Professional Master's Degree

Website Management Engineering

tech technological university

tech technological university

Professional 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.techtitute.com/in/engineering/professional-master-degree/master-website-management-engineering**

Index

01 Introduction p. 4

02 Objectives p. 8

03 Skills p. 14

04 Course Management p. 18

05 Structure and Content p. 22

06 Methodology p. 38

07 Certificate p. 46

01

Introduction

This high-level program offers students the possibility of specializing in web management and programming, equipping them with expertise in a wide range of professional areas. Today's world is dominated by the digital environment and websites are a fundamental part of this social ecosystem, making it essential to have an online presence. At this juncture, people, companies and institutions that are not online do not exist. Thus, demand for professionals with web management skills is very high. However, there is a shortage of experts in the field, meaning that those people who have specialist knowledge and skills will achieve professional success in a very short period of time. For this reason, this program offers the opportunity for immediate professional advancement and to become a valued and sought-after professional in the labor market.

Become a highly sought-after professional in the field of web management, one of the areas with the most job opportunities today"

The Internet and the digital environment have rapidly transformed the world. Numerous tasks that were previously performed analogically and offline, today have come to be carried out in the digital world; so it has become essential to have an online presence to perform all kinds of management, promotions and sales. Furthermore, the democratizing nature of the Internet has meant that all kinds of people and institutions have the possibility of creating their own web page for different purposes, which has given rise to countless job opportunities.

This need to be present in the online environment has led to the emergence of different professional positions with expertise in different web spaces. However, there are some positions that, although in demand, still suffer a skills shortage. Thus, this Professional Master's Degree in Website Management Engineering from the TECH School of Engineering fills this gap and offers students a definitive opportunity to become highly sought-after experts.

After completing this program, students will possess the necessary knowledge to carry out effective and competitive web management, thanks to tools and contents prepared by the best experts in the field. As a result, students will provide their clients and employers with a set of services related to the administration of web pages that will make them a valuable resource in this professional field.

To ensure that students get the most out of the contents provided by this program, TECH has developed a detailed methodology, with innovative and totally flexible teaching, tailored to their individual needs, and they will be accompanied at all times by experts in the field.

This **Professional Master's Degree in Website Management Engineering** contains the most complete and up-to-date program on the market. The most important features include:

- Acquisition of essential knowledge to become an expert in web management
- A 100% digital and practical approach, which makes the content directly applicable in the professional environment
- Flexible study methodology adapted to each student, taking their needs into account
- The possibility of developing innovative knowledge in an ever-changing field that requires constant adaptation
- Lessons carried out in different ways, both theoretical and practical, by experts in web management who will make all their knowledge available to students in order to lead them to success
- Content that is accessible from any fixed or portable device with an Internet connection

Stand out with this Professional Master's Degree and achieve immediate professional success"

Everyone has a website, and they need experts to manage them; that expert could be you"

Specialize and find the career opportunities you deserve with this impressive Professional Master's Degree.

Give your career a boost: learn how to manage websites at the highest level.

The teaching staff includes professionals from the sector who contribute their professional experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

The objectives of this program are to prepare students to become leading experts in web management and to set them on a promising professional path, so as to make an impact on the labor market. Thus, this Professional Master's Degree in Website Management Engineering proposes an innovative and comprehensive educational program to reach this goal, thanks to unique and specialized contents and experts who will guide the student throughout the learning process.

Clients and employers are waiting for you to graduate to hire your services, so don't delay in becoming a web management expert"

General Objectives

- Examine the process of creating web content through the HTML markup language, as well as determining the style and improving the appearance of a web page using CSS rules
- Develop applications with complex structures by using the different procedures, functions and objects that integrate JavaScript
- Generate specialized knowledge about PHP for the implementation of server-side applications
- Examine logical data model construction
- Examine the types and stages of web architecture, linking it to web and application development
- Build expertise on the creation of web architecture and its implication in the success of the project
- Establish steps to perform security audits in web environments, focussing on the most commonly detected and exploited vulnerabilities globally and their prevention
- Establish a security incident response process
- Analyze the importance of user experience as an area that successfully encompasses technology, design and interaction
- Implement user experience design phases
- Apply the main research tools, methods and techniques to design user-centered digital experiences
- Create attractive, usable and accessible digital environments to offer satisfactory user experience
- Develop specialized knowledge to create an E-Commerce business from scratch
- Analyze databases and programming structures
- Examine a successful marketing strategy and determine how to carry out promotional campaigns
- Establish a strategy for a web environment under development and production
- Install, manage and optimize, in a comprehensive manner, a web hosting service in production and develop a secure environment against external attacks and Backups
- Analyze and examine the context of content managers in web projects

Specific Objectives

Module 1. Ethical and Legal Aspects of the Web

- Establish a classification according to legal aspects surrounding websites
- Specify those factors that mark the difference between presence or activity
- In-depth examination of the laws commonly used in the web environment
- Identify the practical matters that ensure proper compliance with the standard
- Present the real-world consequences of our obligations

Module 2. Methodologies for Web Application Development

- Determine key elements in business cases, product vision and user stories
- Plan iterations based on team speed and iteration length
- Gather and prioritize requirements for agile projects
- Recognize guidelines for decomposing, estimating, and assigning user stories
- Develop agile practices to manage project quality and risk
- Calculate cost and schedule performance indicators for agile projects
- Analyze the keys to contracting for agile projects
- You will use tools and strategies to actively engage stakeholders throughout the life of a project
- Examine the leadership strategies of high-performing self-managed teams

Module 3. Web Programming Languages

- Integrate applications developed in PHP with MySQL databases
- Master customer interaction processes using forms, cookies and sessions
- Gain specialized knowledge of web application and web page development, both on the client and server side
- Examine web programming languages and their implementation in development environments
- Analyze the different frameworks and libraries for the main web programming languages
- Determine the different optimization techniques to be considered during the development of any web project

