

# Hybrid Professional Master's Degree

## Creation and Entrepreneurship of the Digital Company





## Hybrid Professional Master's Degree Creation and Entrepreneurship of the Digital Company

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: [www.techtitute.com/pk/shcool-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-creation-entrepreneurship-digital-company](http://www.techtitute.com/pk/shcool-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-creation-entrepreneurship-digital-company)

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# 01

# Introduction

Today's world is driven by digitalization. The Internet has gone from being a means of information to a place of digital business, where you can talk to a person on the other side of the world and purchase online. Because of all the facilities provided by this medium, it is undeniable that there is a need to have a strong presence on the web to achieve this approach with the user and provide a service tailored to their needs. In this blended program, the student will have the opportunity to be trained in business sciences so that they can design, create, and manage a company with the greatest guarantee of success.





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*Mastering the most advanced strategies for building a business in this digital world is an indispensable skill today"*

The way in which the business sector is undertaken, managed, and operated has changed in recent years. Setting up a business today is not the same as it used to be, basically because you don't need a defined physical space to start up a business. Based on this fact, many people have started to become entrepreneurs, although it is not a simple task and requires specialized knowledge.

In this sense, the Hybrid Professional Master's Degree in TECH will help all business people and entrepreneurs who want to enter this sector. To achieve this, they must first complete an online program and then complete a practical internship at a prestigious international agency. In this way, they will be able to design, create, and manage companies in the digital sector with greater guarantees of success.

Throughout the course of the syllabus, the student will analyze a multitude of practical cases to understand in depth the functioning of the digital environment. It will also address the most effective Digital Marketing strategies that facilitate a memorable user experience. This is essential to build a good reputation for the organization and ensure that the customer will return to purchase on future occasions.

After completing the theoretical program, the student will be able to carry out an on-Practice internship in a prestigious agency. Here, you will carry out a series of activities that will prepare you to face any situation in your daily practice. In addition, you will not be alone, as you will have the support and guidance of an assistant specialist, who will teach you how to adapt to the new context that involves intervening and developing in the digital company, carrying out the management and administration of your own company.

This **Hybrid Professional Master's Degree in Creation and Entrepreneurship of the Digital Company** contains the most complete and up-to-date program on the market.

The most important features include:

- Development of more than 100 practical case studies presented by experts in business sciences
- The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- Integral plans for systematized action in the business field
- An algorithm-based interactive learning system for decision-making in the situations students are posited
- Practical guides for the use of the main business science tools
- Special emphasis on the most innovative methodologies for the application of leadership techniques in business
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection
- Furthermore, you will be able to carry out a business internship in one of the best business environments



*A unique opportunity to learn alongside the best in the industry. You will be able to develop your skills in an ever-growing environment"*

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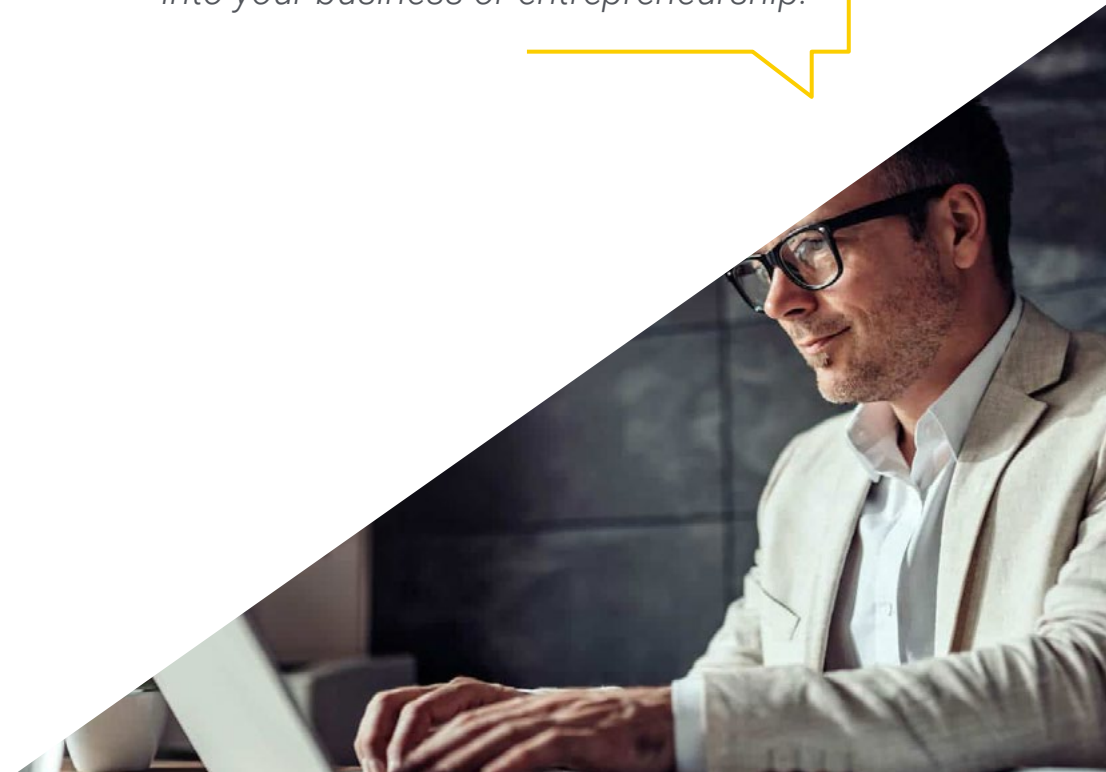
*For three weeks, you will undergo intensive learning that will allow you to understand the main functions of the management of a digital company”*

