Advanced Master's Degree
MBA in Digital Business Management

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tech *technological university*

Advanced Master's Degree
MBA in Digital Business Management

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Website: **www.techtitute.com/school-of-business/advanced-master-degree/advanced-master-degree-mba-digital-business-management**

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01
Welcome

Digitalization in all sectors is here to stay, offering the advantages of the Internet to all companies. Therefore, business management must be directed towards this new field, to achieve effective and real growth, because all the processes of a company, today, are linked, in one way or another, with digitization, so there has been an exponential growth of online companies. In this context, company managers and decision-makers must increase their knowledge and specialize in all the tools offered by the digital era. For this purpose, TECH offers this complete program, in which you will find the most relevant information to achieve success in this field.

Advanced Master's Degree MBA in Digital Business Management TECH Technological University

Companies are looking for managers with extensive experience and in-depth knowledge of the digital world, who are able to adapt to market changes"

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

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

100,000+ executives trained each year

200+ different nationalities

Empowerment

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

500+ collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

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

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 senior business management.

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

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects

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

20% of our students develop their own business idea.

07 Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08 Be part of an exclusive community

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

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

04

Objectives

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

"One of our key objectives is to help you develop the essential skills to strategically lead digital businesses"

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

The **Advanced Master's Degree MBA in Digital Business Management** will enable you to:

01 Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

02 Develop the key leadership skills that should define working professionals

03 Follow the sustainability criteria set by international standards when developing a business plan

04 Develop strategies to carry out decision-making in a complex and unstable environment

05 Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

06 Develop the essential skills to strategically manage the business activity

07 Design innovative strategies and policies to improve management and business efficiency

08 Understand the best way to manage the company's human resources, achieving a better performance in favor of the company's profits

09 Acquire the communication skills necessary for a business leader to get their message heard and understood by the members of their community

10 Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

11 Understand the logistics operations that are necessary in the business environment in order to develop an adequate management of them

12 Be able to apply information and communication technologies to the different areas of the company

13 Carry out the marketing strategy that allows us to make our product known to our potential customers and to generate an adequate image of our company

14 Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up

15 Acquire in-depth knowledge of the phases involved in creating a company

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

18 Lead change processes in the company based on digitalization

19 Carry out digital marketing and e-commerce strategies

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

20 Apply SEO and SEM tools in marketing campaigns

21 Leverage social media for marketing and advertising campaigns

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

BUSINESS PLAN

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

24 Design and plan online reputation campaigns

25 Know how to manage online monitoring tools to understand the reach of marketing campaigns

27 Understand web analytics and digital metrics of the tools we use

26 Be able to carry out effective e-mailing campaigns

28 Understand the new trends in cell phone-based e-commerce

05
Skills

After passing the evaluations of the Advanced Master's Degree MBA in Digital Business Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative didactic methodology.

Develop the skills needed to successfully manage a digital enterprise"

01 Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02 Lead the company's corporate and competitive strategy

03 Resolve business conflicts and problems between workers

04 Proper team management to improve productivity and, therefore, company profits

05 Carry out the economic and financial control of the company

06 Control the company's logistics, purchasing and procurement processes

07 Delve into the new business models of information systems

08 Apply the most appropriate strategies to support E-commerce of the company's products

09 Develop and lead marketing plans

10 Focus on innovation in all processes and areas of the company

11 Lead the different projects of the company

12 Focus on the sustainable development of the company, avoiding environmental impacts.

13 Control and manage corporate finances

14 Develop the company's corporate and competitive strategy

15 Apply the different business models based on the digital era

16 Apply innovative techniques in the design and management of projects

17 Implement E-commerce techniques

20 Use social networks as an indispensable tool to improve company awareness

18 Implement digital marketing campaigns to improve the company's positioning in relation to its competitors, as well as its digital reputation

21 Have a broad knowledge of consumers

19 Put search engine marketing techniques into practice

22 Perform web analytics actions to direct the marketing and communication campaign in such a way that it is more effective in meeting the company's objectives

Structure and Content

The Advanced Master's Degree in Digital Business Management is a tailor-made program that is taught in a 100% online format so that 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 a digital business manager and entrepreneur.