Module 4. Website Engineering and Architecture

- Assess the origin of web architecture and its role in website development
- Examine the three pillars of web architecture to recognize the importance of each when designing and building web projects
- Develop the different types of web architecture, their advantages and suitability
- Evaluate the stages that make up the web architecture, the correlation between them and their development
- Optimize the relationship between web architecture and user experience and the relationship between web architecture and SEO
- Analyze browsing and content organization prior to the modeling phase

Module 5. Website Security Systems

- Analyze the OWASP Top 10 project
- Manage CMS Environment Security
- Check the differences between the different authentication methods
- Determine the most common vulnerabilities found in web applications
- Identify the different attacks and risks in APIs
- Analyze the different HTTP headers in terms of security
- Distinguish the different types of web audits that we can undertake
- Evaluate web vulnerabilities associated with communications

Module 6. User Interface Design and Programming

- Detect user needs and behavioral patterns on the web
- Interpret analytical data to make business decisions
- Apply different user-centric marketing methodologies and tools
- Identify and implement usability principles to design effective and efficient applications
- Consider potential user disabilities to provide an accessible environment
- Develop the different theories, principles and types of web design
- Detail the different prototyping methods
- Anticipate interface errors and learn how to react when they occur
- Organize and prioritize information on the web
- Offer an intuitive browsing experience to users
- Gain a vision of UX Writing beyond writing
- Establish the relationship between user experience and organic positioning (SEO)
- Determine the objectives and the process to develop style guides

Module 7. E-Commerce Creation and Administration

- Develop the structure for the creation of an E-Commerce store
- Assess the professional E-Commerce market
- Analyze the different options that exist to develop an E-Commerce business
- Set up an online store using the different CMSs currently available on the online market
- Analyze the logistic and functional system as well as virtual payment systems
- Carry out a comprehensive marketing strategy and roadmap
- Develop online promotions and create traffic to the store
- Manage sales and customers
- Seek full search engine optimization
- Build a complete store from the ground up to the first sales

Module 8. Web Server Administration

- Develop a real high-availability working environment
- Determine the necessary parameters to create a cloud hosting service
- Examine the different versions of operating systems that best suit your needs
- Determine a web administration environment focused on external customers
- Set up configurations for private/public networks
- Create a complete hosting service for any type of website or platform
- Examine security settings for anti-malware, viruses, brute force attacks and others
- Analyzing a high-security backup system with redundancy
- Identify and solve problems in real environments

Module 9. Web Content Managers

- Identify the different types of content management systems and their tools
- Evaluate the best content manager according to the web project scope
- Analyze and delve deeper into the main resources used by content managers and their implications
- Establish the relation between content management systems and web project modeling
- Demonstrate the importance of content managers in SEO practice
- Compare different content management systems, their features and applications

Module 10. Website Marketing

- Determine the project business objectives
- Identify the target audience
- Interpret analytical data to make business decisions
- Apply different user-centric marketing methodologies and tools

TECH helps you meet your goals with the most focused program"

03

Skills

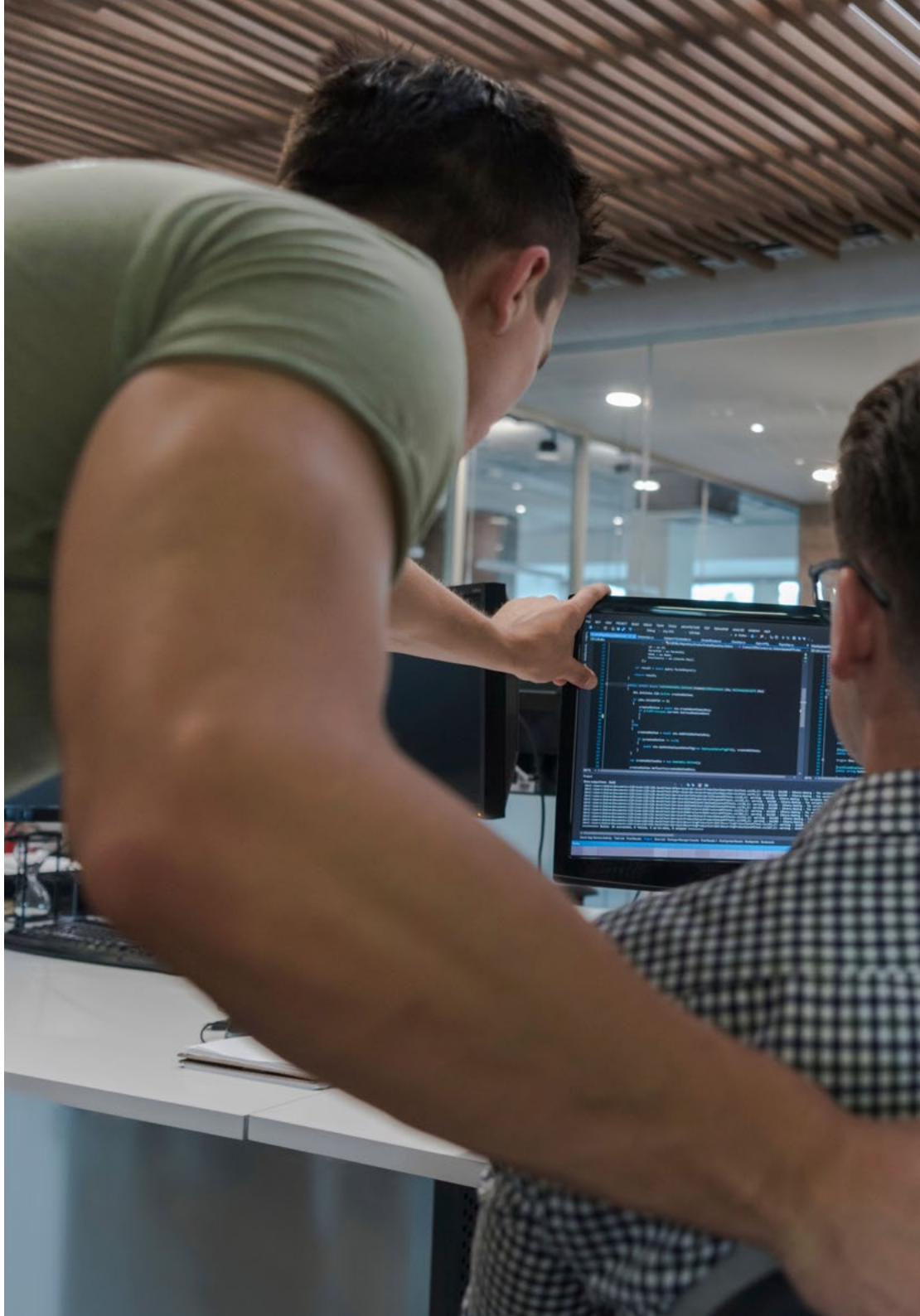
When the student has passed this Professional Master's Degree, they will be able to carry out a large number of tasks related to web design, programming and management. The Professional Master's Degree in Website Management Engineering is specifically designed so that the professional acquires all the necessary skills to become an expert in different areas of web programming and management, allowing them to meet the needs of their clients.