In this Master's program, of a professionalizing nature and hybrid learning modality, is aimed at updating professionals specialized in business sciences who require a high level of qualification. The contents are based on the latest scientific evidence and are organized in a didactic way to integrate theoretical knowledge into your daily practice and theoretical elements. In this way, the theoretical-practical elements will facilitate the updating of knowledge and will allow decision-making in complex environments.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to prepare in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Develop the skills that will allow you to make decisions with greater rigor in uncertain environments such as the digital world.*

*Access new opportunities thanks to this practical program, in which you will be able to integrate new technologies into your business or entrepreneurship.*



02

# Why Study this Hybrid Professional Master's Degree?

In order to move forward in an era of constant advances and where digital updates are the order of the day, professionals who want to start a business must have the financial, organizational, and strategic knowledge to be able to evaluate the opportunities offered by the market to invest in a specific sector. In this sense, the multiple options offered by the Internet and globalization have opened the doors to a series of possibilities for commercial expansion through digital media.







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*This is the only university where you will find such a complete program where you can verify the theory with your own practice. Undoubtedly a unique opportunity that can't be missed”*

### 1. Updating from the latest technology available

To learn all the latest news about business creation and digital entrepreneurship, TECH has chosen a distinctly modern and avant-garde environment. Therefore, from the moment you enter its virtual platform, you will enjoy a series of multimedia resources that facilitate learning. Likewise, to understand the processes of Creation and Entrepreneurship of the Digital Enterprise, it has selected successful business models that will share their experiences from the first moment. Therefore, they will get to know an avant-garde environment with the systems that are needed today.

### 2. Gaining In-Depth Knowledge from the Experience of Top Specialists

TECH chooses the best specialists in the area of study so that the student learns alongside those who know. This program counts on expert teachers who have chosen the syllabus to be developed and have elaborated on each of the study materials. In addition, you will be accompanied in the work environment for 3 weeks by a multidisciplinary team that will show you all the functions to be performed in order to obtain the best results.

### 3. Entering first-class Corporate environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, the specialist will have guaranteed access to a prestigious business environment in the area of Creation and Entrepreneurship of the Digital Company. In this way, you will be able to see the day-to-day work of a demanding, rigorous and exhaustive sector, always applying the latest theses and scientific postulates in its work methodology.





#### **4. Combining the Best Theory with State-of-the-Art Practice**

This program has been created so that the student can apply his knowledge from the very first moment in order to make the most of the 3 weeks of Practical Training. For this reason, a set of activities has been designed according to the function of their role so that they can direct actions to improve their professional profile, thanks to the support of an assigned tutor.

#### **5. Expanding the Boundaries of Knowledge**

TECH offers the possibility of doing this Internship Program, not only in national, but also in international centers. In this way, the specialist will be able to expand their boundaries and keep up to date with the best professionals, who practice in first class Business Environments and in different continents. A unique opportunity that only TECH could offer.

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*You will have full practical immersion  
at the center of your choice”*

# 03 Objectives

This Hybrid Professional Master's Degree is designed to meet the training needs of business professionals who wish to undertake in the digital environment. To this end, a program has been designed that brings together the most current approaches in the area in a realistic and comprehensive manner. This will lead the student to academic excellence and propel their career toward success.





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*This program gives you the unique opportunity to spend a stay in the classroom and to learn everything you have learned in the online modality"*



## General Objective

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- The main objective of this Hybrid Professional Master's Degree in Creation and Entrepreneurship of the Digital Company is to achieve that the student integrates into their professional environment the new digital technologies required to have a greater presence on the web and the world in general. To do this, they will have a complete program that unifies theory and practice in a coherent manner



*In a practical and simple way,  
you will be able to understand  
the workings of the business  
panorama within the digital world"*





## Specific Objectives

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- Know how to correctly administrate and manage companies of all sizes and sectors
- Gain an in-depths understanding of what Information and Communication Technologies are and their use in today's organizations
- Know how to work with different types of ICT
- Know how to do company accounting and finance
- Learn good business practices in company management, regardless the size and sector
- Know how to work with management information systems
- Understand the fundamentals of business management at a strategic level
- Have a deep understanding of the fundamentals of digital marketing in today's companies
- Understand how the business landscape works in the digital world
- Know the fundamentals of business administration through the description of its elements, environment, operations and organization
- Have all necessary elements for assertive decision making at your disposal
- Understand the area of management and administration
- Understand how to formulate annual accounts
- Identify the relation between management and the company
- Understand the main managerial function of a company
- Acquire a broad overview of the administrative process and apply it to their job functions
- Know the characteristics of taxes and be able to classify them
- Understand tax obligations from a legal point of view
- Analyze the importance of having initiative for business entrepreneurship
- Understand the preponderant role of innovation as a differentiator for establishing business plans



*Delve into the most relevant theory in this field, subsequently applying it in a real work environment"*

# 04 Skills

Upon satisfactory completion of each module of the syllabus, students will acquire the professional skills they need to become entrepreneurs in the digital world, with ethical commitment and business vision being the fundamental pillars on which they will be based to be successful managers in the digital era.