We put all our resources at your disposal to help you achieve professional success"

Syllabus

The Advanced Master's Degree MBA in Digital Business Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, which will allow you to transfer everything you have learned to daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Digital Business Management deals in depth with the main areas of the company, and is designed for managers to understand the management of a digital business from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands your needs and those of your company through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

Module	Title
Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Competitive Environment and Strategy
Module 10	Entrepreneurial Innovation and Initiative
Module 11	Digital Marketing and E-Commerce
Module 12	Search Engine Marketing
Module 13	Digital Communication and Online Reputation
Module 14	Performance and Inbound Marketing
Module 15	Web Analytics and Marketing Analytics
Module 16	International Finance
Module 17	Mobile E-Commerce
Module 18	New Digital Trends

Where, When and How is it Taught?

TECH offers the possibility of developing this program completely online. During the 24 months of training, you will be able to access all the contents of this program at any time, which will allow the student to self-manage their study time.

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

Module 1. Leadership, Ethics, and CSR.

1.1. Globalization and Governance
1.1.1. Globalization and Trends: Internationalization of Markets
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

1.2. Leadership
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.3. Management Roles and Responsibilities

1.3. Business ethics
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Ethical Codes and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Organizational Culture
2.1.2. Organisational analysis
2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
2.2.1. Corporate Level Strategy
2.2.2. Typologies of Corporate Level Strategies
2.2.3. Determining the Corporate Strategy
2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
2.4.1. Wealth, Value and Return on Investments
2.4.2. Corporate Strategy: Methodologies
2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
2.5.1. Strategic Mission, Vision and Values
2.5.2. Balanced Scorecard
2.5.3. Analyzing, Monitoring and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

2.6. Strategic Implementation and Execution
2.6.1. Strategic Implementation: Objectives, Actions and Impacts
2.6.2. Strategic Alignment and Supervision
2.6.3. Continuous Improvement Approach

2.7. Executive Management
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision Making

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management
3.2.1. Job Design, Recruitment and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis: Design and Selection of People
3.2.4. Training and Professional Development

3.3. Management and Leadership Development
3.3.1. Management Skills: 21st Century Skills and Abilities
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

3.4. Change Management
3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management
3.5.1. Negotiation Objectives: Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication
3.6.1. Performance Analysis
3.6.2. Leading Change. Resistance to Change
3.6.3. Managing Change Processes
3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance
3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management
3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Management Accounting
4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control
4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility
4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: A Country-Case Approach

4.5. Corporate Control Systems
4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

4.6. Financial Management
4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning
4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy
4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context
4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

4.10. Strategic Financing
4.10.1. Banking Business: Current Environment
4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets
4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/ Problems
4.12.1. Problem Solving Methodology
4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

5.2. Purchasing Management
5.2.1. Stocks Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (1)
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (2) Implementation
5.4.1. Lean Manufacturing/Lean Thinking
5.4.2. Logistics Management
5.4.3. Purchasing

5.5. Logistical Processes
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production and Distribution
5.5.3. Quality, Quality Costs and Tools
5.5.4. After-Sales Service.

5.6. Logistics and Customers
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting and Replacement

5.7. International Logistics
5.7.1. Customs, Export and Import processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

5.8. Competing through Operations
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
6.5.1. Technology Based Business Models
6.5.2. Innovation Abilities
6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
6.6.1. E-Commerce Strategic Plan
6.6.2. Logistics Management and Customer Service in E-Commerce
6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies.
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

6.8. Digital Business
6.8.1. Mobile E-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management
7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

7.2. Marketing
7.2.1. Marketing and the Impact on the Company
7.2.2. Basic Marketing Variables
7.2.3. Marketing Plan

7.3. Strategic Marketing Management
7.3.1. Sources of Innovation.
7.3.2. Current Trends in Marketing
7.3.3. Marketing Tools
7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy
7.4.1. Approach to Digital Marketing
7.4.2. Digital Marketing Tools
7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy
7.5.1. Positioning and Promotion
7.5.2. Public Relations
7.5.3. Sales and Communication Strategy

7.6. Corporate Communication
7.6.1. Internal and External Communication
7.6.2. Communication Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy
7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
8.1.1. Macro Concept of Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

8.2. Innovation Strategy
8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8.2.3. Innovation Workshops

8.3. Business Model Design and Validation
8.3.1. The Lean Start-up Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas Model and Metrics
8.3.5. Growth and Loyalty

8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Competitive Environment and Strategy