Be the leading expert in web management in your organization with this Professional Master's Degree"

General Skills

- Respond to the basic demands of Website Management Engineering
- Understand and become familiar with all the elements that go into the creation and management of web pages
- Efficiently and effectively manage all types of web services
- To be able to react adequately to the different events that may arise in the web management environment

Your professional career will shine thanks to the skills you will develop in this program"



Specific Skills

- Develop highly complex websites
- Create attractive, usable and accessible digital environments to offer satisfactory user experience
- Examine and diagnose problems, providing possible solutions, for different web services
- Analyze the different web solutions on the market to offer future customers the best possible service
- Analyze the types and stages of web architecture, its advantages and applications, in order to offer the best possible solutions in all types of situations
- Establish steps to perform security audits in web environments, focussing on the most commonly detected and exploited vulnerabilities globally and their prevention
- Examine the process of creating web content through the HTML markup language, as well as determining the style and improving the appearance of a web page using CSS rules
- Develop applications with complex structures by using the different procedures, functions and objects that integrate JavaScript
- Generate specialized knowledge about PHP for the implementation of server-side applications
- Examine a successful marketing strategy and determine how to carry out promotional campaigns

04

Course Management

This program has been designed by the best experts in web management, who will guide the student through every step of the learning process so that the experience is comprehensive and enjoyable. This Professional Master's Degree has renowned specialists from different fields of website engineering that will provide the professional with the best educational solutions, so that they can put them into practice in their professional environment, to maximize the chances of success.

The best specialists are waiting to share their knowledge and working methods with you"

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

- Specialist in Web Services and Applications Development from the University of Alicante
- Web design and development - HIADIS Graduated in Multimedia Engineering, University of Alicante
- Natural Language Processing (NLP) - GPLSI (University of Alicante)
- Master's Degree in Web Services and Applications Development from the University of Alicante
- "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" - INTED Proceedings
- Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

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
- Postgraduate Certificate in Technical Computer Engineering from Miguel Hernández University of Elche
- Development Engineer at 'Computer Elche' (COO)
- (COO) Operations Manager at 'VinoTrade'

Mr. Del Moral García, Francisco José

- Security Analyst at Page Group
- Degree in Telecommunication Technologies Engineering, University of Granada Specialism: 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 Defense and Space)
- EVERIS (Solutions Assistant)

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 Digital Dropshipping business creation company
- 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 director
- Computer Engineer at UNED
- Award for Business Excellence from the Institute for Professional Excellence in 2019
- European Medal of Merit in the Workplace for Professional Career Achievement from the European Association for Economics and Competitiveness
- Gold Star for Professional Excellence from the Institute for Professional Excellence in 2016

Mr. Alfaro, José

- Team Leader at DisneyLand Paris
- Journalism Graduate
- Course in Project Management Methodologies

Mr. Herrero García, Diego

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

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

05

Structure and Content

In order to achieve the objectives of this degree, the best content is made available to students; created and structured by a team of experts in web management. Thus, the knowledge transmitted thanks to this program is derived from the actual experience of these specialists, who are always attentive to the main developments in the sector in order to apply them to their respective projects. For this reason, the professional will enjoy a comprehensive and totally focused learning experience, relevant to their professional area.

One of the highlights of this magnificent program is its content, prepared to help you face professional challenges with the best tools available"

Module 1. Ethical and Legal Aspects of the Web

1.1. Web Regulations in Force in Europe
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 Law (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. European Taxation for e-commerce
  1.5.1. Preliminary Matters: Taxation as a Set of Laws
  1.5.2. 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. Training 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. Plugins and Addons Most Commonly Used
  1.8.2. 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. Web Application Development Methodologies

2.1. Agile Project Management: Foundation 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
  - 3.1.3.1. Front-End
  - 3.1.3.2. Back-End
  - 3.1.3.3. Full-Stack
- 3.1.4. Types of Languages
  - 3.1.4.1. Programming Languages
  - 3.1.4.2. Markup Languages
  - 3.1.4.3. Scripting Languages
- 3.1.5. Framework vs. Libraries
- 3.1.6. Development Environments (IDE - Integrated Development Environment)
- 3.1.7. Navigation Systems