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*This program will help you to empower your ideas for entrepreneurship and differentiate yourself in the digital environment"*



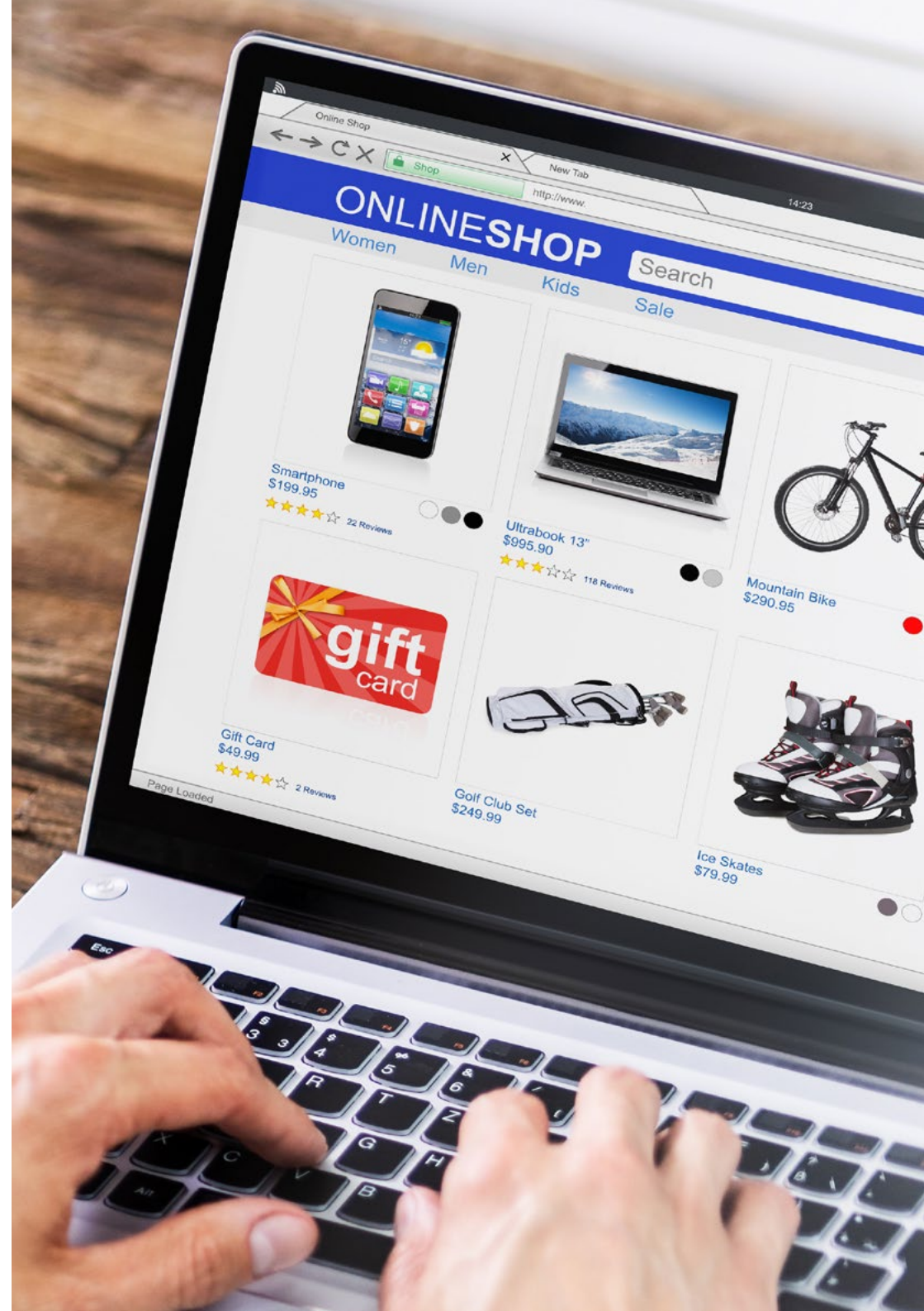
## General Skills

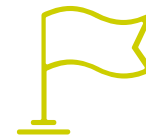
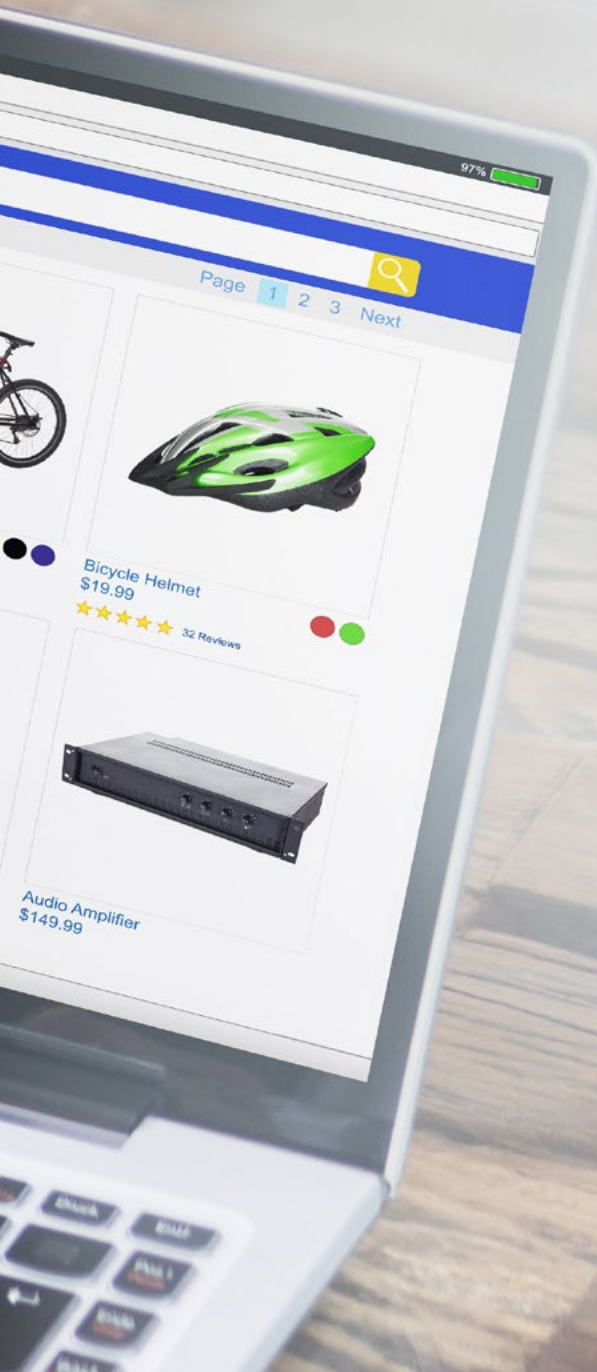
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- Successfully create and manage digital businesses
- Adapt the usual strategies of entrepreneurship to the volatile and changing environment of the digital environment
- Make the most of the multiple business opportunities offered by the digital panorama

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*The skills you will gain from this program will allow you to develop your own business project”*





## Specific Skills

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- Analyze the different strategies that exist in digital marketing and manage digital marketing campaigns
- Promote innovation within companies in all sectors
- Design a business plan from the beginning and become familiar with the available financing tools
- Understand the management strategies of information systems for the company to function properly
- Interpret the characteristics, functions and types of the various information technology systems
- Intervene in technological scenarios for training processes adaptable to the new context
- Analyze the implications of the global economic environment in business
- Analyze different corporate restructuring strategies
- Learn to calculate various business taxes
- Empower ideas for entrepreneurship in the digital landscape
- Integrate new information technologies in virtual environments for training processes in different fields