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. Comparative Analysis
9.3.3. Decision-Making. 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 Department
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 its 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 Internet 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 Business
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. Entrepreneurial Innovation and Initiative

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. Entrepreneur Soft Skills

10.4. Managing Start-ups
10.4.1. Introduction to Financial Management in Start-up Companies
10.4.2. Financial Metrics for Start-ups
10.4.3. Financial Planning: Projection Models and their Interpretation
10.4.4. Valuation Methods

10.5. The Business Plan.
10.5.1. Business Plan in the Digital Era
10.5.2. The Canvas Model
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 Start-ups
10.6.3. Project Tracking and Project Steering

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

10.8. Financing Start-ups
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 BStart-up
10.9.4. FOND-ICO Global
10.9.5. Accelerators: Wayra, Lanzadera y Plug & Play

10.10. Lean Management
10.10.1. The Basic Principles of Lean Management
10.10.2. Improvement and Problem-Solving Groups
10.10.3. New Forms of Maintenance and Quality Management

Module 11. Digital Marketing and e-Commerce

11.1. Digital E-Commerce Management
11.1.1. New E-Commerce Business Models
11.1.2. Planning and Developing an E-Commerce Strategic Plan
11.1.3. Technological Structure in E-Commerce

11.2. E-Commerce Operations and Logistics
11.2.1. How to Manage Fulfillment?
11.2.2. Digital Point-of-Sale Management
11.2.3. Contact Center Management
11.2.4. Automation in Management and Monitoring Processes

11.3. Implementing E-Commerce Techniques
11.3.1. Social Media and Integration in the E-Commerce Plan
11.3.2. Multichannel Strategy
11.3.3. Personalizing Dashboards

11.4. Digital Pricing
11.4.1. Online Payment Methods and Payment Gateways
11.4.2. Electronic Promotions
11.4.3. Digital Price Timing
11.4.4. E-Auctions

11.5. From E-Commerce to M-Commerce and S-Commerce
11.5.1. E-Marketplace Business Models
11.5.2. S-Commerce and Brand Experience
11.5.3. Purchase via Mobile Devices

11.6. Customer Intelligence: from E-CRM to S-CRM
11.6.1. Integrating the Consumer in the Value Chain
11.6.2. Online Research and Loyalty Techniques
11.6.3. Planning a Customer Relationship Management Strategy

11.7. Digital Marketing Trade
11.7.1. Cross Merchandising
11.7.2. Designing and Managing Facebook Ads Campaigns
11.7.3. Designing and Managing Google Ad Campaigns

11.8. Online Marketing for E-Commerce
11.8.1. Inbound Marketing
11.8.2. Display and Programmatic Purchasing
11.8.3. Communication Plan

Module 12. Search Engine Marketing

12.1. How Search Engines Work
12.1.1. Indicators and Indexes
12.1.2. Algorithms
12.1.3. SEO and Corporate Branding

12.2. SEO Analysis
12.2.1. Determining KPIs
12.2.2. Generating Scripts and Alerts
12.2.3. Optimization of Images, Videos and Other Elements
12.2.4. Linkbuilding

12.3. Technical SEO
12.3.1. Web Performance Optimization
12.3.2. Real Time and Content
12.3.3. Relevant Tagging and Headers
12.3.4. Advanced WPO Techniques

12.4. SEO and e-Commerce
12.4.1. Conversion Rate Optimization
12.4.2. Google WebMaster Digital Business Tools
12.4.3. Social Proof and Viralization
12.4.4. Navigation and Indexability

12.5. Keyword Hunting for SEM
12.5.1. Adwords Keyword Tool
12.5.2. Google Suggest
12.5.3. Insights for Search
12.5.4. Google Trends

12.6. SEM and Google Ads
12.6.1. Google Shopping
12.6.2. Google Display Network
12.6.3. Google Ads Mobile
12.6.4. YouTube Advertising

12.7. Facebook Ads
12.7.1. PPC/PPF (Pay-Per-Fan) Adverts
12.7.2. Creating Facebook Ads
12.7.3. Facebook Power Editor
12.7.4. Campaign Optimization

12.8. SEM Strategy and Measurement
12.8.1. Quality Score
12.8.2. Site Links
12.8.3. KPIs
12.8.4. Impressions, Clicks, Conversions. Revenue, ROI, CPA

