Advanced Master's Degree
International Digital Entrepreneurship

AMDIDE

tech global university

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Advanced Master's Degree
International Digital Entrepreneurship

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-international-digital-entrepreneurship**

Index

01
Welcome

One of the sectors that has experienced the most digitalization is business. For that reason, this very complete TECH Advanced Master's Degree focuses on providing professionals with the competencies and skills that will allow them to design, create and manage companies in digital areas, providing in-depth knowledge of all the details and ensuring the future success of the new organization.

Everything, from the most everyday human activities to the most complex tasks, have a place in the digital world, and this makes it absolutely necessary for professionals to be trained to successfully take on the challenges posed by this new environment.

Advanced Master's Degree in International Digital Entrepreneurship
TECH Global University

" *The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

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 Global University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

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

Teachers representing 20 different nationalities.

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

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in International Digital Entrepreneurship

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 Global University community.

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

04
Objectives

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

One of our fundamental objectives is to help you develop the essential skills to strategically manage a business"

Your goals are our goals.
We work together to help you achieve them.

The **Advanced Master's Degree in International Digital Entrepreneurship** will train you to:

01 Know how to correctly administrate and manage companies of all sizes and sectors

02 Gain an in-depth understanding of what Information and Communication Technologies are and their use in today's organizations

03 Know how to work with different types of ICT

04 Know how to do company accounting and finance

05 Know the fundamentals of business administration from the description of its elements, its environment, function and organization

06 Have all necessary elements for assertive decision-making at your disposal

07 Understand areas of management and administration

08 Interpret the characteristics, functions and types of the various information technology systems

09 Intervene in technological scenarios for training processes adaptable to the new context

10 Understand how to formulate annual accounts

11 Understand the criteria for valuing accounts

12 Identify financial instruments

13 Analyze different corporate restructuring strategies

14 Understand the importance of information systems for the company to function properly

15 Understand the management strategies of information systems for the company to function properly

16 Identify the relation between management and the company

17 Understand the main managerial function of a company

18 Acquire a broad overview of the administrative process and apply it to their job functions

19 Know the characteristics of taxation

20 Understand tax obligations from a legal point of view; know how to classify taxes

21 Understand special tax regimes and when they apply

22 Learn to calculate various business taxes

23 Analyze the different strategies that exist in Digital Marketing

24 Define the most appropriate strategy in a given context and with given objectives

25 Know how to manage digital campaigns

26 Integrate new information technologies in virtual environments for training processes in different areas

27 Adapt to the new context, which means being involved and performing in digital enterprises

28 Analyze the implications of the global economic environment in business

29 Identify the variables to be considered in business decision making

30 Analyze the importance of having initiative for business entrepreneurship

31 Understand the preponderant role of innovation as a differentiator for establishing business plans

32 Develop strategies to create new markets and new businesses

33 Develop strategies to create new opportunities in existing markets

34 Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

35 Lead change processes in the company based on digitalization

36 Identify the changes required to improve management and administration within the company, based on orienting the strategy to the digital environment

**37** Develop management skills necessary to lead the growth and expansion of companies operating in digital environments

38 Analyze and identify factors that generate difficulties or opportunities in digital environments

05
Skills

The skills to be developed by managers in the field of entrepreneurship must be diverse. Moreover, when talking about the International Digital Entrepreneurship environment, the difficulty of dealing with new technologies and the challenge of managing transnational projects is added. For this reason, this Advanced Master's Degree offers a review of the highest competencies in this field, boosting the graduate's professional career with skills that have been perfected and polished to the maximum.

You will acquire the necessary skills to fluently and effectively perform in the complicated world of International Digital Entrepreneurship"

01 Control and manage corporate finances

04 Apply innovative techniques in project design and management

02 Develop the company's corporate and competitive strategy

03 Apply the different business models in the digital era

05 Implement e-Commerce techniques

06 Implement digital marketing campaigns to improve the company's competitive position and its digital reputation

08 Use social networks as an indispensable tool to improve company recognition

09 Have extensive knowledge of consumer

07 Put search engine marketing techniques into practice

10 Perform web analytics to direct marketing and communication campaigns to effectively reach company objectives

11 Analyze the different strategies that exist in digital marketing and manage digital marketing campaigns

14 Understand the management strategies of information systems for the company to function properly

12 Promote innovation within companies in all sectors

13 Design a business plan from the beginning and become familiar with the available financing tools

15 Interpret the characteristics, functions and types of the various information technology systems

16 Intervene in technological scenarios for training processes adaptable to the new context

18 Analyze different corporate restructuring strategies

19 Learn to calculate various business taxes

17 Analyze the implications of the global economic environment in business

20 Empower ideas for entrepreneurship in the digital landscape

21 Integrate new information technologies in virtual environments for training processes in different areas

22 Adapt to the new context, which means being involved and performing in digital enterprises

23 Identify the variables to be considered in business decision making

24 Manage and administer companies in the digital sector

Structure and Content

The Advanced Master's Degree in International Digital Entrepreneurship is a tailor-made program delivered in a 100% online format so you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as managers and entrepreneurs.

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."

Syllabus

This Advanced Master's Degree in International Digital Entrepreneurship at TECH Global University is an intense program that prepares students to face challenges and business decisions both on a national and international level.

The content of the Advanced Master's Degree in International Digital Entrepreneurship is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 3,000 hours of training, students will analyze a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in International Digital Entrepreneurship deals in depth with the main areas of a company, and is designed to train managers who understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement, that also prepares them to achieve excellence in the field of business 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.

Module 1	Business Administration: Introduction and Organization
Module 2	Introduction to ICTs
Module 3	Financial Accounting
Module 4	Commercial Management I
Module 5	Business Management
Module 6	Company Tax Regime
Module 7	Digital Marketing Strategy
Module 8	Technology and Information in Digital Companies
Module 9	Founding and Managing Companies in the Digital Environment
Module 10	Innovation Management in Digital environments
Module 11	Competitive Environment and Strategy
Module 12	Entrepreneurial Innovation and Initiative
Module 13	Digital Marketing and e-Commerce
Module 14	Search Engine Marketing
Module 15	Digital Communication and Online Reputation
Module 16	Performance and Inbound Marketing
Module 16	Web Analytics and Marketing Analytics
Module 18	International Finance
Module 19	Mobile e-Commerce
Module 20	New Digital Trends

Where, When and How is it Taught?

This Advanced Master's Degree takes place over 24 months and is divided into two terms. You can complete it 100% online, even attending virtual workshops and conferences.