3.2. HTML
- 3.2.1. HTML
- 3.2.2. Labels
  - 3.2.2.1. Nesting
  - 3.2.2.2. Attributes
- 3.2.3. Documents Structure
  - 3.2.3.1. Headings
  - 3.2.3.2. Body
- 3.2.4. Semantic Components
  - 3.2.4.1. Root Elements
  - 3.2.4.2. Metadata
  - 3.2.4.3. Scripting
  - 3.2.4.4. Sections
  - 3.2.4.5. Comments
- 3.2.5. Text Content
  - 3.2.5.1. Headings
  - 3.2.5.2. Paragraphs
  - 3.2.5.3. Lists
  - 3.2.5.4. Text Formats
  - 3.2.5.5. Special Characters
- 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
  - 3.3.3.1. Selectors
  - 3.3.3.2. Properties and Values
  - 3.3.3.3. Comments

3.3.4. Style Collisions
3.3.4.1. Heritage
3.3.4.2. Cascade
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
3.3.11.1. Absolute Units
3.3.11.2. Relative Units
3.3.12. Positioning
3.3.13. Colors
3.3.14. Variables
3.3.15. Animations

3.4. JavaScript
3.4.1. JavaScript
3.4.2. Code Inclusion in HTML
3.4.3. Syntax
3.4.3.1. Statements
3.4.3.2. Comments
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
3.4.11.1. Classes
3.4.11.2. Objects
3.4.11.2.1. Properties
3.4.11.2.2. Methods
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. Consultas

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. Ulkit
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
3.10.3.1. File Formats
3.10.3.2. Compression Quality vs. Size
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. Labelling
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 Analysis
- 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
  - 5.1.3.1. Content Delivery Network (CDN)
- 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
  - 5.2.4.1. Poodle
  - 5.2.4.2. Ticketbleed
  - 5.2.4.3. Beast attack
  - 5.2.4.4. ROBOT
  - 5.2.4.5. Heartbleed

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
  - 5.3.5.1. DDoS

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
  - 5.5.1.1. Basic
  - 5.5.1.2. Digest
  - 5.5.1.3. NTLM
- 5.5.2. Protocols and Standards
  - 5.5.2.1. Oauth
  - 5.5.2.2. OpenID

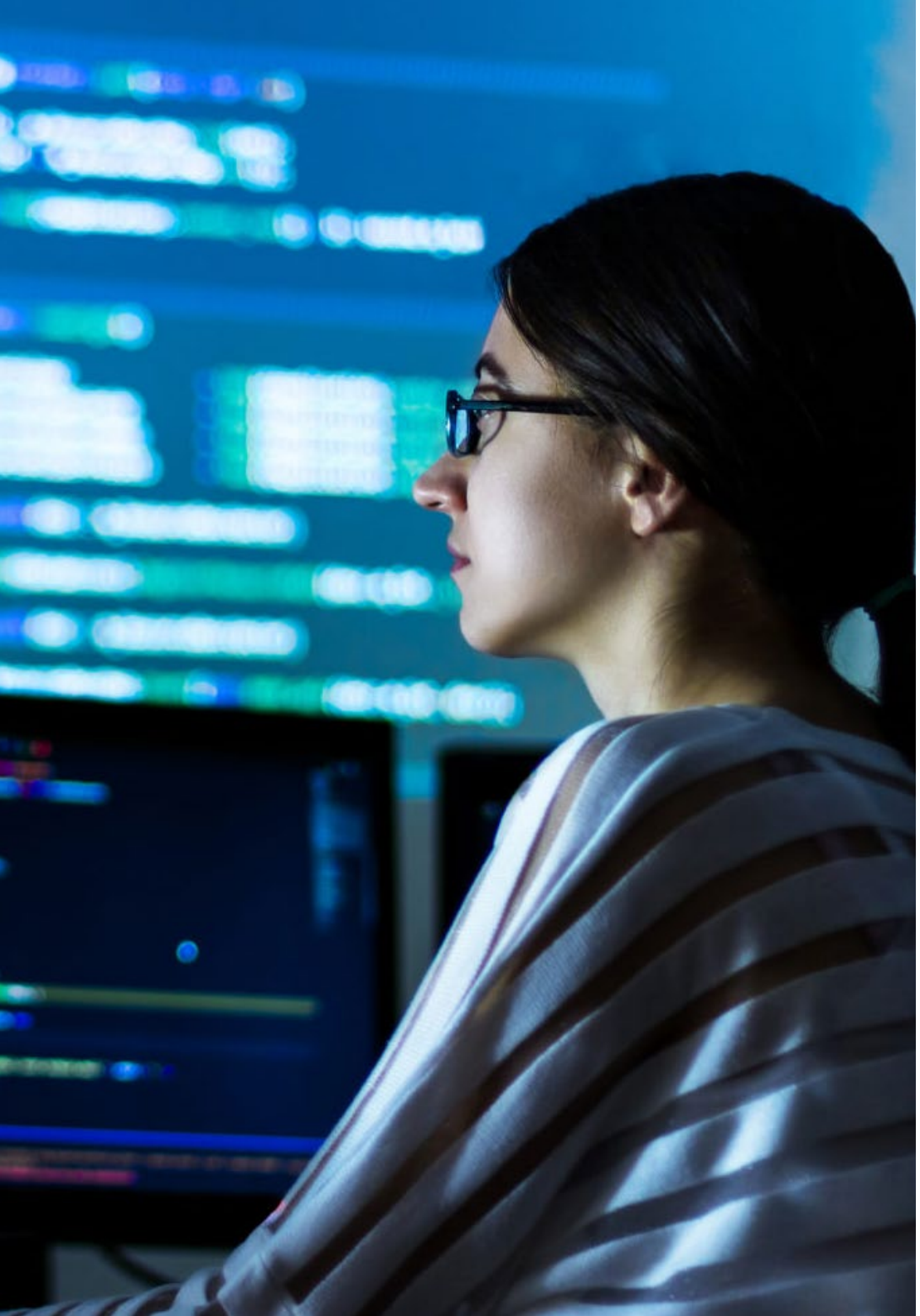
5.6. Web Auditing
- 5.6.1. Auditing Technique
  - 5.6.1.1. Black Box
  - 5.6.1.2. White Box
  - 5.6.1.3. Grey Box
- 5.6.2. OWASP Methodology
- 5.6.3. Bug Bounty

