payment Traffic</p>                                    | <p><b>10.4. Sales Funnels: Interaction Phase</b></p> <p>10.4.1. Emailing</p> <p>10.4.2. Forms</p> <p>10.4.3. CTAs</p>   |
| <p><b>10.5. Sales Funnels: Conversion Phase</b></p> <p>10.5.1. Offer</p> <p>10.5.2. Ideas to Close the Sale</p> <p>10.5.3. Customer Objections</p>                         | <p><b>10.6. Sales Funnels: Loyalty Phase</b></p> <p>10.6.1. Exceeding Customer Expectations</p> <p>10.6.2. Customer Service</p> <p>10.6.3. Affiliation Systems</p> <p>10.6.4. Surveys</p> | <p><b>10.7. Blood Work</b></p> <p>10.7.1. Analysis</p> <p>10.7.2. KPIs</p> <p>10.7.3. Emailing Analytics</p> <p>10.7.4. Social Network Analytics</p> | <p><b>10.8. Analytics: Analyzing Website Using Google Analytics</b></p> <p>10.8.1. Audience Analytics</p> <p>10.8.2. Purchase Analytics</p> <p>10.8.3. Behavior Analytics</p> <p>10.8.4. Conversion Analytics</p> |
| <p><b>10.9. Marketing Automation</b></p> <p>10.9.1. The Purpose of Automating</p> <p>10.9.2. Automation Software</p> <p>10.9.3. Work Flows</p> <p>10.9.4. Scoring</p>      | <p><b>10.10. Growth Hacking</b></p> <p>10.10.1. Growth Hacking</p> <p>10.10.2. Growth Hackers</p> <p>10.10.3. Techniques and Examples</p>   |  |   |

07

# Methodology

This training program offers 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"*



## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

**“** *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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



08

# Our Students' Profiles

The Executive Master's Degree in Website Management Engineering is a program aimed at professionals who wish to improve their training through quality education. A program aimed at professionals with experience, but who believe in higher specialization as a way of improving on a personal and professional level. A unique opportunity to specialize in a sector with a promising future.





“

*TECH students are professionals with extensive experience who are looking for a better job”*

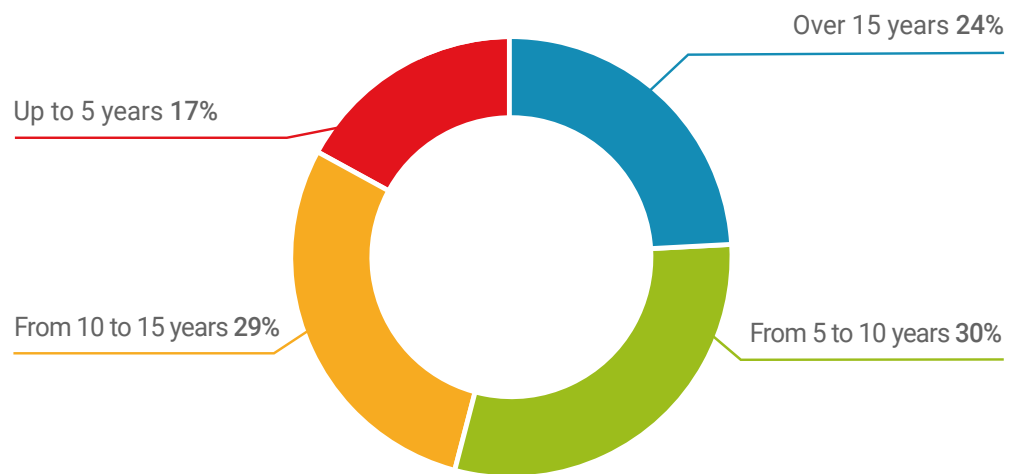
### Average Age

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

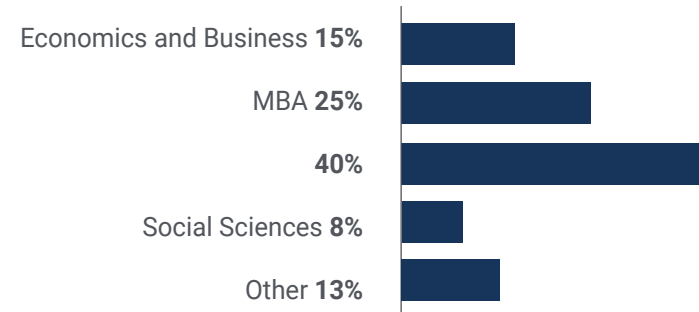
### Years of Experience

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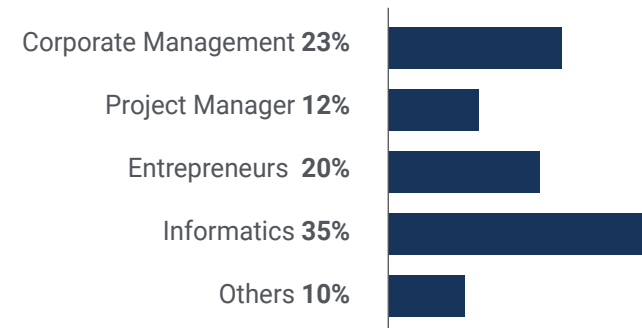
### Training

