Executive Development Program
E-Commerce and Shopify

tech global university

Executive Development Program
E-commerce and Shopify

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Credits: **7 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates and professionals with demonstrable experience in commercial, sales, marketing and similar field**

Website: **www.techtitute.com/us/school-of-business/executive-development-program/e-commerce-shopify**

Index

01
Welcome

The E-Commerce and Shopify program at TECH Global University is an intensive program that prepares the professional to face challenges and business decisions at a financial level, globally. Its main objective is to promote your personal and professional growth, helping you to achieve career success.

Executive Development Program in E-Commerce and Shopify.
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, practicing 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. 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"

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

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

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects

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

20% of our students develop their own business idea.

07 Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08 Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH 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, in addition to developing new competencies and skills that will be essential in their professional development. After the program, you will be able 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"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Executive Development Program in E-Commerce and Shopify** will enable students to:

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

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

03 Lead change processes in the company based on digitalization

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

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

06 Apply the best commercial techniques using the most appropriate e-commerce systems for each project

05
Structure and Content

The Executive Development Program in E-Commerce and Shopify at TECH Global University is a customized program that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundation for your success as an expert in *Social Media*.

"

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

The content of the Executive Development Program in E-Commerce and Shopify is designed to promote the development of management skills that enable more rigorous decision-making in uncertain environments.

Over the course of 175 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This program deals with the digital world within the financial areas of the company in depth, and is designed to train managers who understand the technological and social revolution from a strategic, international and innovative perspective.

A plan designed for students focused on their professional development, which prepares them for excellence in 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 faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Executive Development Program takes place over 6 weeks and consists of 2 modules:

Module 1.	E-Commerce and Digital Marketing
Module 2.	International Finance

Where, When and How is it Taught?

TECH offers students the possibility of taking this Executive Development Program in E-Commerce and Shopify completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students 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. E-Commerce and Digital Marketing

1.1. Digital E-Commerce Management
1.1.1. New E-Commerce Business Models
1.1.2. Planning and Developing an E-Commerce Strategic Plan
1.1.3. Technological Structure in E-Commerce

1.2. E-Commerce Operations and Logistics
1.2.1. How to Manage Fulfillment
1.2.2. Digital Point-of-Sale Management
1.2.3. Contact Center Management
1.2.4. Automatization in Management and Monitoring Processes

1.3. Implementing E-Commerce Techniques
1.3.1. Social Media and Integration in the E-Commerce Plan
1.3.2. Multichannel Strategy
1.3.3. Personalizing Dashboards

1.4. Digital Pricing
1.4.1. Online Payment Methods and Payment Gateways
1.4.2. Electronic Promotions
1.4.3. Digital Price Timing
1.4.4. E-Auctions

1.5. From E-Commerce to M-Commerce and S-Commerce
1.5.1. E-Marketplace Business Models
1.5.2. S-Commerce and Brand Experience
1.5.3. Purchase via Mobile Devices

1.6. Customer Intelligence: From e-CRM to s-CRM
1.6.1. Integration of the Consumer in the Value Chain
1.6.2. Online Research and Loyalty Techniques
1.6.3. Planning a Customer Relationship Management Strategy

1.7. Digital Marketing Trade
1.7.1. Cross Merchandising
1.7.2. Designing and Managing Facebook Ads Campaigns
1.7.3. Designing and Managing Google Ads Campaigns

1.8. Online Marketing for E-Commerce
1.8.1. Inbound Marketing
1.8.2. Display and Programmatic Purchasing
1.8.3. Communication Plan

Module 2. International Finance

2.1. Legal Aspects of E-Commerce
2.1.1. EU Regulations
2.1.2. Data Protection
2.1.3. Fiscal Aspects of E-Commerce
2.1.4. General Sales Conditions

2.2. The Warehouse in E-Commerce
2.2.1. Peculiarities of the Warehouse in E-Commerce
2.2.2. Warehouse Design and Planning
2.2.3. Infrastructure. Fixed and Mobile Devices
2.2.4. Zoning and Locations

2.3. Designing an Online Store
2.3.1. Design and Usability
2.3.2. Most Common Functionalities
2.3.3. Alternative Technologies

2.4. Supply Chain Management and Future Trends
2.4.1. The Future of E-Business
2.4.2. The Current and Future Reality of e-Commerce
2.4.3. SC Operating Models for Global Companies

Learn about current and future trends in e-commerce and apply the most effective strategies for your company"

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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

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.