5.7. Application Programming Interface (API) Security
- 5.7.1. Types of APIs
  - 5.7.1.1. REST
  - 5.7.1.2. SOAP
  - 5.7.1.3. Others
- 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
  - 5.10.2.1. Preparation
  - 5.10.2.2. Identification
  - 5.10.2.3. Containment
  - 5.10.2.4. Eradication
  - 5.10.2.5. Recovery
  - 5.10.2.6. Lessons Learned
- 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
  - 6.2.4.1. Fixed Design
  - 6.2.4.2. Elastic Design
  - 6.2.4.3. Liquid Design
  - 6.2.4.4. Responsive Design
  - 6.2.4.5. Flexible 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
  - 6.5.2.1. Sketches
  - 6.5.2.2. Wireframes
  - 6.5.2.3. Mock-ups
- 6.5.3. Browsing Flows
- 6.5.4. Interaction
- 6.5.5. Managing Online Tools

6.6. Usability
- 6.6.1. Impact of Usability on User Experience
- 6.6.2. Metrics
- 6.6.3. Tests
  - 6.6.3.1. Internal Usability Test
  - 6.6.3.2. Unmoderated Remote Usability Testing
  - 6.6.3.3. Moderated Remote Usability Testing
- 6.6.4. Assessment Tools

6.7. Accessibility
- 6.7.1. Web Accessibility
- 6.7.2. Beneficiaries
- 6.7.3. Disabilities
  - 6.7.3.1. Visual Impairment
  - 6.7.3.2. Hearing Impairment
  - 6.7.3.3. Motor Disability
  - 6.7.3.4. Speech Impairment
  - 6.7.3.5. Cognitive Impairment
- 6.7.4. Accessibility Guidelines
  - 6.7.4.1. WCAG 2.1 and Priorities
  - 6.7.4.2. Perceptible
  - 6.7.4.3. Operable
  - 6.7.4.4. Comprehensible
  - 6.7.4.5. Robust
- 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
  - 6.10.6.1. Basic Components
  - 6.10.6.2. Complex 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
  - 7.1.3.1. Payment Systems
  - 7.1.3.2. Customer Management
  - 7.1.3.3. Order Management
- 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. Proprietary System or Online Cloud
  - 7.4.3.1. Wordpress + Woocommerce
  - 7.4.3.2. Prestashop
  - 7.4.3.3. Magento
  - 7.4.3.4. Shopify

7.5. Installing and Configuring the Work Environment
- 7.5.1. Hosting and Domain
  - 7.5.1.1. SSL Activation and PHP Configuration
- 7.5.2. Installing CMS
  - 7.5.2.1. Wordpress + Woocommerce Installation
  - 7.5.2.2. Prestashop Installation
  - 7.5.2.3. Magento Installation
- 7.5.3. Configuring and Launching CMS
  - 7.5.3.1. Configuring and Launching Wordpress + Woocommerce
  - 7.5.3.2. Configuring and Launching Prestashop
  - 7.5.3.3. Configuring and Launching Magneto
- 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
  - 7.7.5.1. Creating Promotions
  - 7.7.5.2. Optimizing Promotions and Buyer Persona

7.8. Payment and Logistics Systems
- 7.8.1. Configuring Virtual and Physical Payment Systems
  - 7.8.1.1. PayPal
  - 7.8.1.2. Stripe
  - 7.8.1.3. Cash on Delivery
  - 7.8.1.4. POS Banking
  - 7.8.1.5. Installment Payment Systems
- 7.8.2. Logistics
  - 7.8.2.1. Optimizing Shipment Channels
  - 7.8.2.2. Optimized Shipment Selector Configuration
- 7.8.3. Delivery Automation

7.9. Marketing and Advertising
- 7.9.1. Competitive Analysis
- 7.9.2. Work Tools
  - 7.9.2.1. Analysis Tools
  - 7.9.2.2. Design Tools
  - 7.9.2.3. SEO Tools
  - 7.9.2.4. Optimization Tools
- 7.9.3. Installing Tracking Pixels for Advanced Segmentation
- 7.9.4. Creating Promotions
  - 7.9.4.1. Facebook Ads
  - 7.9.4.2. Twitter, TikTok, Pinterest and Other Massive Networks
  - 7.9.4.3. Google Ads
  - 7.9.4.4. Ad Optimization

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
  - 7.10.5.1. Amazon
  - 7.10.5.2. eBay
- 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
  - 8.1.2.1. Choosing the Right Operating System
  - 8.1.2.2. Test Working Environment (Development)
  - 8.1.2.3. Professional Working Environment (Production)

8.2. Installing and Configuring the Work Environment
- 8.2.1. Installing VirtualBox for Windows Development Environment
  - 8.2.1.1. Installation of Windows Server Environment
  - 8.2.1.2. Initial Configuration and Networks for Windows Server
  - 8.2.1.3. Installation of Components for Production
  - 8.2.1.4. Windows Server Optimization
- 8.2.2. Installing Linux Visual Environment
  - 8.2.2.1. Installation and Configuration of Centos (Operating System for the Enterprise Community)
  - 8.2.2.2. Ubuntu Server Installation and Configuration
  - 8.2.2.3. Debian Installation and Configuration