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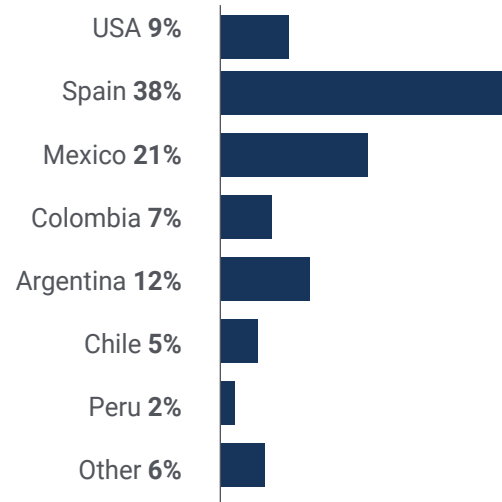
### Academic Profile

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## Geographical Distribution

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## Pablo Jiménez

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Manager at a multinational company

*"I had been thinking for some time about expanding my knowledge of websites, with the aim of improving procedures and incorporating the latest developments in my company's sector. Without a doubt it has been a huge success, as I've managed to improve my SEO positioning and improve the visibility and brand image of my company"*



09

# Course Management

The teachers for this Executive Master's Degree in Website Management Engineering are professionals with extensive experience in the sector, both professionally and educationally. Their specialization in this field allows them to have the necessary qualifications to offer students a complete and high-quality study on subjects that will be useful in their daily work in the business environment. Undoubtedly, people who believe in higher education as a method to advance in their profession and improve the competitiveness of their business.





“

*An experienced teaching staff to help you specialize in Website Management Engineering”*

## Management



### Mr. Gris Ramos, Alejandro

- ♦ Director of Persatrace, web development and digital marketing agency
- ♦ Director of Club de Talentos
- ♦ Computer Engineer UNED
- ♦ Master's Degree in Digital Teaching and Learning Tech Education
- ♦ Master's Degree in High Abilities and Inclusive Education
- ♦ Business Development Director at Alenda Golf
- ♦ Director of Web Applications Engineering Department at Brilogic
- ♦ Web programmer at Grupo Ibergest
- ♦ Software/web programmer at Reebok Spain

## Professors

### Mr. Méndez Martínez, Brandon

- ♦ Web design and development - HIADIS Graduated in Multimedia Engineering, University of Alicante in 2016
- ♦ Natural Language Processing (NLP) - GPLSI (University of Alicante)
- ♦ Master's Degree in Web Services and Applications Development by the University of Alicante in 2017
- ♦ "Analysis of gamification techniques to learn complex subjects through collaborative applications" - Bulletin of the Technical Committee on Learning Technology
- ♦ "Grama: a web application for learning and generating creative language" - INTED2017 Proceedings
- ♦ Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

### Mr. Del Moral García, Francisco José

- ♦ Degree in Telecommunication Technologies Engineering, University of Granada Specialty: Telecommunication Systems
- ♦ Master's Degree in IT Security, International University of La Rioja
- ♦ Roca Sanitario (*Cyber Security Analyst*)
- ♦ Allianz Technology (*Information Security Analyst*)
- ♦ Clover Technologies (*IT Security Airbus Defence and Space*)
- ♦ EVERIS (*Solutions Assistant*)

**Mr. Vicente Miralles, David**

- ♦ (CSO) Head of Expansion Strategies at 'ICU Medical Technologies'
- ♦ (CEO) Executive Director / Co-Founder at 'CE Informática'
- ♦ Professor / Trainer in private entities
- ♦ Diploma in Technical Computer Engineering from Miguel Hernández University of Elche
- ♦ Development Engineer at 'Computer Elche' (COO)
- ♦ (COO) Operations Manager at 'VinoTrade 1944'

**Mr. Boix Tremiño, Jorge**

- ♦ Founder of HostingTG, professional web hosting services company
- ♦ Founder of GrupoTG, a digital marketing and web design services company
- ♦ Co-Founder of TiendaWebOnline, a business creation company  
Digital Dropshipping
- ♦ Nortempo, trainer in the field of programming and marketing strategies
- ♦ Intergon2000, Graphic designer
- ♦ Ibertex, Graphic designer
- ♦ Xion Animation, Information technology project manager
- ♦ Kingest, Sales and marketing directorIntergon2000, Graphic designer
- ♦ Computer Engineer from U.N.E.D.
- ♦ Award for Business Excellence from the Institute for Professional Excellence  
Institute for Professional Excellence in 2019
- ♦ European Medal of Merit in the Workplace for Professional Career Achievement  
by the European Association for Economics and Competitiveness in 2018
- ♦ Golden for Professional Excellence from the Institute for Professional Excellence in 2016