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

Module 1. Business Administration: Introduction and Organization

1.1. The Company and Its Components
1.1.1. The Concept of a Company
1.1.2. Functions and Classification of Business Objects
1.1.3. The Business Community
1.1.4. Types of Companies

1.2. The Company as System
1.2.1. Concepts of the System
1.2.2. Models
1.2.3. Company Subsystems
1.2.4. Values Subsystems

1.3. The Business Environment
1.3.1. Environment and Value
1.3.2. General Environment
1.3.3. Specific Environment
1.3.4. Analysis Tools

1.4. The Managerial Function
1.4.1. Basic Concepts
1.4.2. What Is Managing?
1.4.3. Decision-Making
1.4.4. Leadership

1.5. Corporate Planning
1.5.1. Corporate Plans
1.5.2. Planning Components
1.5.3. Stages
1.5.4. Planning Tools

1.6. Business Control
1.6.1. Concept, Types and Terminology
1.6.2. Management Control
1.6.3. Quality Control
1.6.4. Balanced Scorecard

1.7. Business Organization
1.7.1. Basic Concepts
1.7.2. Organizational Structure
1.7.3. Cultural Dimensions
1.7.4. Structural Models

1.8. Human Resources Management
1.8.1. Motivation
1.8.2. Recruitment and Selection
1.8.3. Personnel Training
1.8.4. Performance Assessment

1.9. Marketing and Financial Components
1.9.1. Concept and Stages
1.9.2. Marketing and Markets
1.9.3. Strategic Marketing
1.9.4. Relationships and Synergies

Module 2. Introduction to ICTs

2.1. Information Systems: Features, Functions and Types
2.1.1. Introduction to ICTs
2.1.2. Principles
2.1.3. Features
2.1.4. Onset
2.1.5. Advantages and Disadvantages
2.1.6. Typology
2.1.7. Types of Information Systems
2.1.8. Business Processes

2.2. Information Systems: Influence, Competitive Advantage and Strategies Based on Networks and Web 2.0
2.2.1. ICT Influences
2.2.2. Current ICTs
2.2.3. Global ICTs
2.2.4. Competitive Advantages
2.2.5. Strategies Based on Web 2.0
2.2.6. Network Strategies

2.3. Information and Communication Technologies (ICT)
2.3.1. Components
2.3.2. Concept
2.3.3. Types of Components
2.3.4. Applications
2.3.5. Infrastructure Evolution
2.3.6. History
2.3.7. Current Situation and Development
2.3.8. ICT Infrastructure Administration
2.3.9. Drivers
2.3.10. Administration

2.4. Hardware and Hardware Trends
2.4.1. Hardware
2.4.2. Concept
2.4.3. Hardware Evolution
2.4.4. Hardware and Software Classification
2.4.5. Hardware Trends
2.4.6. Data Processing
2.4.7. Accelerating Processes
2.4.8. Storing Processed Data
2.4.9. Graphic Visualization

Module 3. Financial Accounting

3.1. Financial Accounts: Components and Formulation
3.1.1. Balance Sheet, Income Statement and Financial Statement Notes
3.1.2. Statement of Changes in Equity
3.1.3. Cash Flow Statement
3.1.4. Financial Accounts Formulation Rules
3.1.5. Financial Statement Templates

3.2. Assessment Criteria
3.2.1. Historical Cost
3.2.2. Fair Value
3.2.3. Net Realizable Value
3.2.4. Utilization Value
3.2.5. Book or Carrying Value
3.2.6. Creative Accounting

3.3. Property, Plant and Equipment and Intangible Assets
3.3.1. Regulations and Method of Acquisition
3.3.2. Amortization
3.3.3. Impairment or Disposal Losses
3.3.4. Real Estate Investments

3.4. Financial Instruments
3.4.1. Financial Assets
3.4.2. Financial Liabilities
3.4.3. Risk Assessment, Identification and Management
3.4.4. Hedging and Trading
3.4.5. Equity Instruments Accounting

3.5. Equity Study and Valuation
3.5.1. Balance Sheet Equity
3.5.2. Grants, Donations and Legacies
3.5.3. Equity and Adjustments for Changes in Value

3.6. Restructuring Operations
3.6.1. Mergers
3.6.2. Demergers
3.6.3. Non-Monetary Contributions
3.6.4. Value Exchanges

3.7. Income Tax
3.7.1. Corporate Income Tax Structure
3.7.2. Calculation and Recording of the Accrued Corporate Income Tax Expense
3.7.3. Permanent and Temporary Differences

3.8. Foreign Currency Accounting
3.8.1. Functional and Presentation Currency
3.8.2. Valuation of Monetary and Non-Monetary Items
3.8.3. Temporary Transaction Differences in Foreign Currencies

Module 4. Commercial Management I

4.1. Market Research
4.1.1. Consumer Behavior
4.1.2. Market Research Techniques
4.1.3. Data Analysis Tools
4.1.4. Scope and Limitations

4.2. Advertising
4.2.1. The Importance of Public Companies
4.2.2. Purchase Experience
4.2.3. Advertising and Digital Media

4.3. Media Planning
4.3.1. Audiences and Advertising Markets
4.3.2. Selecting Media and Support
4.3.3. Measuring Sustainability

4.4. Commercial Management
4.4.1. Internal and External Analysis. SWOT
4.4.2. Sector and Competitive Analysis
4.4.3. Models: Canvas

Module 5. Business Management

5.1. Manager Functions: Organizational Culture and Approaches
5.1.1. Manager Functions
5.1.2. Management Strategy
5.1.3. Organizational Culture

5.2. Change Management Process
5.2.1. Types
5.2.2. Resistance
5.2.3. Stimulating Innovation
5.2.4. Management Models

5.3. Decision Making
5.3.1. Management and Decision-Making Processes
5.3.2. Management Styles
5.3.3. Types of Decisions

5.4. Strategic Planning
5.4.1. Objectives
5.4.2. Methods
5.4.3. Planning Dynamic Environments

5.5. The Process of Strategic Management
5.5.1. Types of Processes
5.5.2. Processes Mission and Analysis
5.5.3. Implementing Processes and Assessment