- Adapt to the new context, which means being involved and performing in digital enterprises
- Identify the variables to be considered in business decision making
- Manage and administer companies in the digital sector

# 06

## Educational Plan

In this first part of the Hybrid Professional Master's Degree in Creation and Entrepreneurship of the Digital Company, the student will have access to a 100% online syllabus, which has been custom-designed to boost their career. During this learning period, you will be able to approach and analyze different Digital Marketing strategies to improve the user experience and understand how companies work at an organizational level.





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*Don't wait any longer and enroll in this Hybrid Professional Master's Degree that contains all the innovations to take the entrepreneurial path in the digital era"*

### **Module 1. Business Administration: Introduction and Organization**

- 1.1. The Company and its Components
  - 1.1.1. The Concept of Business
  - 1.1.2. Functions and Classifications of Business Objectives
  - 1.1.3. Entrepreneurship
  - 1.1.4. Types of Companies
- 1.2. The Company as a System
  - 1.2.1. Concepts of the System
  - 1.2.2. The models
  - 1.2.3. Company Subsystems
  - 1.2.4. Subsystem of Values
- 1.3. The Company Setting
  - 1.3.1. Setting and Value
  - 1.3.2. General Environment
  - 1.3.3. Specific Environment
  - 1.3.4. Analysis Tools
- 1.4. Management Function
  - 1.4.1. Basic Concepts
  - 1.4.2. What Is Managing?
  - 1.4.3. Decision-Making
  - 1.4.4. Leadership
- 1.5. Business Planning
  - 1.5.1. Business Plan
  - 1.5.2. Elements of Planning
  - 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