**Mr. Alfaro, José**

- ♦ *Team Leader* en DisneyLand Paris
- ♦ Journalism Graduate
- ♦ Course in *Project Management Methodologies*

**Mr. Herrero Garcia, Diego**

- ♦ Computer Applications Analyst, Manager and Developer
- ♦ Industrial Technical Engineer, University of La Rioja
- ♦ Industrial Engineer, University of La Rioja
- ♦ Expert Diploma in Innovation Management, University of La Rioja



*Don't miss the opportunity to  
study with the best teachers in  
the sector"*

# 10

# Impact on Your Career

The completion of this Executive Master's Degree in Website Management Engineering will be an added quality to business professionals' qualifications, by offering all that knowledge that, although seemingly totally removed from their daily work, can be very useful to control those business processes. For this reason, higher specialization in this field proves essential, both at a personal and professional level for students, but also for the companies where they work.



“

*TECH puts all of its academic resources at the disposal of its students so they acquire the necessary skills that will lead them to success”*



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

The Executive Master's Degree in Website Management Engineering at TECH Technological University is an intensive and highly valuable program aimed at improving students' professional skills in an area of extensive competition. Undoubtedly, it is a unique opportunity to improve professionally, but also personally, as it involves effort and dedication.

Students who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

*A program of high academic standing to lead your career to success.*

*The completion of this Executive Master's Degree will allow students to acquire the necessary competitiveness to make a radical change in their careers.*

### 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 Executive Master's Degree in Website Management Engineering contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. That way, business professionals will be able to bring added quality to their company by having the necessary skills to control Website Management Engineering processes. A program that adapts to students so they acquire the necessary tools that, later on, they will be able to apply in their daily practice, achieving great benefits for their company.





“

*A must-have program for business professionals who want to monitor and manage potential Website Management Engineering issues”*

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.

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02

### **Retaining high-potential executives to avoid talent drain**

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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



05

### **Project Development**

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

---

06

### **Increased competitiveness**

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

# 12 Certificate

The Executive Master's Degree in Website Management Engineering guarantees, in addition to the most rigorous and up-to-date training, access to a qualification issued by TECH Technological University.





“

*Successfully complete this training program  
and receive your university certificate  
without travel or laborious paperwork”*

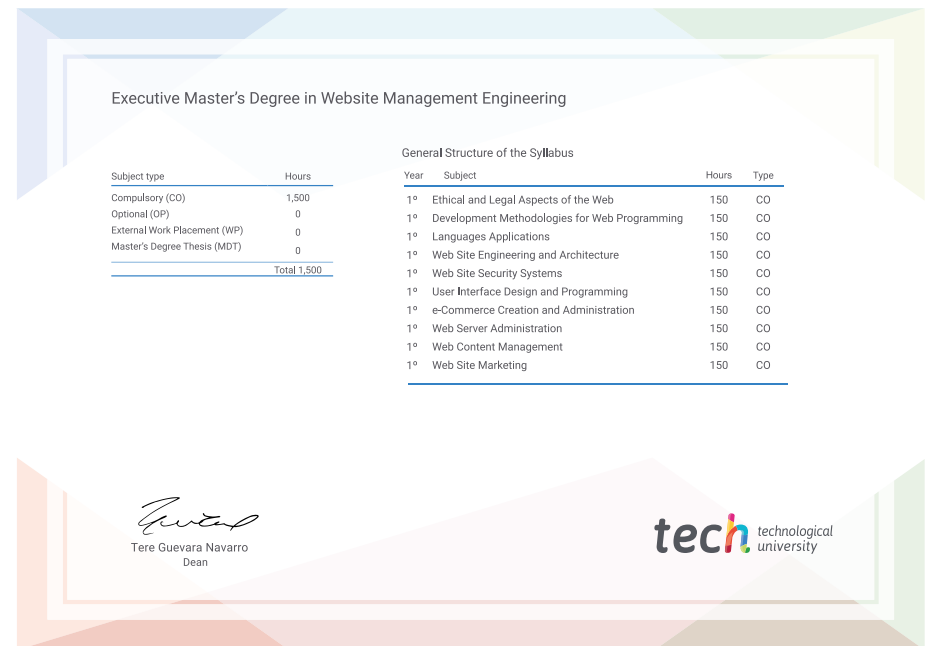
This **Executive Master's Degree in Website Management Engineering** contains the most complete and updated program on the market.

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

The diploma issued by **TECH Technological University** will reflect 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 Website Management Engineering**

Official Number 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 Website Management Engineering

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

# Executive Master's Degree Website Management Engineering