5.6. Organizational Structures
5.6.1. General Concepts
5.6.2. Mechanistic Structures
5.6.3. Organic Structures

5.7. Organizational Designs
5.7.1. Purpose behind Organization
5.7.2. Contingency Factors
5.7.3. Types of Design

5.8. Team Development and Performance
5.8.1. Definition and General Concepts
5.8.2. Efficient Teams
5.8.3. Global Teams

5.9. Company Communication
5.9.1. Function of Company Communication
5.9.2. Communication Methods
5.9.3. ICT Influences

5.10. Interpersonal and Organizational Communication
5.10.1. Basic Concepts
5.10.2. Interpersonal Communication
5.10.3. Organizational Communication

5.11. Company Motivation
5.11.1. Concept of Motivation and Application
5.11.2. Motivation Theories
5.11.3. Motivation Implementation

5.12. Company Leadership
5.12.1. Contingency Theories
5.12.2. Types of Leadership
5.12.3. Company Leadership Implementation

5.13. Operations Control
5.13.1. Concepts of Control and Management Control
5.13.2. Control Processes
5.13.3. Measurements and Assessment

5.14. Operations Control Management
5.14.1. Control Tools
5.14.2. Correction Systems
5.14.3. Operations Control Advantages and Problems

5.15. Operations Management
5.15.1. The Importance of Management
5.15.2. Value Chain
5.15.3. Quality Management
5.15.4. Storage Costs, Picking and Packing
5.15.5. Distribution Costs

Module 6. Company Tax Regime

6.1. Concept and Characteristics of Taxes

6.2. Judicial Relationship and Tax Liability

6.3. Exemption, Non-Taxation, Accrual and Enforceability

6.4. Essential Components of Tax Liability

6.5. The Tax System and Tax Classification

6.6. Corporate Income Tax Calculation

6.7. Special Tax Regimes

6.8. Calculating Personal Income Tax

6.9. VAT

6.10. Liability

Module 7. Digital Marketing Strategies

7.1. Digital Business Administration
7.1.1. Competitive Strategy in the Face of Growing Digitalization in Media
7.1.2. Designing and Creating a Digital Marketing Plan
7.1.3. Digital Media Planning and Contracting
7.1.4. ROI Analysis in a Digital Marketing Plan

7.2. Digital Marketing for Brand Reinforcement
7.2.1. Brand Content and Storytelling
7.2.2. Hyper-Segmentation
7.2.3. Video Marketing
7.2.4. Social Sales

7.3. Defining the Digital Marketing Strategy
7.3.1. Closed Loop Marketing
7.3.2. Continuous Loop Marketing
7.3.3. Multichannel Marketing

7.4. Digital Marketing for Customer Engagement and Retention
7.4.1. Hyper-Segmentation and Micro-Localization
7.4.2. Loyalty and Engagement Strategies Using the Internet
7.4.3. Visitor Relationship Management

7.5. Digital Marketing Trends
7.5.1. Digital Neuro-Marketing
7.5.2. Avatar Marketing
7.5.3. Bluecasting

7.6. Managing Digital Campaigns
7.6.1. Display Advertising and Rich Media
7.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
7.6.3. Advertising on Digital Television

7.7. Online Marketing Plan
7.7.1. Online Research
7.7.2. Creating an Online Marketing Plan
7.7.3. Configuration and Activation
7.7.4. Launch and Management

7.8. Blended Marketing
7.8.1. Integrating 'on' and 'off' Actions
7.8.2. Personalization and Segmentation
7.8.3. Improve User Experience

Module 8. Technology and Information in Digital Companies

8.1 Technological Environments
8.1.1. The Technological Environment
8.1.2. Functioning and Importance of IT in the Company
8.1.3. Needs and Opportunity Areas

8.2. Information Systems Management
8.2.1. Business Information Systems
8.2.2. Strategic Decisions
8.2.3. The Role of the CIO

8.3. Information Technology Strategic Planning
8.3.1. The Process of Strategic Planning
8.3.2. Formulating IS Strategies
8.3.3. Strategy Implementation Plan

8.4. Information Systems and Business Intelligence
8.4.1. CRM and Business Intelligence
8.4.2. Project Management and Business Intelligence
8.4.3. Business Intelligence Architecture

8.5. Corporate Management Applications
8.5.1. Company and Industry Sector Analysis
8.5.2. Online Business Models
8.5.3. The Value of IT in a Company

8.6. Digital Transformation
8.6.1. Technology-Based Business Models
8.6.2. Innovation Abilities
8.6.3. Redesigning Value Chain Processes

8.7. Technology and Trends
8.7.1. E-Commerce Strategies
8.7.2. Strategies Using Social Media
8.7.3. E-Commerce Models

8.8. Outsourcing Information Technology
8.8.1. Establishing IT Goals
8.8.2. Supplier Selection

Module 9. Founding and Managing Companies in the Digital Environment

9.1. Global Economic Environment
9.1.1. The Fundamentals of the Global Economy
9.1.2. The Globalization of Companies and Financial Markets
9.1.3. Entrepreneurship and New Markets

9.2. Corporate Finance
9.2.1. Financial Policy and Growth
9.2.2. Company Valuation Methods
9.2.3. Capital Structure and Financial Leverage

9.3. Economic Analysis of Decisions
9.3.1. Budget Control
9.3.2. Competitive Analysis
9.3.3. Comparative Analysis
9.3.4. Decision-Making
9.3.5. Business Investment or Divestment

9.4. Information Systems in Companies
9.4.1. The Evolution of the IT Model
9.4.2. Organization and IT Departments
9.4.3. Information Technology and Economic Environment

9.5. Corporate Strategy and Technology Strategy
9.5.1. Creating Value for Customers and Shareholders
9.5.2. Strategic IS/IT Decisions
9.5.3. Corporate Strategy vs. Technology and Digital Strategy

9.6. Information Systems for Decision-Making
9.6.1. Business Intelligence
9.6.2. Data Warehouse
9.6.3. Balanced Scorecard (BSC)

9.7. Digital Strategy
9.7.1. Technology Strategy and Impact on Digital Innovation
9.7.2. Strategic Planning of Information Technologies
9.7.3. Strategy and the Internet

9.8. Online Business Models
9.8.1. Analyzing Established Companies in the Technology Sector
9.8.2. Business Model Generation Systems
9.8.3. Analyzing Innovative Business Models in Traditional Sectors
9.8.4. Analyzing Innovative Business Models on the Internet

9.9. Company Systems Based on Collaboration
9.9.1. Customer Management Systems: Customer Relationship Management (CRM)
9.9.2. Supply Chain Management Systems
9.9.3. E-Commerce Systems