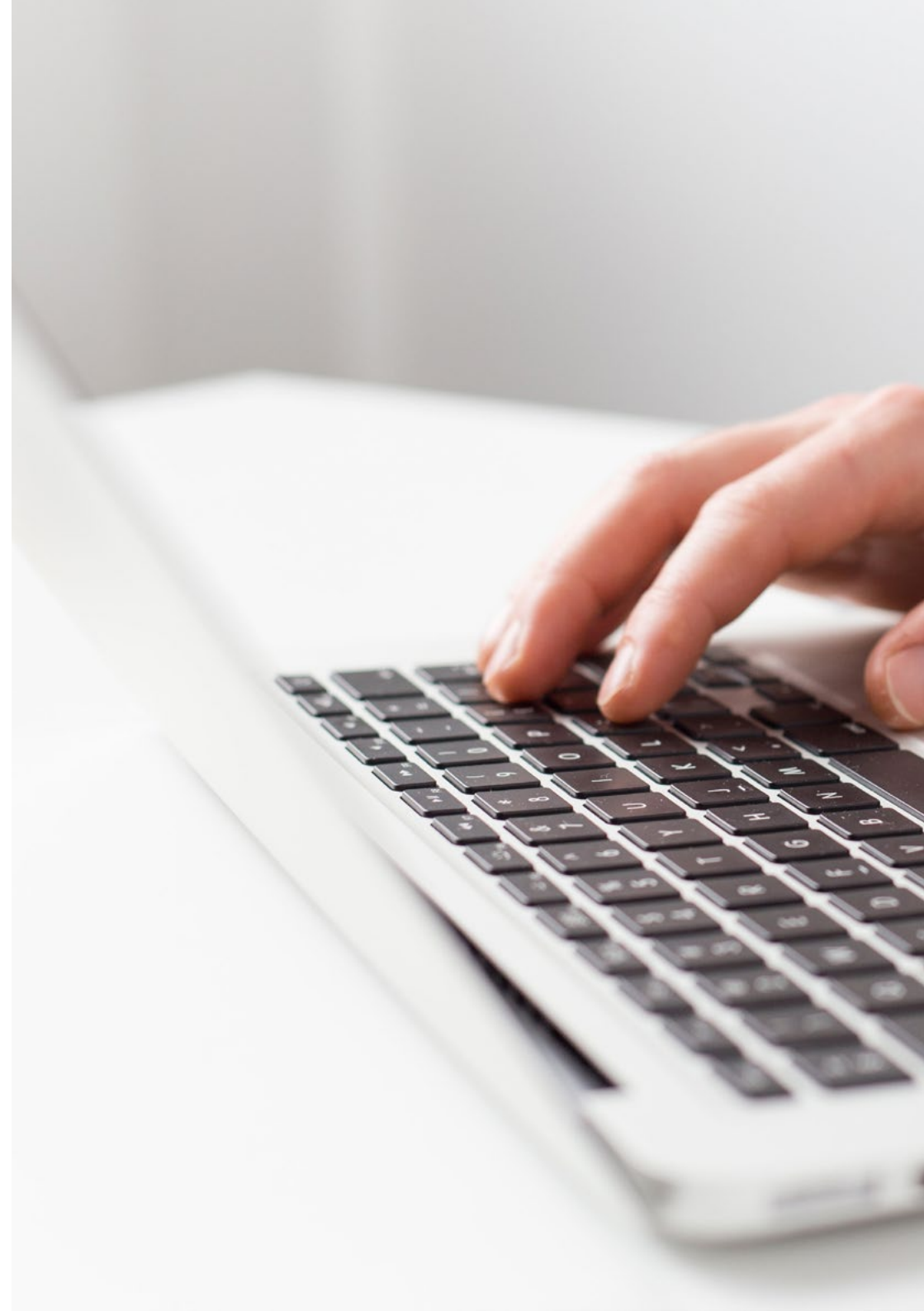
- 1.7. Business Organization
  - 1.7.1. Basic Concepts
  - 1.7.2. Organizational structure
  - 1.7.3. Cultural Dimensions
  - 1.7.4. Model Structures
- 1.8. Management of Human Resources
  - 1.8.1. Motivation
  - 1.8.2. Recruitment and Selection
  - 1.8.3. Personnel Training
  - 1.8.4. Performance Assessment
- 1.9. Elements of Marketing and Finance
  - 1.9.1. Concept and Stages
  - 1.9.2. Marketing and the Markets
  - 1.9.3. Strategic Marketing
  - 1.9.4. Relationship 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. Beginnings
  - 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
  - 2.2.3. Global
  - 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 (ICTs)
  - 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 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
- 2.5. Integration of Processing and Telecommunication Platforms
  - 2.5.1. Integration
  - 2.5.2. Conceptualization
  - 2.5.3. Evolution
  - 2.5.4. Business Interdependence
  - 2.5.5. Integration and Competition
  - 2.5.6. Integration Tools
  - 2.5.7. Big Data
- 2.6. Processing Modes, Virtualization and Multi-Core Processors
  - 2.6.1. Different Models
  - 2.6.2. Multiprocessor Systems
  - 2.6.3. Concept of Processing
  - 2.6.4. Virtualization
  - 2.6.5. Requirements
  - 2.6.6. Hypervisors
  - 2.6.7. Paravirtualization
- 2.7. Software and Software Platforms
  - 2.7.1. Software
  - 2.7.2. Context
  - 2.7.3. Concepts and Definitions
  - 2.7.4. Applications
  - 2.7.5. Software Platforms
  - 2.7.6. Current Platforms
  - 2.7.7. The Evolution of Platforms
- 2.8. Java Language and Business Application Integration
  - 2.8.1. Java
  - 2.8.2. Concepts
  - 2.8.3. Features
  - 2.8.4. Highlights
  - 2.8.5. Business Applications Architecture
  - 2.8.6. Concept
  - 2.8.7. Integration in Companies
  - 2.8.8. Transcoding
  - 2.8.9. Adapting Semantic Content