Module 13. Digital Communication and Online Reputation

13.1. Web 2.0 or the Social Web
13.1.1. Organization in the Age of Conversation
13.1.2. Web 2.0 Is All About People
13.1.3. Digital Environment and New Communication Formats

13.2. Digital Communication and Reputation
13.2.1. Online Reputation Report
13.2.2. Netiquette and Good Practices on Social Media
13.2.3. Branding and Networking 2.0

13.3. Designing and Planning an Online Reputation Plan
13.3.1. Brand Reputation Plan
13.3.2. General metrics, ROI, and Social CRM
13.33. Online Crisis and Reputational SEO

13.4. General, Professional, and Microblogging Platforms
13.4.1. Facebook
13.4.2. LinkedIn
13.4.3. Twitter

13.5. Video, Image, and Mobility Platforms
13.5.1. YouTube
13.5.2. Instagram
13.5.3. Flickr
13.5.4. Vimeo
13.5.5. Pinterest

13.6. Content and Storytelling Strategy
13.6.1. Corporate Blogging
13.6.2. Content Marketing Strategy
13.6.3. Creating a Content Plan
13.6.4. Content Curation Strategy

13.7. Social Media Strategies
13.7.1. Corporate PR and Social Media
13.7.2. Defining the Strategy to Be Followed in Each Medium
13.7.3. Analysis and Evaluation of Results

13.8. Community Management
13.8.1. Functions, Duties and Responsibilities of the Community Manager
13.8.2. Social Media Manager
13.8.3. Social Media Strategist

13.9. Social Media Plan
13.9.1. Designing a Social Media Plan
13.9.2. Schedule, Budget, Expectations and Monitoring
13.9.3. Contingency Protocol in Case of Crisis

13.10. Online Monitoring Tools
13.10.1. Management Tools and Desktop Applications
13.10.2. Monitoring and Research Tools

Module 14. Performance and Inbound Marketing

14.1. Permission Marketing
14.1.1. How to Obtain a User's Permission?
14.1.2. Personalizing the Message
14.1.3. Mail Confirmation or Double Opt-in.

14.2. Strategy and Performance Techniques
14.2.1. Performance Marketing: Results
14.2.2. Digital Media Mix
14.2.3. The Importance of the Funnel

14.3. Affiliate Campaign Development
14.3.1. Agencies and Affiliate Programs
14.3.2. Postview
14.3.3. Defining Affiliate Programs
14.3.4. Display and Campaign Optimization

14.4. Launching an Affiliate Program
14.4.1. Affiliation and Direct Affiliation Networks
14.4.2. Results Analysis and Monitoring
14.4.3. Fraud Control

14.5. Developing E-Mail Campaigns
14.5.1. Lists of Subscribers, Leads and Customers
14.5.2. E-Mail Marketing Tools and Resources
14.5.3. Online Writing for E-Mail Marketing Campaigns

14.6. E-Mail Marketing Metrics
14.6.1. List Metrics
14.6.2. Newsletter Delivery Metrics
14.6.3. Conversion Metrics

14.7. Inbound Marketing
14.7.1. Effective Inbound Marketing
14.7.2. The Benefits of Inbound Marketing
14.7.3. Measuring the Success of Inbound Marketing

14.8. Target Research
14.8.1. Consumer Intent Modelling and Buyer Personas
14.8.2. Customer Journey Mapping
14.8.3. Content Strategy

14.9. Content Optimization
14.9.1. Content Optimization for Search Engines
14.9.2. Content Creation
14.9.3. Content Dynamization

14.10. Conversion
14.10.1. Lead Capturing and CRO
14.10.2. Lead Nurturing and Marketing Automation

Module 15. Web Analytics and Marketing Analytics

15.1. Web Analysis
15.1.1. The Fundamentals of Web Analytics
15.1.2. Classical Media vs. Digital Media
15.1.3. The Web Analyst's Basic Methodology

15.2. Google Analytics
15.2.1. Configuring an Account
15.2.2. Javascript Tracking API
15.2.3. Customized Reports and Segments

15.3. Qualitative Analysis
15.3.1. Research Techniques Applied in Web Analytics
15.3.2. Customer Journey
15.3.3. Purchase Funnel