9.10. Social Businesses
9.10.1. Web 2.0 Strategic Vision and Its Challenges
9.10.2. Convergence Opportunities and ICT Trends
9.10.3. How to Monetize Web 2.0 and Social Media
9.10.4. Mobility and Digital Business

Module 10. Innovation Management in Digital environments

10.1. Design Thinking
10.1.1. The Blue Ocean Strategy
10.1.2. Collaborative Innovation
10.1.3. Open Innovation

10.2. Strategic Innovation Intelligence
10.2.1. Technology Monitoring
10.2.2. Technology Foresight
10.2.3. Coolhunting

10.3. Entrepreneurship and Innovation
10.3.1. Strategies to Search for Business Opportunities
10.3.2. Assessing the Feasibility of New Projects
10.3.3. Innovation Management Systems
10.3.4. Entrepreneurial Soft Skills

10.4. Managing Start-Ups
10.4.1. Introduction to Financial Management in Startup Companies
10.4.2. Financial Metrics for Start-Ups
10.4.3. Financial Planning: Projection Models and Interpretation
10.4.4. Valuation Methods
10.4.5. Legal Aspects

10.5. The Business Plan
10.5.1. Business Plans in the Digital Era
10.5.2. Models: Canvas
10.5.3. Value Proposition Model
10.5.4. Content and Presentation

10.6. Project Management
10.6.1. Agile Development
10.6.2. Lean Management in Startups
10.6.3. Monitoring and Project Management

10.7. Growth Phases in Startup Companies
10.7.1. Seed Phase
10.7.2. Startup Phase
10.7.3. Growth Phase
10.7.4. Consolidation Phase

10.8. Financing Startups
10.8.1. Bank Financing
10.8.2. Subsidies
10.8.3. Seed Capital and Accelerators Business Angels
10.8.4. Venture Capital IPO
10.8.5. Public to Private Partnership

10.9. National and International Venture Capital and Seed Capital Entities
10.9.1. Public Institutions: CDTI, ENISA
10.9.2. National and International Venture Capital Entities
10.9.3. Private Investors: Caixa Capital Risc Bstartup
10.9.4. FOND-ICO Global
10.9.5. Accelerators: Wayra, Lanzadera and Plug & Play

10.10. Lean Management
10.10.1. The Basic Principles of Lean Management
10.10.2. Improvement and Problem-Solving Teams
10.10.3. New Forms of Maintenance and Quality Management
10.10.4. Customer Communication Channels
10.10.5. Online Store Integration
10.10.6. Online Service Centers

Module 11. Competitive Environment and Strategy

11.1. Global Economic Environment
11.1.1. The Fundamentals of the Global Economy
11.1.2. The Globalization of Companies and Financial Markets
11.1.3. Entrepreneurship and New Markets

11.2. Corporate Finance
11.2.1. Financial Policy and Growth
11.2.2. Company Valuation Methods
11.2.3. Capital Structure and Financial Leverage

11.3. Economic Analysis of Decisions
11.3.1. Budget Control
11.3.2. Competitive Analysis Comparative Analysis
11.3.3. Decision Making Business Investment or Divestment

11.4. Information Systems in Companies
11.4.1. The Evolution of the IT Model
11.4.2. Organization and IT Departments
11.4.3. Information Technology and Economic Environment

11.5. Corporate Strategy and Technology Strategy
11.5.1. Creating Value for Customers and Shareholders
11.5.2. Strategic IS/IT Decisions
11.5.3. Corporate Strategy vs. Technology and Digital Strategy

11.6. Information Systems for Decision Making
11.6.1. Business Intelligence
11.6.2. *Data Warehouse*
11.6.3. Balanced Scorecard (BSC)

11.7. Digital Strategy
11.7.1. Technology Strategy and Impact on Digital Innovation
11.7.2. Strategic Planning of Information Technologies
11.7.3. Strategy and the Internet

11.8. Online Business Models
11.8.1. Analyzing Established Companies in the Technology Sector
11.8.2. Business Model Generation Systems
11.8.3. Analyzing Innovative Business Models in Traditional Sectors
11.8.4. Analyzing Innovative Business Models on the Internet

11.9. Company Systems based on Internet Collaboration
11.9.1. Customer Management Systems: Customer Relationship Management (CRM)
11.9.2. Supply Chain Management Systems
11.9.3. E-Commerce Systems

11.10. Social Business
11.10.1. Web 2.0 Strategic Vision and Challenges
11.10.2. Convergence Opportunities and ICT Trends
11.10.3. How to Monetize Web 2.0 and Social Media
11.10.4. Mobility and Digital Business

Module 12. Entrepreneurial Innovation and Initiative

12.1. Design Thinking
12.1.1. The Blue Ocean Strategy
12.1.2. Collaborative Innovation
12.1.3. Open Innovation

12.2. Strategic Innovation Intelligence
12.2.1. Technology Monitoring
12.2.2. Technology Foresight
12.2.3. Coolhunting

12.3. Entrepreneurship and Innovation
12.3.1. Strategies to Search for Business Opportunities
12.3.2. Assessing the Feasibility of New Projects
12.3.3. Innovation Management Systems
12.3.4. Entrepreneurial Soft Skills

12.4. Managing Startups
12.4.1. Introduction to Financial Management in Startup Companies
12.4.2. Financial Metrics for Startups
12.4.3. Financial Planning: Projection Models and Interpretation
12.4.4. Valuation Methods
12.4.5. Legal Aspects

12.5. The Business Plan
12.5.1. Business Plans in the Digital Era
12.5.2. Canvas Model
12.5.3. Value Proposition Model
12.5.4. Content and Presentation

12.6. Project Management
12.6.1. Agile Development
12.6.2. Lean Management in Start-Ups
12.6.3. Project Tracking and Steering

12.7. Growth Phases in Startup Companies
12.7.1. Seed Phase
12.7.2. Startup Phase
12.7.3. Growth Phase
12.7.4. Consolidation Phase

12.8. Financing Startups
12.8.1. Bank Financing
12.8.2. Subsidies
12.8.3. Seed Capital and Accelerators Business Angels
12.8.4. Venture Capital IPO
12.8.5. Public to Private Partnership

12.9. National and International Venture Capital and Seed Capital Entities
12.9.1. Public Institutions: CDTI, ENISA
12.9.2. National and International Venture Capital Entities
12.9.3. Private Investors: Caixa Capital Risc Bstartup
12.9.4. FOND-ICO Global
12.9.5. Accelerators: Wayra, Lanzadera y Plug & Play