8.3. Command Terminal
- 8.3.1. Directories and CHMOD Permissions
  - 8.3.1.1. Disk and File Management
- 8.3.2. Service Analysis
- 8.3.3. Problem Detection and Analysis / LOGS
- 8.3.4. Resource Monitoring
  - 8.3.4.1. Commands and Automation
- 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
  - 8.5.1.1. Configuration and Optimization
- 8.5.2. Installing cPanel
  - 8.5.2.1. Configuration and Optimization
- 8.5.3. Installing Plesk
  - 8.5.3.1. Configuration and Optimization
- 8.5.4. Installing Directadmin
  - 8.5.4.1. Configuration and Optimization

8.6. Installing Core Web Services
- 8.6.1. Installing Apache
  - 8.6.1.1. PHP/PHP-FPM Installation
- 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
  - 8.7.1.1. Configuring and Launching Nginx
- 8.7.2. Optimizing Apache
- 8.7.3. Optimizing PHP / PHP-FPM
- 8.7.4. Optimizing Mysql
  - 8.7.4.1. Data Analysis Tools
- 8.7.5. Optimizing Exim

8.8. Backups in Production Environments
- 8.8.1. Backups
- 8.8.2. Planning a Secure Environment
  - 8.8.2.1. Base Commands - CP, MV, RSYNC
- 8.8.3. Automating Backup Copies Systems
- 8.8.4. Data Redundancy and Security / Replication
- 8.8.5. Optimizing Secure Environments

8.9. Security/Safety
- 8.9.1. Dedicated/Virtual Server Security
- 8.9.2. Installing Monitoring Tools
  - 8.9.2.1. Brute force and scanning prevention
- 8.9.3. Installing Firewalls
- 8.9.4. Antimalware/Virus Systems
  - 8.9.4.1. Scanning and Quarantine Automation
- 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/E-mail/Files
- 8.10.5. Hacked Web Resolution
- 8.10.6. Email Problems
  - 8.10.6.1. Blacklist IP Difficulties
  - 8.10.6.2. IP Assignment to a Particular Domain
  - 8.10.6.3. Mail Arriving in Spam Folder
- 8.10.7. Server Not Responding (Rescue Mode)
  - 8.10.7.1. RAM Memory Test
  - 8.10.7.2. Hard Drive Test
  - 8.10.7.3. RAID Test/File System Degradation
- 8.10.8. Administrating and Monitoring Disc Space
  - 8.10.8.1. Problems with INODOS
- 8.10.9. Nmap and Tracert for Network Problem Detection

Module 9. Web Content Managers

9.1. Content Management Systems (CMS)
- 9.1.1. Current CMS

9.2. Types of CMS
- 9.2.1. Open Source vs. Proprietary
- 9.2.2. Local Installation vs. Cloud-Based
- 9.2.3. Programming Languages
- 9.2.4. Uses and Functionality
- 9.2.5. Other Types of CMS (ECM, WCM, DMS etc.)

9.3. CMS Tools and Resources
- 9.3.1. User Management
- 9.3.2. Page Management
- 9.3.3. Templates
- 9.3.4. Plug-ins
- 9.3.5. Others (Media Library, Comment Moderation, Sales Management, etc.)

9.4. CMS Architecture and Design
- 9.4.1. The Use of CMS
- 9.4.2. Templates

9.5. CMS and SEO
- 9.5.1. Technical SEO
- 9.5.2. SEO Content
- 9.5.3. Plug-ins

9.6. WordPress
- 9.6.1. Applications
- 9.6.2. Examples:

9.7. Drupal
- 9.7.1. Applications
- 9.7.2. Examples:

9.8. Prestashop
- 9.8.1. Applications
- 9.8.2. Examples:

9.9. Shopify
- 9.9.1. Applications
- 9.9.2. Examples:

9.10. Other CMS
- 9.10.1. Wix
- 9.10.2. Blogger
- 9.10.3. Magento
- 9.10.4. Joomla!

Module 10. Website Marketing

10.1. Website Commercialization
- 10.1.1. Website Commercialization
- 10.1.2. Website Development Cost
- 10.1.3. Profitability Calculations

10.2. Invoicing and Taxation
- 10.2.1. Freelance Invoicing
- 10.2.2. Company Invoicing
- 10.2.3. Taxation

10.3. Sales Funnels: Attraction Phase
- 10.3.1. Organic Traffic
  - 10.3.1.1. SEO
- 10.3.2. Payment Traffic

10.4. Sales Funnels: Interaction Phase
- 10.4.1. Emailing
- 10.4.2. Forms
- 10.4.3. CTAs

10.5. Sales Funnels: Conversion Phase
- 10.5.1. Offer
- 10.5.2. Ideas to Close the Sale
- 10.5.3. Customer Objections

10.6. Sales Funnels: Loyalty Phase
- 10.6.1. Exceeding Customer Expectations
- 10.6.2. Customer Service
- 10.6.3. Affiliation Systems
- 10.6.4. Surveys

10.7. Analytics
- 10.7.1. Analysis
- 10.7.2. KPIs
- 10.7.3. Emailing Analytics
- 10.7.4. Social Network Analytics

10.8. Analytics: Analyzing Websites Using Google Analytics
- 10.8.1. Audience Analytics
- 10.8.2. Purchase Analytics
- 10.8.3. Behavior Analytics
- 10.8.4. Conversion Analytics

10.9. Marketing Automation
- 10.9.1. The Purpose of Automating
- 10.9.2. Automation Software
- 10.9.3. Workflows
- 10.9.4. Scoring

10.10. Growth Hacking
- 10.10.1. Growth Hacking
- 10.10.2. Growth Hackers
- 10.10.3. Techniques and Examples

The most comprehensive and relevant program on Website Management Engineering"

06

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"

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"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