15.4. Digital Metrics
15.4.1. Basic Metrics
15.4.2. Ratios
15.4.3. Setting Objectives and KPI

15.5. Strategy Analysis Areas
15.5.1. Web Traffic Acquisition
15.5.2. Activation
15.5.3. Conversion
15.5.4. Loyalty

15.6. Data Science and Big Data
15.6.1. Business Intelligence
15.6.2. Methodology and Analysis of Large Volumes of Data
15.6.3. Data Extraction, Processing and Loading

15.7. Viewing Data
15.7.1. Viewing and Interpreting Dashboards
15.7.2. Converting Data into a Value
15.7.3. Integrating Sources
15.7.4. Presenting Reports

15.8. Web Analytics Tools
15.8.1. Technological Basis of WA Tools
15.8.2. Logs and Tags
15.8.3. Basic and Ad-hoc Labeling

Module 16. International Finance

16.1. Process Engineering and Product Engineering
16.1.1. Innovation Strategies
16.1.2. Open Innovation
16.1.3. Innovative Organization and Culture
16.1.4. Multifunctional Teams

16.2. Launch and Industrialization of New Products
16.2.1. Design of New Products
16.2.2. Lean Design
16.2.3. Industrialization of New Products
16.2.4. Manufacture and Assembly

16.3. Digitale-Commerce Management
16.3.1. New E-Commerce Business Models
16.3.2. Planning and Developing an E-Commerce Strategic Plan
16.3.3. Technological Structure in E-Commerce

16.4. E-Commerce Operations and Logistics
16.4.1. Digital Point-of-Sale Management
16.4.2. Contact Center Management
16.4.3. Automation in Management and Monitoring Processes

16.5. E-Logistics. B2C and B2B
16.5.1. E-Logistics
16.5.2. B2C: E-Fulfilment, the Last Mile
16.5.3. B2B: E-Procurement. Marketplaces

16.6. Digital Pricing
16.6.1. Online Payment Methods and Payment Gateways
16.6.2. Electronic Promotions
16.6.3. Digital Price Timing
16.6.4. E-Auctions

16.7. The Warehouse in E-Commerce
16.7.1. Peculiarities of the Warehouse in E-Commerce
16.7.2. Warehouse Design and Planning
16.7.3. Infrastructure. Fixed and Mobile Devices
16.7.4. Zoning and Locations

16.8. Designing an Online Store
16.8.1. Design and Usability
16.8.2. Most Common Functionalities
16.8.3. Alternative Technologies

16.9. Supply Chain Management and Future Trends
16.9.1. The Future of e-Business
16.9.2. The Current and Future Reality of E-Commerce
16.9.3. SC Operating Models for Global Companies

Module 17. Mobile E-Commerce

17.1. Mobile Marketing
17.1.1. New Consumption and Mobility Habits
17.1.2. The SoLoMo Model
17.1.3. The 4 S of the Marketing Mix in Mobility

17.2. Mobile Technology
17.2.1. Mobile Operators
17.2.2. Mobile Devices and Operating Systems
17.2.3. Mobile Applications and WebApps
17.2.4. Sensors and Integration with the Physical World

17.3. Trends in Mobile Marketing
17.3.1. Mobile Publishing
17.3.2. Advergaming and Gamification
17.3.3. Mobile Geolocalization
17.3.4. Augmented Reality

17.4. Mobile User Behavior
17.4.1. New Search Habits on Mobile Devices
17.4.2. Multi-Screen
17.4.3. Mobile as a Purchasing Driver
17.4.4. ASO, Mobile User Acquisition and Loyalty

17.5. User Interface and Shopping Experience
17.5.1. M-Commerce Rules and Platforms.
17.5.2. Omnichannel
17.5.3. Mobile & Proximity Marketing
17.5.4. Gap between Consumer and Advertiser
17.5.5. Mobile Commerce Content Managers

17.6. Apps and Purchases
17.6.1. Designing Mobile Commerce Apps
17.6.2. App Stores
17.6.3. App Marketing for Customer Loyalty
17.6.4. App Marketing for eCommerce

17.7. Mobile Payments
17.7.1. Value Chain and Business Models of Mobile Payment Methods
17.7.2. Keys to Improve UX in Mobile Payment
17.7.3. Positioning Strategies in the Mobile Payments Market
17.7.4. Fraud Management

17.8. Mobile Analytics
17.8.1. Mobile Measurement and Analysis Methodologies
17.8.2. Mobile Metrics: Main KPIs
17.8.3. Profitability Analysis
17.8.4. Mobile Analytics