12.10. Lean Management
12.10.1. The Basic Principles of Lean Management
12.10.2. Improvement and Problem-Solving Teams
12.10.3. New Forms of Maintenance and Quality Management

Module 13. Digital Marketing and e-Commerce

13.1. Digital e-Commerce Management
13.1.1. New e-Commerce Business Models
13.1.2. Planning and Developing an e-Commerce Strategy Plan
13.1.3. Technological Structure in e-Commerce

13.2. E-Commerce Operations and Logistics
13.2.1. How to Manage Fulfillment
13.2.2. Digital Point-of-Sale Management
13.2.3. Contact Center Management
13.2.4. Automation in Management and Monitoring Processes

13.3. Implementing e-Commerce Techniques
13.3.1. Social Media and Integration in e-Commerce Plans
13.3.2. Multichannel Strategy
13.3.3. Personalizing Dashboards

13.4. Digital Pricing
13.4.1. Online Payment Methods and Gateways
13.4.2. Electronic Promotions
13.4.3. Digital Price Timing
13.4.4. E-Auctions

13.5. From e-Commerce to m-Commerce and s-Commerce
13.5.1. E-Marketplace Business Models
13.5.2. S-Commerce and Brand Experience
13.5.3. Purchasing via Mobile Devices

13.6. Customer Intelligence: from e-CRM to s-CRM
13.6.1. Integrating the Consumer in the Value Chain
13.6.2. Online Research and Loyalty Techniques
13.6.3. Planning a Customer Relationship Management Strategy

13.7. Digital Marketing Trade
13.7.1. Cross Merchandising
13.7.2. Designing and Managing Facebook Ads Campaigns
13.7.3. Designing and Managing Google Adwords Campaigns

13.8. Online Marketing for e-Commerce
13.8.1. Inbound Marketing
13.8.2. Display and Programmatic Purchasing
13.8.3. Communication Plan

Module 14. Search Engine Marketing

14.1. How Search Engines Work
14.1.1. Indicators and Indexes
14.1.2. Algorithms
14.1.3. SEO and Corporate Branding

14.2. SEO Analysis
14.2.1. Determining KPIs
14.2.2. Generating Scripts and Alerts
14.2.3. Image, Video and Other Elements Optimization
14.2.4. Linkbuilding

14.3. Technical SEO
14.3.1. Web Performance Optimization
14.3.2. Real Time and Content
14.3.3. Relevant Tagging and Headers
14.3.4. Advanced WPO Techniques

14.4. SEO and e-Commerce
14.4.1. Conversion Rate Optimization
14.4.2. Google WebMaster Tools
14.4.3. Social Proof and Viralization
14.4.4. Navigation and Indexability

14.5. Keyword Hunting for SEM
14.5.1. Adwords Keyword Tool
14.5.2. Google Suggest
14.5.3. Insights for Search
14.5.4. GoogleTrends

14.6. SEM and Google Adwords
14.6.1. Google Shopping
14.6.2. Google Display Network
14.6.3. Google AdWords Mobile
14.6.4. Advertising on YouTube

14.7. Facebook Ads
14.7.1. PPC/PPF (Pay-Per-Fan) Adverts
14.7.2. Creating Facebook Ads
14.7.3. Facebook Power Editor
14.7.4. Campaign Optimization

14.8. SEM Strategy and Measurement
14.8.1. Quality Score
14.8.2. Site Links
14.8.3. KPIs
14.8.4. Impressions, Clicks, Conversions. *Revenue*, ROI, CPA

Module 15. Digital Communication and Online Reputation

15.1. Web 2.0 or the Social Web
15.1.1. Organization in the Age of Conversation
15.1.2. Web 2.0 Is All About People
15.1.3. Digital Environment and New Communication Formats

15.2. Digital Communication and Reputation
15.2.1. Online Reputation Report
15.2.2. Netiquette and Good Practices on Social Media
15.2.3. Branding and Networking 2.0

15.3. Designing and Planning an Online Reputation Plan
15.3.1. Overview of the Main Social Media in Spain
15.3.2. Brand Reputation Plan
15.3.3. General metrics, ROI, and Social CRM
15.3.4. Online Crisis and Reputational SEO

15.4. General, Professional, and Microblogging Platforms
15.4.1. Facebook
15.4.2. LinkedIn
15.4.3. Google+
15.4.4. Twitter

15.5. Video, Image, and Mobility Platforms
15.5.1. YouTube
15.5.2. Instagram
15.5.3. Flickr
15.5.4. Vimeo
15.5.5. Pinterest

15.6. Content and Storytelling Strategy
15.6.1. Corporate Blogging
15.6.2. Content Marketing Strategy
15.6.3. Creating a Content Plan
15.6.4. Content Curation Strategy

15.7. Social Media Strategies
15.7.1. Corporate PR and Social Media
15.7.2. Defining the Strategy to Be Followed in Each Medium
15.7.3. Analysis and Evaluation of Results

15.8. Community Management
15.8.1. Functions, Duties, and Responsibilities of Community Managers
15.8.2. Social Media Manager
15.8.3. Social Media Strategist

15.9. Social Media Plan
15.9.1. Designing a Social Media Plan
15.9.2. Schedule, Budget, Expectations, and Monitoring
15.9.3. Contingency Protocol in Case of Crisis

15.10. Online Monitoring Tools
15.10.1. Management Tools and Desktop Applications
15.10.2. Monitoring and Research Tools

Module 16. Performance and Inbound Marketing

16.1. Permission Marketing
16.1.1. How to Obtain User Permission
16.1.2. Personalizing the Message
16.1.3. Mail Confirmation or Double Opt-in

16.2. Strategy and Performance Techniques
16.2.1. Performance Marketing: Results
16.2.2. Digital Media Mix
16.2.3. The Importance of the Funnel

16.3. Affiliate Campaign Development
16.3.1. Agencies and Affiliate Programs
16.3.2. Postview
16.3.3. Defining Affiliate Programs
16.3.4. Display and Campaign Optimization

16.4. Launching an Affiliate Program
16.4.1. Affiliation and Direct Affiliation Networks
16.4.2. Results Analysis and Monitoring
16.4.3. Fraud Control

16.5. Developing Campaigns Via e-mailing
16.5.1. Lists of Subscribers, Leads, and Customers
16.5.2. e-Mail Marketing Tools and Resources
16.5.3. Online Writing for e-Mail Marketing Campaigns

16.6. e-Mail Marketing Metrics
16.6.1. List Metrics
16.6.2. Newsletter Delivery Metrics
16.6.3. Conversion Metrics