- 2.9. Networks: Corporate Networks and Connectivity Technologies
  - 2.9.1. Corporate Networks and Connectivity Technologies
  - 2.9.2. Transformation
  - 2.9.3. Connectivity in Companies
  - 2.9.4. Connectivity Solutions
  - 2.9.5. Transmission Types and Means
  - 2.9.6. Concept and Definitions
  - 2.9.7. Transmission Maps
- 2.10. Internet, the Web, Web 2.0. and Web 3.0.
  - 2.10.1. What Is the Internet?
  - 2.10.2. Conceptualization
  - 2.10.3. Applications
  - 2.10.4. Web 1.0.
  - 2.10.5. Conceptualization
  - 2.10.6. Static Content
  - 2.10.7. Dissemination
  - 2.10.8. Web 2.0.
  - 2.10.9. Conceptualization
  - 2.10.10. Dynamic Content
  - 2.10.11. Development
  - 2.10.12. Web 3.0.
  - 2.10.13. Conceptualization
  - 2.10.14. Multidevice Content
  - 2.10.15. The Intelligent Web
- 2.11. Business Tools for Communication and Coordination
  - 2.11.1. Business Tools
  - 2.11.2. Distance Management
  - 2.11.3. Planning Communication
  - 2.11.4. Coordination Methods
  - 2.11.5. International Coordination
  - 2.11.6. International Coordination
  - 2.11.7. Concept of Online







- 2.12. Traditional File Organization, Data Management Systems, and Data Warehouses and Mining
  - 2.12.1. Data Storage
  - 2.12.2. Data Analysis
  - 2.12.3. Types of Storage
  - 2.12.4. Type of Storable Information
  - 2.12.5. Data Variability
  - 2.12.6. Data Management Systems
  - 2.12.7. Balanced Scorecard
  - 2.12.8. Planning Process
  - 2.12.9. Management Indicators
  - 2.12.10. Data Mining
  - 2.12.11. Concept
  - 2.12.12. Computational Complexity Theory
  - 2.12.13. Trends
- 2.13. Company Systems: Business Management and Decision Support Systems
  - 2.13.1. Decision Support Systems
  - 2.13.2. Support Systems: DSS
  - 2.13.3. Decision Making Based on Data Management
  - 2.13.4. Business Management Processes
  - 2.13.5. Concept of Management
  - 2.13.6. Stages of the Process
- 2.14. E-Commerce
  - 2.14.1. e-Commerce Significance
  - 2.14.2. Concept
  - 2.14.3. B2B
  - 2.14.4. Implications
  - 2.14.5. e-Commerce Challenges
  - 2.14.6. Main Types of e-Commerce
  - 2.14.7. Types of e-Commerce
  - 2.14.8. Trading Markets
  - 2.14.9. Evolution and Repercussion
  - 2.14.10. Expansion
  - 2.14.11. Global Repercussion

### 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 Annual 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. Equity on the Balance Sheet
  - 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 Analysis
  - 4.4.2. Sector and Competitive Analysis
  - 4.4.3. CANVAS Model

## 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. Theories of Motivation
  - 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
- 5.10.4. Storage Costs, *Picking and Packing*
- 5.10.5. 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. Obligations

## Module 7. Digital Marketing Strategies

- 7.1. Digital Business Administration
  - 7.1.1. Competitive Strategy in the Face of the Growing Digitalization of the 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. Hypersegmentation
  - 7.2.3. Videomarketing
  - 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. Hypersegmentation 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 Neuromarketing
  - 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. Personalize and Segment
  - 7.8.3. Improve the 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 the IS Strategy
  - 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 the Value Chain Processes
- 8.7. Technology and Trends
  - 8.7.1. e-Commerce Strategies
  - 8.7.2. Partner Media Strategies
  - 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 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 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. 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's Soft Skills
- 10.4. Managing Start-Ups
  - 10.4.1. Introduction to Financial Management in Startup Companies
  - 10.4.2. Financial Metrics for Startups
  - 10.4.3. Financial Planning: Projection Models and their Interpretation
  - 10.4.4. Valuation Methods
  - 10.4.5. Legal Aspects
- 10.5. The Business Plan
  - 10.5.1. Business Plan 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. Startup
  - 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 Groups
  - 10.10.3. New Forms of Maintenance and Quality Management
  - 10.10.2. Customer Communication Channels
  - 10.10.3. Integration with the Online Store
  - 10.10.4. Online Service Centers

07

# Clinical Internship

Upon completion of the online program, the student will be ready to take an internship in an agency of great relevance in the digital sector. It will last three weeks, from Monday to Friday, with 8 hours of continuous work. At all times that the student is in the program, they will have the support and guidance of an adjunct specialist.