17.9. Mobile Commerce
17.9.1. Services
17.9.2. Applications
17.9.3. Mobile Social Shopping

17.10. Mobile Social Media Applications
17.10.1. Integrating Cell Phones into Social Networks
17.10.2. Mobility, Relationship, Ubiquity and Publicity
17.10.3. Facebook Places
17.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 18. New Digital Trends

18.1. The Internet of Things
18.1.1. Visions and Challenges
18.1.2. Key Technologies
18.1.3. Pioneering Projects

18.2. Gamification
18.2.1. Business Gamification Techniques
18.2.2. Gamification Design Framework
18.2.3. Operating Mechanisms and Motivation
18.2.4. Benefits and Return of Investment

18.3. Big Data
18.3.1. Sectoral Application
18.3.2 Business Models
18.3.3. New Professions

18.4. Artificial Intelligence
18.4.1. Methodological Aspects in Artificial Intelligence
18.4.2. Heuristic Search
18.4.3. Rule Inference Methods
18.4.4. Semantic Networks

18.5. Robotics
18.5.1. Robot Morphology
18.5.2. Mathematical Tools for Spatial Localization
18.5.3. Cinematic Control
18.5.4. Criteria for Implementing an Industrial Robot

18.6. Modelling and Simulation
18.6.1. Modelling using DEVS
18.6.2. Modelling of Random Inputs
18.6.3. Generation of Random Inputs
18.6.4. Design of Experiments and Optimization

18.7. Implementing Cryptography in Technology Projects
18.7.1. Electronic Signature
18.7.2. Digital Certificate
18.7.3. Data Encryption
18.7.4. Practical Applications of Cryptography

18.8. Other Trends
18.8.1. 3D Printing
18.8.2. Drones
18.8.3. Artificial Vision.
18.8.4. 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.

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

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%
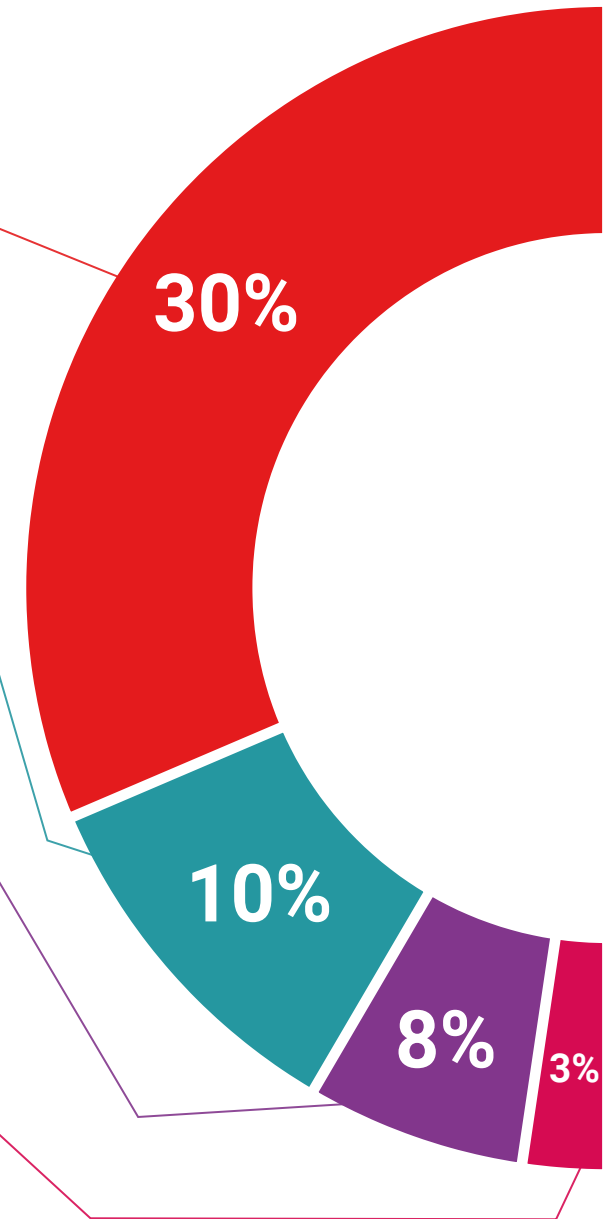
Case Studies

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.