16.7. Inbound Marketing
16.7.1. Effective Inbound Marketing
16.7.2. The Benefits of Inbound Marketing
16.7.3. Measuring the Success of Inbound Marketing

16.8. Target Research
16.8.1. Consumer Intent Modelling and Buyer Personas
16.8.2. Customer Journey Mapping
16.8.3. Content Strategy

16.9. Content Optimization
16.9.1. Content Optimization for Search Engines
16.9.2. Content Creation
16.9.3. Content Dynamization

16.10. Conversion
16.10.1. Lead Capturing and CRO
16.10.2. Lead Nurturing and Marketing Automation

Module 17. Web Analytics and Marketing Analytics

17.1. Web Analysis
17.1.1. The Fundamentals of Web Analytics
17.1.2. Classic Media vs Digital Media
17.1.3. The Web Analyst's Basic Methodology

17.2. Google Analytics
17.2.1. Configuring an Account
17.2.2. Javascript Tracking API
17.2.3. Customized Reports and Segments

17.3. Qualitative Analysis
17.3.1. Research Techniques Applied in Web Analytics
17.3.2. Customer Journey
17.3.3. Purchase Funnel

17.4. Digital Metrics
17.4.1. Basic Metrics
17.4.2. Ratios
17.4.3. Setting Objectives and KPIs

17.5. Strategy Analysis Areas
17.5.1. Web Traffic Acquisition
17.5.2. Activation
17.5.3. Conversion
17.5.4. Loyalty

17.6. Data Science and Big Data
17.6.1. Business Intelligence
17.6.2. Methodology and Analysis of Large Volumes of Data
17.6.3. Data Extraction, Processing, and Loading

17.7. Viewing Data
17.7.1. Viewing and Interpreting Dashboards
17.7.2. Converting Data into Value
17.7.3. Integrating Sources
17.7.4. Presenting Reports

17.8. Web Analytics Tools
17.8.1. Technological Basis of WA Tool
17.8.2. Logs and Tags
17.8.3. Basic and Ad-hoc Labeling

Module 18. International Finance

18.1. Process Engineering and Product Engineering
18.1.1. Innovation Strategies
18.1.2. Open Innovation
18.1.3. Innovative Organization and Culture
18.1.4. Multi-functional Teams

18.2. Launch and Industrialization of New Products
18.2.1. Designing New Products
18.2.2. Lean Design
18.2.3. Industrializing New Products
18.2.4. Manufacture and Assembly

18.3. E-Logistics B2C and B2B
18.3.1. E-Logistics
18.3.2. B2C E-Fulfillment, the Last Mile
18.3.3. B2B E-Procurement Marketplaces

18.4. Legal Aspects in e-Commerce
18.4.1. EU and Spanish Regulations
18.4.2. Data Protection
18.4.3. Fiscal Aspects in e-Commerce
18.4.4. General Sales Conditions

18.5. The Warehouse in E-Commerce
18.5.1. Peculiarities of the Warehouse in E-Commerce
18.5.2. Warehouse Design and Planning
18.5.3. Infrastructure: Fixed and Mobile Devices
18.5.4. Zoning and Locations

18.6. Designing an Online Store
18.6.1. Design and Usability
18.6.2. Most Common Functionalities
18.6.3. Alternative Technologies

18.7. Supply Chain Management and Future Trends
18.7.1. The Future of e-Business
18.7.2. The Current and Future Reality of E-Commerce
18.7.3. SC Operating Models for Global Companies

Module 19. Mobile E-Commerce

19.1. Mobile Marketing
19.1.1. New Consumption and Mobility Habits
19.1.2. SoLoMo Model
19.1.3. The 4 Ps of Mobile Marketing Mix

19.2. Mobile Technology
19.2.1. Mobile Operators
19.2.2. Mobile Devices and Operating Systems
19.2.3. Mobile Applications and WebApps
19.2.4. Sensors and Integration with the Physical World

19.3. Trends in Mobile Marketing
19.3.1. Mobile Publishing
19.3.2. Advergaming and Gamification
19.3.3. Mobile Geolocalization
19.3.4. Augmented Reality

19.4. Mobile User Behavior
19.4.1. New Search Habits on Mobile Devices
19.4.2. Multi-Screen
19.4.3. Mobile as a Purchasing Driver
19.4.4. ASO, Mobile User Acquisition and Loyalty

19.5. User Interface and Shopping Experience
19.5.1. Rules and Platforms M-Commerce
19.5.2. Omnichannel
19.5.3. Mobile & Proximity Marketing
19.5.4. Gap between Consumer and Advertiser
19.5.5. Mobile Commerce Content Managers

19.6. Apps and Purchases
19.6.1. Designing Mobile Commerce Apps
19.6.2. App Stores
19.6.3. App Marketing for Customer Loyalty
19.6.4. App Marketing for E-Commerce

19.7. Mobile Payments
19.7.1. Value Chain and Business Models of Mobile Payment Methods
19.7.2. Keys to Improve UX in Mobile Payment
19.7.3. Positioning Strategies in the Mobile Payment Market
19.7.4. Fraud Management

19.8. Mobile Analytics
19.8.1. Mobile Measurement and Analysis Methodologies
19.8.2. Mobile Metrics: Main KPIs
19.8.3. Profitability Analysis
19.8.4. Mobile Analytics

19.9. Mobile Commerce
19.9.1. Services
19.9.2. Applications
19.9.3. Mobile Social Shopping

19.10. Mobile Social Media Applications
19.10.1. Integrating Cell Phones into Social Networks
19.10.2. Mobility, Relationship, Ubiquity, and Advertising
19.10.3. Facebook Places
19.10.4. Geolocation, Mobile Directories, Online Recommendations, and Shopping

Module 20. New Digital Trends

20.1. The Internet of Things
20.1.1. Visions and Challenges
20.1.2. Key Technologies
20.1.3. Pioneering Projects

20.2. Gamification
20.2.1. Business Gamification Techniques
20.2.2. Gamification Design Framework
20.2.3. Operating Mechanisms and Motivation
20.2.4. Benefits and Return on Investment

20.3. Big Data
20.3.1. Sectoral Application
20.3.2. Business Models
20.3.3. New Professions

20.4. Artificial Intelligence
20.4.1. Methodological Aspects in Artificial Intelligence
20.4.2. Heuristic Search
20.4.3. Rule Inference Methods
20.4.4. Semantic Networks

20.5. Robotics
20.5.1. Robot Morphology
20.5.2. Mathematical Tools for Spatial Localization
20.5.3. Cinematic Control
20.5.4. Criteria for Implementing an Industrial Robot

20.6. Modelling and Simulation
20.6.1. Modeling Using DEVS
20.6.2. Modeling Random Inputs
20.6.3. Generating Random Inputs
20.6.4. Experiments and Optimization Design

20.7. Implementing Cryptography in Technology Projects
20.7.1. Electronic Signatures
20.7.2. Digital Certificates
20.7.3. Data Encryption
20.7.4. Practical Applications of Cryptography

20.8. Other Trends
20.8.1. 3D Printing
20.8.2. Drones
20.8.3. Artificial Vision.
20.8.4. Augmented Reality

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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

TECH Business School uses the Case Study to contextualize all content

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

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

This program prepares you to face business challenges in uncertain environments and achieve business success.