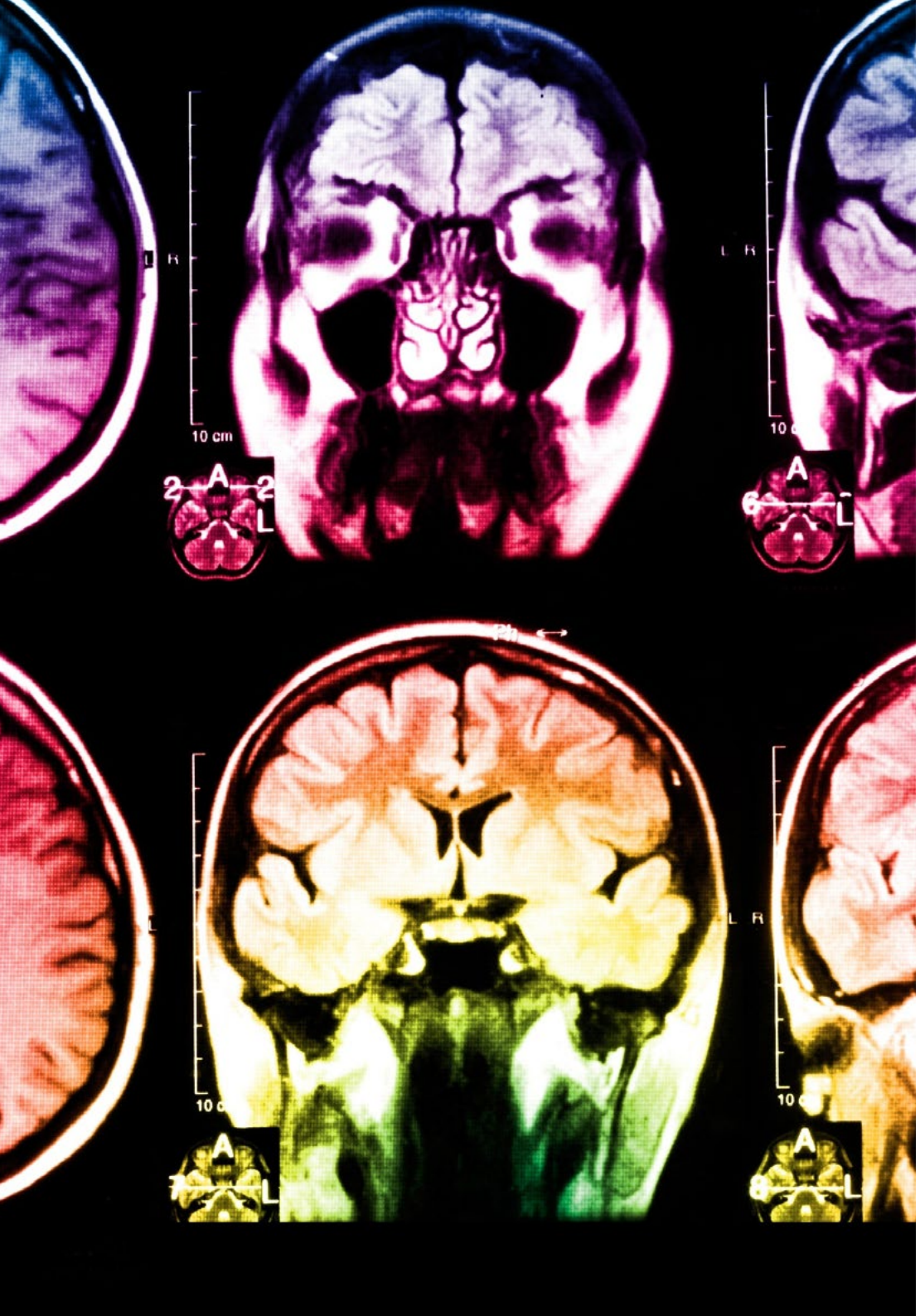
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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. This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.

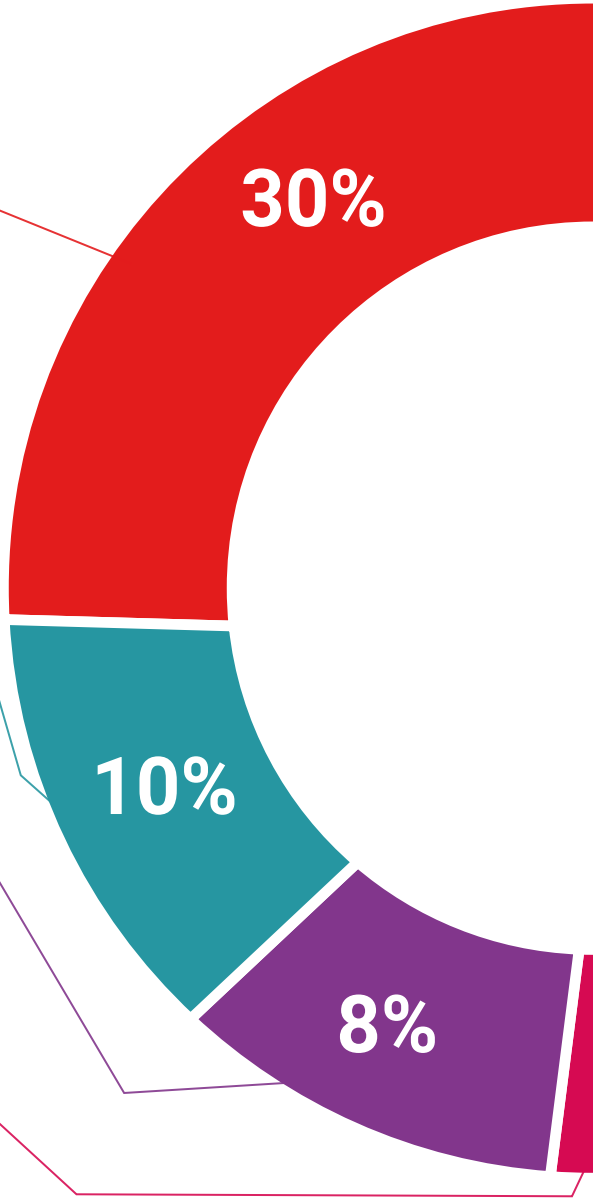
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