Our Students' Profiles

The Advanced Master's Degree MBA in Digital Business Management is a program aimed at professionals who specialize in business management, and who want to update their knowledge and progress in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Our students are professionals with extensive experience, aware of the need to improve their training in order to advance in their careers"

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **27%**

From 5 to 15 years **25%**

From 5 to 10 years **30%**

Training

Business **35%**

Economics **30%**

Engineering **9%**

Social Sciences **26%**

Academic Profile

Senior Management **15%**

Middle Management **20%**

Technicians **25%**

Entrepreneurs **10%**

Other **30%**
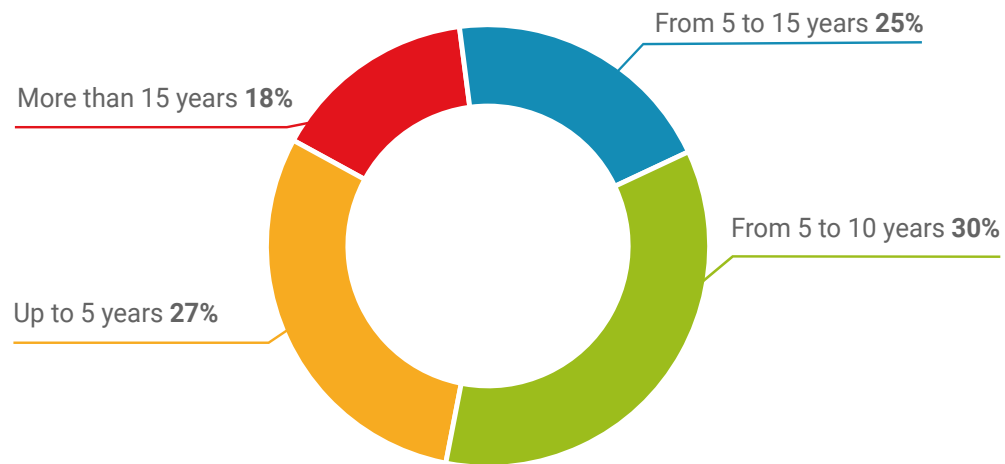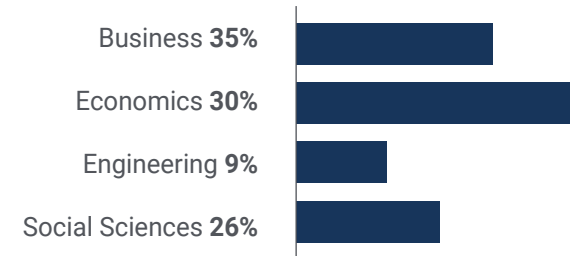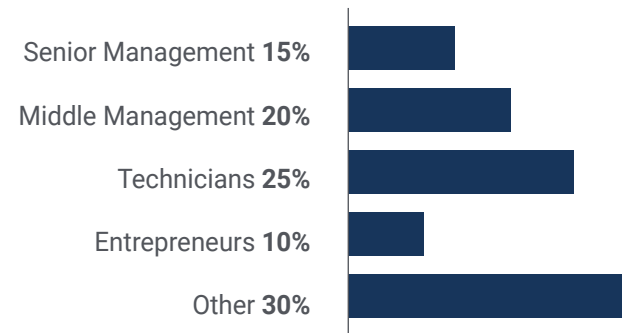
Geographical Distribution

U.S **11%**	
Spain **45%**	
Brazil **4%**	
Mexico **18%**	
Colombia **2%**	
Chile **3%**	
Argentina **11%**	
Peru **3%**	
Ecuador **2%**	
Rep. Dominican Republic **1%**	
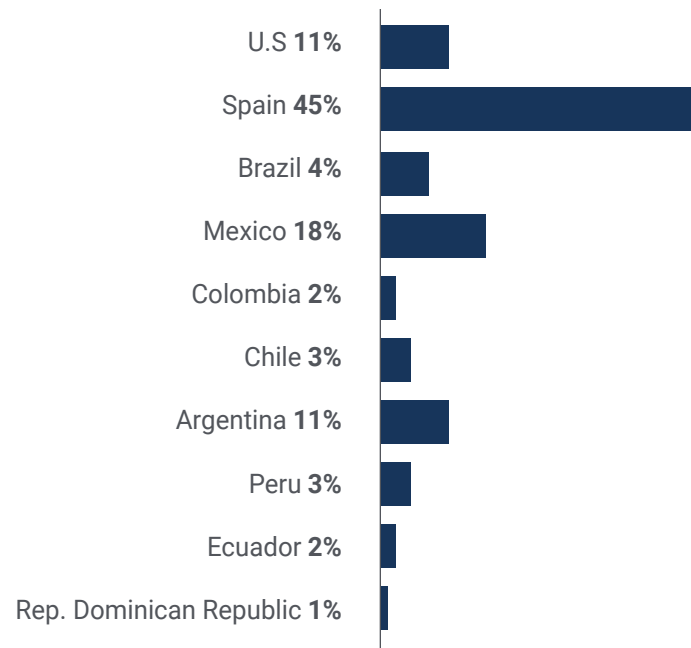
Manuel Mendoza