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 Executive Development Program in E-Commerce and Shopify is a program aimed at professionals who want to update their knowledge, discover new ways of leading and managing digital businesses, and advance in their professional career. It is particularly aimed at experienced professionals and executives who want to acquire the skills in *Business Management* necessary to generate new opportunities in the digital era.
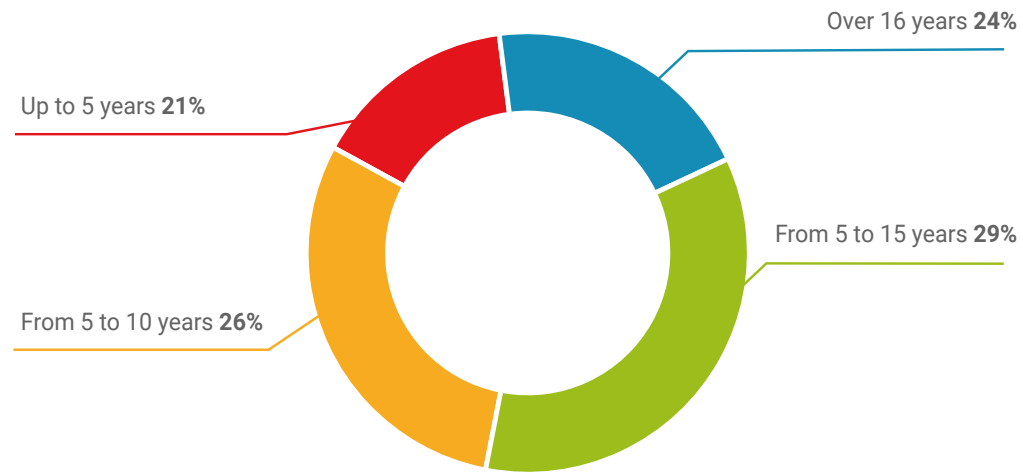
If you have managerial experience, want to broaden your knowledge in the digital area and are looking for an interesting career enhancement while continuing to work, this is the program for you"

Average Age

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

Years of Experience

Over 16 years **24%**

Up to 5 years **21%**

From 5 to 15 years **29%**

From 5 to 10 years **26%**

Training

Business **35%**

Economics **30%**

Engineering **9%**

Social Sciences **26%**

Academic Profile

IT Directors **31%**

Entrepreneurs **19%**

E-Business Managers **21%**
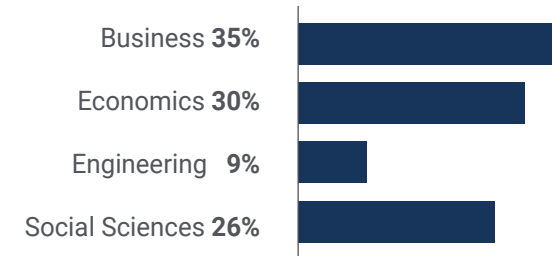
E-Commerce Managers **29%**
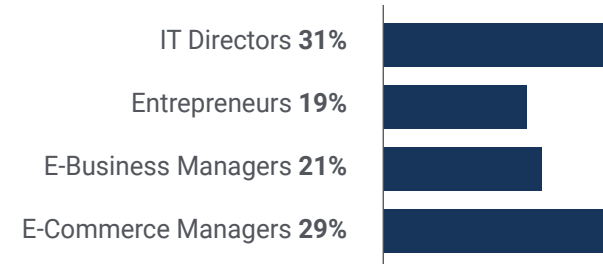
Geographical Distribution