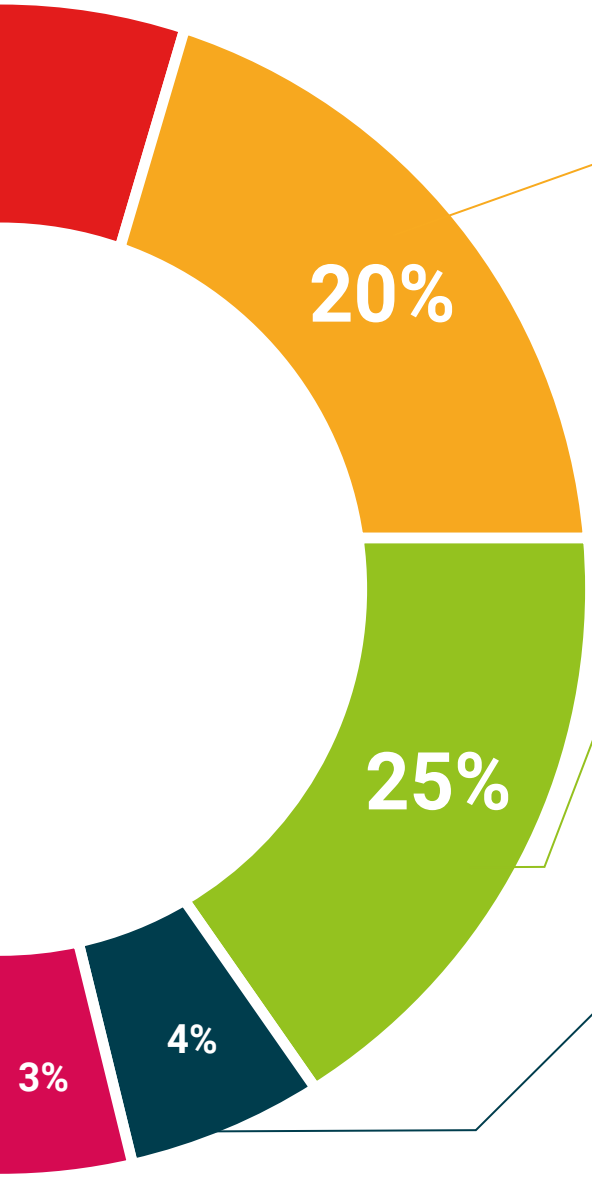
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

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 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.

07

Certificate

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

Successfully complete this program and receive your university degree without travel or laborious paperwork”

This **Professional Master's Degree in Website Management Engineering** contains the most complete and up-to-date program on the market.

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

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

Title: **Professional Master's Degree in Website Management Engineering**

Official Nº of hours: **1,500 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE

in

Website Management Engineering

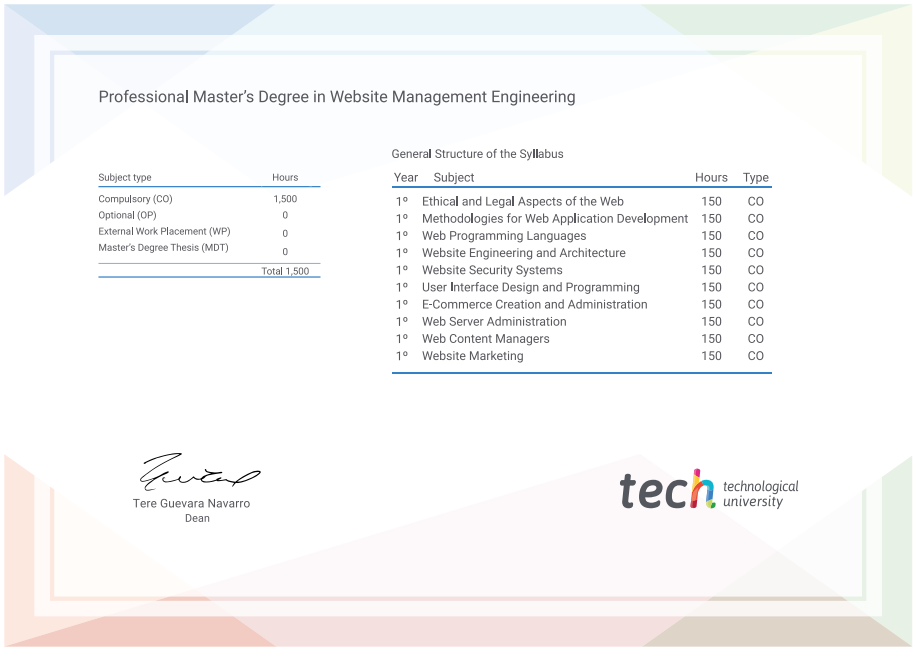
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates


Professional Master's Degree in Website Management Engineering

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Ethical and Legal Aspects of the Web	150	CO
1º	Methodologies for Web Application Development	150	CO
1º	Web Programming Languages	150	CO
1º	Website Engineering and Architecture	150	CO
1º	Website Security Systems	150	CO
1º	User Interface Design and Programming	150	CO
1º	E-Commerce Creation and Administration	150	CO
1º	Web Server Administration	150	CO
1º	Web Content Managers	150	CO
1º	Website Marketing	150	CO

Tere Guevara Navarro
Dean

tech technological university

*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.

tech technological university

Professional 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**

Professional Master's Degree

Website Management Engineering

tech technological university