Managing director of a multinational company

"Completing this TECH program has allowed me to increase my training and get the boost I needed to advance my career. Without a doubt, it has been a unique opportunity to move up in my work and act more confidently in my daily practice"

09
Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, all efforts and tools are made available to the student to acquire the necessary skills and abilities that will allow you to achieve this change.

We help you take the professional leap you want with a high-impact program for your career"

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

The Advanced Master's Degree MBA in Digital Business Management of TECH Technological University is an intensive program that prepares to face challenges and business decisions at both national and international levels. The main objective is to promote your personal and professional growth and help you achieve success.

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

A unique program, with the most relevant information on the subject, so that you can achieve the job improvement you desire.

The completion of this program will allow you to give a boost to your career.

When the change occurs

| During the program **31%** | During the first year **43%** | After 2 years **26%** |

Type of change

Internal Promotion **37%**
Change of Company **35%**
Entrepreneurship **28%**
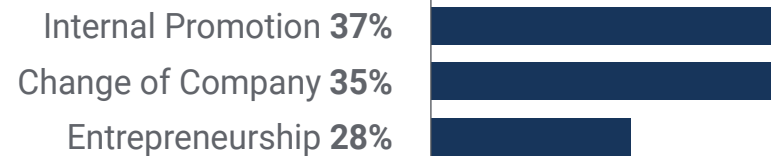
Salary increase

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

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

10
Benefits for Your Company

The Advanced Master's Degree MBA in Digital Business Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level but, above all, on a professional level, increasing training and improving management skills. But, in addition, joining the TECH educational community is a unique opportunity to access a powerful network of contacts to find future professional partners, customers or suppliers.

After completing this Advanced Master's Degree, you will bring a new business vision to the company"

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

01 Intellectual Capital and Talent Growth

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

02 Retaining high-potential executives to avoid talent drain

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

03 Building agents of change

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

04 Increased international expansion possibilities

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

tech

05

Project Development

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

06

Increased competitiveness

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

11
Certificate

The Advanced Master's Degree in MBA Digital Business Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.

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

This **Advanced Master's Degree MBA in Digital Business Management** contains the most complete and updated program on the market.

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

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

Title: **Advanced Master's Degree MBA in Digital Business Management**
Official Nº of hours: **3,000 h.**

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Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE
in
MBA Digital Business Management

This is a qualification awarded by this University, equivalent to 3,000 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

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Advanced Master's Degree MBA in Digital Business Management

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Leadership, Ethics, and CSR	168	CO	2º	Entrepreneurial Innovation and Initiative	166	CO
1º	Strategic Direction and Executive Management	168	CO	2º	Digital Marketing and E-Commerce	166	CO
1º	People and Talent Management	168	CO	2º	Search Engine Marketing	166	CO
1º	Economic and Financial Management	168	CO	2º	Digital Communication and Online Reputation	166	CO
1º	Operations and Logistics Management	168	CO	2º	Performance and Inbound Marketing	166	CO
1º	Information Systems Management	168	CO	2º	Web Analytics and Marketing Analytics	165	CO
1º	Commercial Management, Marketing, and Corporate Communication	168	CO	2º	International Finance	165	CO
				2º	Mobile E-Commerce	165	CO
1º	Innovation and Project Management	168	CO	2º	New Digital Trends	165	CO
1º	Competitive Environment and Strategy	166	CO				

Tere Guevara Navarro
Dean

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*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.

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Advanced Master's Degree
MBA in Digital Business Management

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Advanced Master's Degree
MBA in Digital Business Management

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