USA **19%**

Spain **40%**

Mexico **26%**

Colombia **15%**
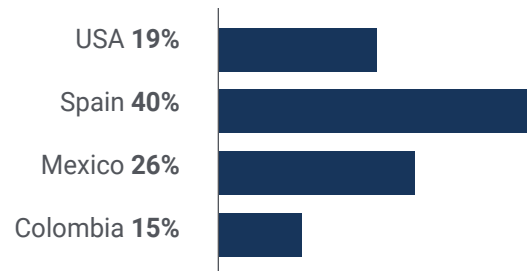
Pedro Martínez

E-Business Manager

"This Executive Development Program in E-Commerce and Shopify is a great opportunity to move up in your job. The best thing about the whole program is the quality of the teachers and the up-to-date syllabus. The combination of both makes this course a key tool to evolve professionally and personally"

08

Course Management

This program has been designed by a team of experts in the field who, aware of the need for specialization of professionals in the field of digital business, has created a program that will be essential to improve the competitiveness of professionals in the sector. Undoubtedly, the best team of teachers today, with extensive experience both at teaching and at a business level. A unique teaching staff that will help students achieve their academic goals.

A high-level teaching staff to teach professionals who seek excellence"

Management

Galán, José

- Specialist in Online Marketing
- Director of E-Marketing at TECH Technological University
- Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing)
- Director of Corporate Marketing, Médica Panamericana
- Degree in Advertising and Public Relations from the Complutense University of Madrid
- European Higher Program in Digital Marketing by ESIC

09

Impact on Your Career

The completion of this program will be a unique opportunity to improve the qualification of students in an area as demanded as e-commerce. In this way, students will acquire the specialized knowledge necessary to position themselves as true experts in the field, managing departments focused on the customer and to meet their needs, through usable and intuitive platforms with which to acquire the desired products.

"

Are you looking for a program to update your knowledge effectively? Do not hesitate. Register now for this Executive Development Program and get access to the best information on e-commerce"

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

This Executive Development Program in E-Commerce and Shopify of TECH Global University is an intensive program that prepare students to face challenges and business decisions globally. The main objective is to promote personal and professional growth. Helping students achieve success.

A first-class program for those seeking a positive change in their careers.

A unique and decisive program to achieve professional excellence.

Upgrade your knowledge in e-commerce and achieve greater responsibilities in your company.

When the change occurs

| During the program **20%** | During the first year **60%** | After 2 years **20%** |

Type of change

Internal Promotion **30%**
Change of Company **40%**
Entrepreneurship **30%**
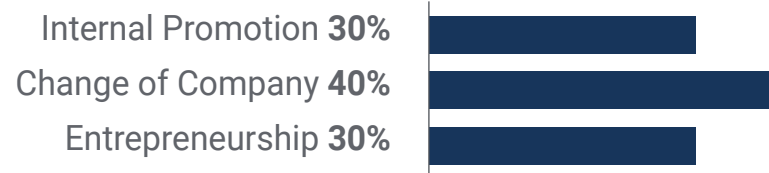
Salary increase

This program represents a salary increase of more than **25.22%** for our students

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

10
Benefits for Your Company

The Executive Development Program in E-Commerce and Shopify has been created to contribute to elevate the organization's talent to its maximum potential, through relevant and quality information. In this way, students who successfully pass the assessments will have acquired specialized knowledge that they will be able to apply in their own company, which will undoubtedly be essential to obtain greater benefits.

In the digital age, implementing e-commerce in your business will be essential for higher profits"

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

01

Growth of talent and intellectual capital

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.

05

Project Development

The executive can work on a real project or develop new projects in the field of R&D or business development of their company.

06

Increased competitiveness

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

Certificate

The Executive Development Program in E-Commerce and Shopify guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Development Program issued by TECH Global University.

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

This program will allow you to obtain your **Executive Development Program diploma in Ecommerce and Shopify** 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: **Executive Development Program in Ecommerce and Shopify**

Modality: **online**

Duration: **6 weeks**

Accreditation: **7 ECTS**

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tech global university

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

Executive Development Program in E-Commerce and Shopify

This is a program of 175 hours of duration equivalent to 7 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: AFWORD235   techtitute.com/certificates

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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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