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

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

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

08
Our Students' Profiles

The TECH Advanced Master's Degree in International Digital Entrepreneurship is a program aimed at people with university studies and at least four years of professional experience who want to transform their career and orient it towards business management.

This program uses a multidisciplinary approach as students have a diverse set of academic profiles and represent multiple nationalities.

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"

Average Age

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

Years of Experience

More than 15 years **20%**

Up to 5 years **16%**

10 to 15 years **35%**

5 to 10 years **29%**

Training

Business **32%**

Economics **15%**

Marketing **25%**

Social Sciences **6%**

Other **22%**

Academic Profile

Trade **23%**

Communication **28%**

Consulting **25%**

Engineering **10%**

Other **14%**
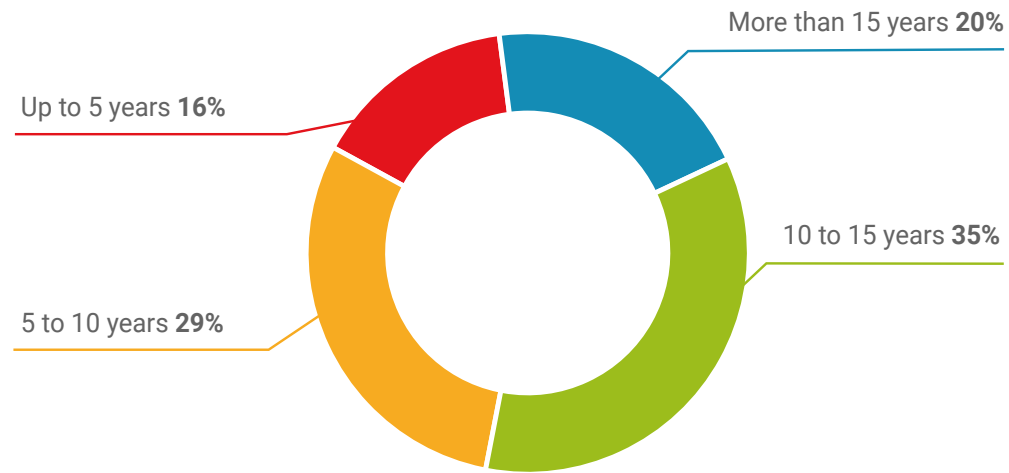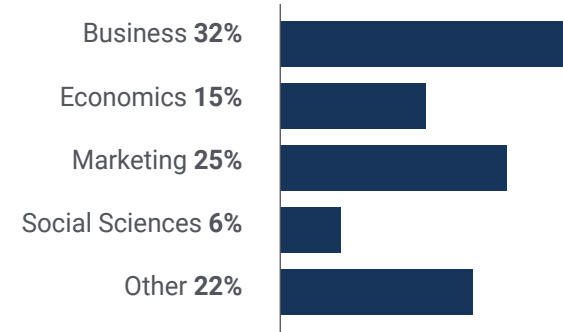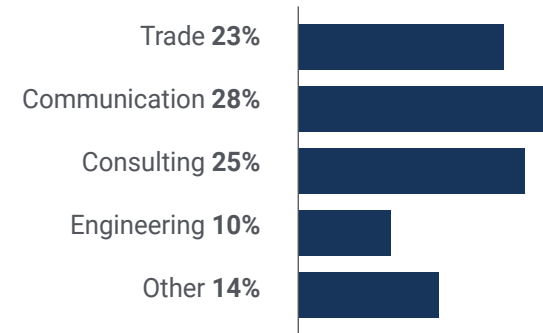
Geographical Distribution

USA **11%**

Spain **42%**

Mexico **19%**

Colombia **6%**

Argentina **10%**

Chile **3%**

Peru **2%**

Other **7%**
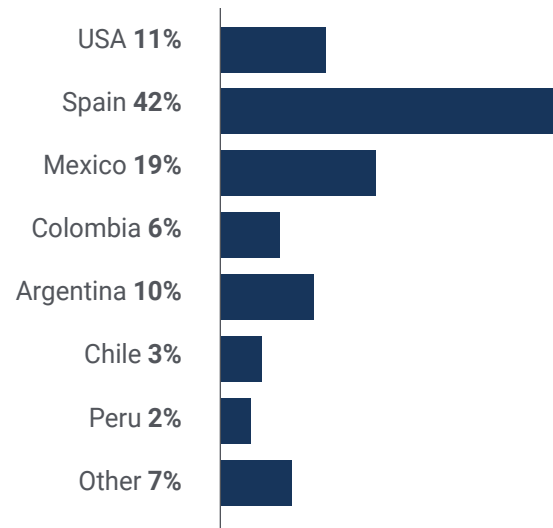
Pedro García

Managing director at a multinational company

"No matter how much you want to, considering an Advanced Master's Degree is not a simple matter, especially when you have to balance it with your professional and family life. However, the Advanced Master's Degree in International Digital Entrepreneurship at TECH Global University gave me the opportunity to do it. The excellent professors made the learning experience even more enriching. Largely as a result of that, today I'm the director of a large company, a new role that I play with enthusiasm and my best work. In short, change that comes from action"

Course Management

To create a specialized syllabus aimed at the most ambitious entrepreneurs, TECH has assembled a teaching team with extensive knowledge of both entrepreneurship and the international digital environment. Their own experience is reflected in each of the Advanced Master's Degree topics, as they include numerous real case studies in which the entrepreneur will contextualize the most important lessons to launch a successful international project in the digital world.