“

*This hybrid learning program will help you get off to a good start in the digital environment, increasing your confidence in managing a business in this medium"*

The on-site stay will allow the student to perform a certain number of practical activities, such as valuation, identification and risk management of financial instruments, planning of digital campaigns, implementation of communication technologies, and other related activities, completing the learning process.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

“

*This program will help you develop in a real business, with the support of a group of professionals trained to help you make a business plan from the beginning"*





Module	Practical Activity
<b>Founding and Managing Companies in the Digital Environment</b>	Develop company's corporate and Technological strategy
	Implementing Online Business Models
	Manage the Supply Chain Management Systems
	Practicing web 2.0 and social media monetization
	ROI Analysis in a Digital Marketing Plan
	Recognize the digital marketing strategies implemented in the company and improve them: Closed Loop Marketing, Continuous Loop Marketing and Multichannel Marketing
<b>Organization and Business Management</b>	Use planning tools
	Participate in strategic marketing actions and establish relationships and synergies
	Formulate annual accounts using the models for financial statements using the valuation criteria
	Valuing, identifying and managing risks of financial instruments
	Recognize the different taxes applicable to the company
	Calculate corporate income tax and determine personal income tax and VAT
<b>Management and innovation in the company</b>	Use market research techniques, CANVAS model, and other tools for data analysis
	Propose media planning: audiences and advertising market
	Perform Internal and External Analysis. SWOT, as well as sectoral and competitive analysis
	Implement leadership and motivation through different motivational theories
	Implement the Strategic Innovation Intelligence: Coolhunting and search for business opportunities
	Manage Startup financial metrics, control legal aspects, Lean Management, and financing of a Startup
<b>Technology and Information in Digital Companies</b>	Managing business information systems
	Plan and formulate strategies for information systems and business coordination
	Use CRM, software, and intelligence in the enterprise
	Review e-commerce and social media strategies
	Use integration tools and <i>Big Data</i>
	Verify the Corporate Networks and Connectivity Technologies

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General conditions of practical training

The general terms and conditions of the internship program agreement shall be as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the student does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

# Where Can I Do the Internship?

TECH knows the needs of the business sector, and for this reason, it has made several agreements with the most prestigious agencies at an international level. This is a unique opportunity for students to continue to grow in their work area alongside the best specialists in marketing and business management.






“

*Different marketing companies are at your disposal thanks to this hybrid learning TECH program"*

## tech 40 | Where Can I Do the Internship?



Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:



**School of Business**

**Match Mode**

Country	City
Spain	Barcelona

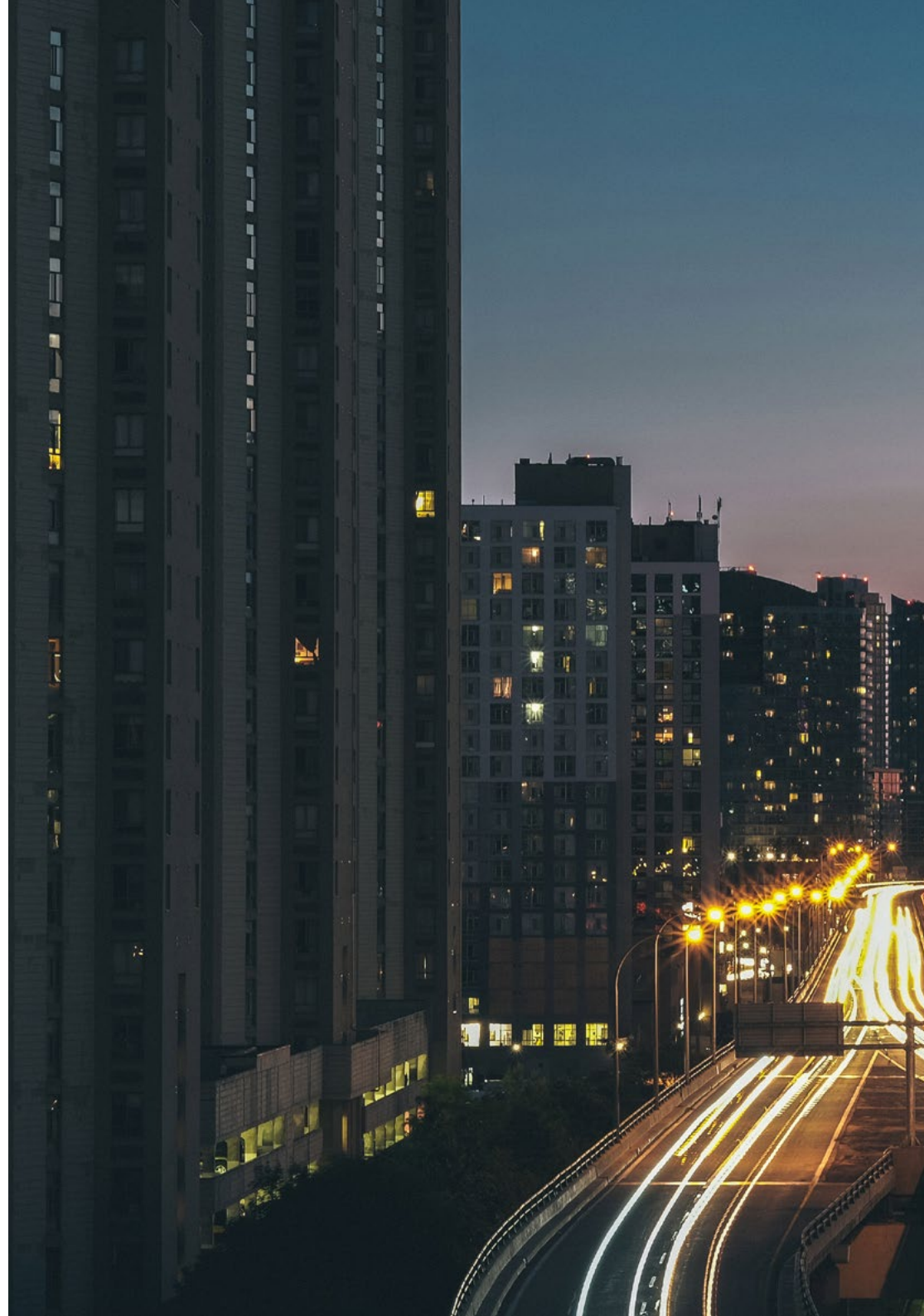
Address: Avenida Diagonal 696  
(08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

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**Related internship programs:**

- Fashion and Luxury Communication Management
- Communication Company Management







### Piensamarketing

Country: Argentina  
City: Río Negro

Address: Campichuelo 580 (8400),  
Ciudad de Bariloche, Río Negro

Social and digital marketing and communication  
agency

**Related internship programs:**

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing

09

# 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.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







### Case Studies

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.



09

# Certificate

The Hybrid Professional Master's Degree in Creation and Entrepreneurship of the Digital Company guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Technological University



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

This **Hybrid Professional Program Master's Degree in Creation and Entrepreneurship of the Digital Company** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

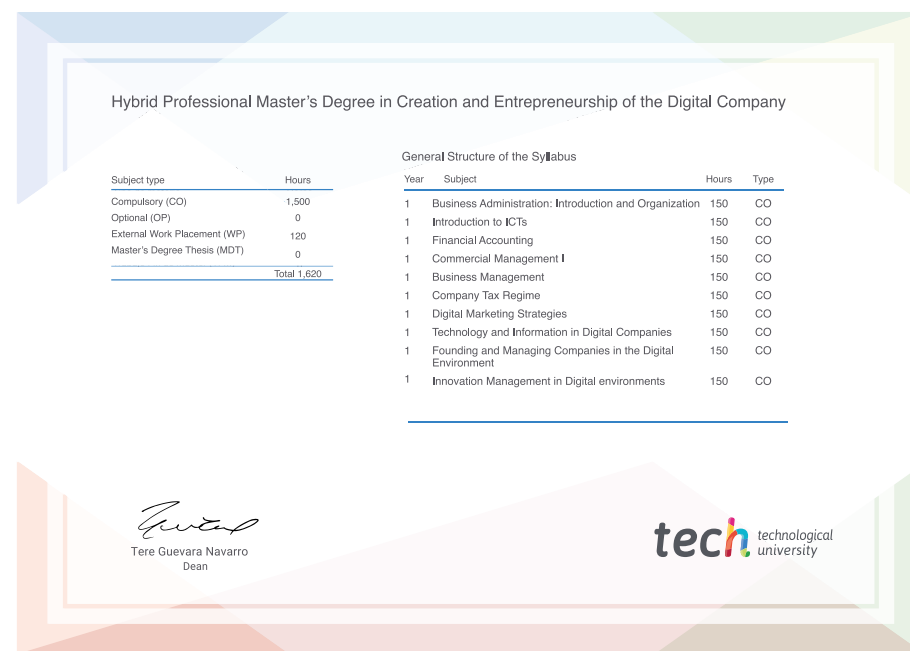
Title: **Hybrid Professional Master's Degree in Creation and Entrepreneurship of the Digital Company**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



\*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.



**Hybrid Professional  
Master's Degree**  
Creation and Entrepreneurship  
of the Digital Company

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

# Hybrid Professional Master's Degree

## Creation and Entrepreneurship of the Digital Company