"

You will enjoy tutoring which is completely personalized to your interests, with a teaching team committed to your path toward reaching the zenith of your career"

International Guest Director

Recognized among the 35 Global Innovative Leaders under 35 by the MIT Tech Review, Rebeca Hwang is a prominent personality on the international business and entrepreneurship scene. This expert stands out for her experience, versatility and success in developing venture capital investments. In addition, she has been co-founder and partner of entrepreneurial projects in different countries such as the United States, Mexico, Malaysia, South Korea, Iceland, Peru and Iceland.

Among other responsibilities, Hwang serves as Director of the Thunderbird Center for Global Entrepreneurship and Family Business. There she has established herself as an influential corporate leader. In addition, her role as Managing Partner of Kalei Ventures, an investment firm that focuses on early-stage technology startups in Latin America, has contributed to the growth and development of numerous companies in that region. Prior to Kalei, she was co-founder and CEO of Rivet Ventures, focused on women-led companies, highlighting the importance of gender inclusion in the entrepreneurial world.

In addition to her business accomplishments, she is a prolific inventor with 12 patents granted and 9 pending. She has also been a passionate supporter of driving change opportunities for family-owned businesses. Her dedication to working with new generations of small entrepreneurs in technology, investment in alternative assets and entrepreneurship makes her a true visionary in the contemporary corporate context.

On the other hand, she has been involved in the founding of organizations such as Cleantech Open, Startup Malaysia and Startup Nations Summit, which evidence her commitment to supporting budding businesses around the world. In addition, her assiduous collaboration with various initiatives and committees, as well as her experience as a TED speaker, underscore her global influence.

Dr. Hwang, Rebeca

- Director of the Thunderbird Center for Global Entrepreneurship and Family
- Business at the University of Arizona
- Entrepreneur specialized in Venture Capital Investing
- Inventor with 12 granted patents and 9 pending patents
- Academic collaborator at Stanfford University
- Managing Partner of Kalei Ventures
- Managing Director of Rivet Ventures
- Co-founder and President of the startup YouNoodle
- Co-founder of Cleantech Open
- Co-founder of Startup Malaysia
- Co-founder of Startup Nations Summit
- Member of:
- Access to Capital Committee of the United States-Mexico Council for
- Entrepreneurship and Innovation
- Kauffman's GEN Global Council
- World Economic Forum's Global Council on the Future of Migration

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

Management

Mr. Galán, José

- Specialist in the Online Marketing, e-Commerce, SEO, SEM, and Blogging fields
- Director of e-Marketing at TECH Global University
- Blogger on "Cosas sobre Marketing Online" www.josegalan.es
- Director of Corporate Marketing at Médica Panamericana
- Degree in Advertising and Public Relations. Complutense University of Madrid
- European Higher Program in Digital Marketing ESIC

Dr. López Rausell, Adolfo

- Director of Tech Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management at Club de Innovación de la Comunidad Valenciana (Innovation Club of the Valencian Community)
- Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing in ESEM Business School

10

Impact on Your Career

The field of entrepreneurship requires, in addition to perfected digital and international skills, special attention to transversal skills. The entrepreneur must be a person capable of self-management, self-motivation and a greater communicative capacity.

For this reason, this Advanced Master's Degree focuses on all the highly demanded soft skills in any field of management and entrepreneurship. Thus, graduates will not only specialize in International Digital Entrepreneurship, but will also enhance the most useful skills that will help them achieve their greatest ambitions.

"

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

If you want to make a positive change in your profession, the Advanced Master's Degree in International Digital Entrepreneurship will help you achieve it.

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

This TECH Global University Advanced Master's Degree in International Digital Entrepreneurship is an intense program that prepares you to face challenges and business decisions both on a national and international level. The main objective is to promote your personal and professional growth. TECH is here to help you achieve success.

Therefore, those who wish to improve themselves, achieve a Generating Positive Change at a professional level and interact with the best will find their place at TECH.

Don't miss the opportunity to train with TECH and you will find the career boost you were looking for.

When the change occurs

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **47%**

Change of Company **45%**

Entrepreneurship **8%**
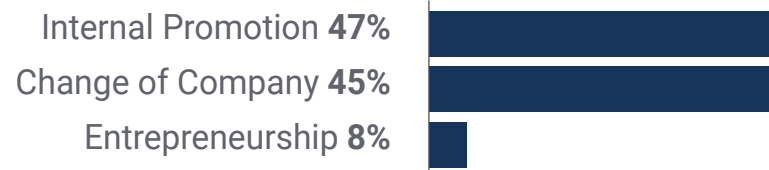
Salary Increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11

Benefits for Your Company

The Advanced Master's Degree in International Digital Entrepreneurship contributes to raising the organization's talent to its maximum potential through the training of high-level leaders.

Participating in this Advanced Master's Degree program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, and suppliers.

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

The manager 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.

Project Development

05

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.

Increased competitiveness

06

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

12
Certificate

This Advanced Master's Degree in International Digital Entrepreneurship guarantees, in addition to the most rigorous and update training, access to a Advanced Master's Degree issued by TECH Global University.

Successfully complete this training and receive your university degree without travel or laborious paperwork"

This program will allow you to obtain your **Advanced Master's Degree diploma in International Digital Entrepreneurship** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Masters Degree in International Digital Entrepreneurship**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

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Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Advanced Masters Degree in International Digital Entrepreneurship

This is a program of 3,000 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Masters Degree in International Digital Entrepreneurship

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Business Administration: Introduction and Organization	6	CO	2º	Competitive Environment and Strategy	6	CO
1º	Introduction to ICTs	6	CO	2º	Entrepreneurial Innovation and Initiative	6	CO
1º	Financial Accounting	6	CO	2º	Digital Marketing and e-Commerce	6	CO
1º	Commercial Management I	6	CO	2º	Search Engine Marketing	6	CO
1º	Business Management	6	CO	2º	Digital Communication and Online Reputation	6	CO
1º	Company Tax Regime	6	CO	2º	Performance and Inbound Marketing	6	CO
1º	Digital Marketing Strategy	6	CO	2º	Web Analytics and Marketing Analytics	6	CO
1º	Technology and Information in Digital Companies	6	CO	2º	International Finance	6	CO
1º	Founding and Managing Companies in the Digital Environment	6	CO	2º	Mobile e-Commerce	6	CO
1º	Innovation Management in Digital environments	6	CO	2º	New Digital Trends	6	CO

Dr. Pedro Navarro Illana
Rector

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

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Advanced Master's Degree
International Digital Entrepreneurship

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Global University**
- » Credits: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree
International Digital Entrepreneurship

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