Hybrid Professional Master's Degree
MBA in Business Intelligence Management

tech technological university

Hybrid Professional Master's Degree
MBA in Business
Intelligence Management

Modality: **Hybrid (Online)**

Duration: **12 months**

Certificate: **TECH Technological University**

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

Website: **www.techtitute.com/in/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-mba-business-intelligence-management**

Index

01
Introduction

The efficient use of data currently available on the Internet is the best weapon to get the most out of a company. Knowing the different tools to extract this information, analyzing it, having a broad view of them and the involvement of different departments of a company will be the keys to be mastered by the professional who wants to lead a project that seeks progress. This hybrid learning program provides the latest knowledge in this field, with multimedia content at the academic forefront and a practical stay that will serve to learn firsthand the work being done in leading companies in Business Intelligence.

An online program that will provide you with a broad vision of the multiple businesses that can arise with the application of Big Data techniques"

The leader of a project or Start-Up is much more than the person who knows how to manage the Human Resources of the company, it is currently the person who dominates this field, but also the Big Data, or the large volume of existing information on the network, and that well focused is able to bring priceless value to the company. To be able to manage Business Intelligence in the company, it is necessary to acquire advanced and updated knowledge that can be achieved with this Hybrid Master.

This program, aimed primarily at computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who wish to advance their knowledge, will delve into the transformation of data-driven business. The specialized teaching team with extensive experience in digital companies, consulting or Marketing will be responsible for providing the latest knowledge in this field, where data will be the star. In this way, the most recent technological tools and techniques used for their visualization and analysis will be shown, also providing a future vision with applications in virtual reality, augmented reality and artificial intelligence.

Likewise, this program will provide cases of real simulations that will allow students to find a direct relationship between the theoretical framework and the direct application in the professional field. The existing legal regulations, marketing strategies or the optimization of the human capital of the company will be other points addressed in this qualification, which will provide extensive knowledge to the IT professional who wishes to pursue a career in this area.

An excellent opportunity for students who wish not only to acquire knowledge, but also to live a real professional experience, where they can apply all the learning received. At the end of the first stage of the Hybrid Master, students will have a practical stay in a relevant company in the sector, where they will be able, together with professionals in this field, to complete their development in the field of Business Intelligence.

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

- Development of more than 100 cases presented by professionals from different digital areas of companies and consulting firms
- The graphic, schematic and practical contents with which they are conceived, gather information on those disciplines that are essential for professional practice
- Plans for a dynamic business model that supports your company's growth in intangible resources
- Analysis of the sessions of a website in order to better understand your customers
- Plan proper data management, collection and cleansing in accordance to business objectives
- 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 do an internship in one of the best specialized centers in the world

This qualification offers you the flexibility and convenience of 24-hour access to all its multimedia content"

Take an intensive 3-week internship in a reference company and live an experience that will make you grow in the digital business area"

This Hybrid Master will show you the most used metrics tools in Digital Marketing.

Have you thought about leading a Start-up? Acquire all the necessary knowledge with this Hybrid Master and graduate in 12 months with the most prominent experts.

In this Master's proposal, of a professional nature and hybrid learning modality, the program is aimed at updating professionals who perform their functions in companies or who wish to lead a project, and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in an educational way to integrate theoretical knowledge into practice, and the theoretical-practical elements will facilitate knowledge update and decision-making in patient management.

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 professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Why Study this Hybrid Professional Master's Degree?

Cost and time savings, ease of data consultation, new business opportunities, better customer service and more reliable results are some of the advantages that Business Intelligence brings to today's business environment. For this reason, it is a discipline that has gained strength in modern work environments that are committed to improving their procedures and market leadership. In this sense, this Hybrid program is a unique learning opportunity for professionals who want to go beyond theoretical knowledge and apply their skills in a real work environment. This is how you will be able to work for 3 weeks in a cutting-edge company, nationally or internationally, to apply everything you have learned during the theoretical study plan 100% online.

TECH offers you the unique opportunity to learn 100% online from wherever you are with your favorite device and then apply it in a real work environment for 3 weeks. Enroll now and live the experience"

1. Updating from the Latest Technology Available

Companies around the world apply Business Intelligence in their operational structure, so there are even directors in the area who are responsible for leading the process, with the mastery of advanced tools and latest technology systems. Given all this, this TECH program seeks to provide students with the best opportunity to apply what they have learned in the theoretical part with the most effective and agile methodologies currently used in many organizations

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

The large team of professionals that will accompany the specialist throughout the practical period is a first-class and an unprecedented guarantee of updating. TECH will appoint a personalized tutor, who will accompany the student throughout the process, being able to see firsthand the effectiveness of the methods implemented through Business Intelligence in the company. In this way, they will be able to incorporate the most effective procedures and approaches for making the right decisions into their daily work practice

3. Entering first-class Management environments

For the development of the practical training that complements the theoretical part of this Hybrid Master, TECH selects through an exhaustive analysis all the centers available within the national or international scope. Thanks to this, the specialist will have guaranteed access to a modern, avant-garde work environment, alongside professionals who will allow them to develop new human and professional skills. Undoubtedly, a new and excellent way to learn while doing

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

The professional commonly abandons training processes because they are too dense and impossible to comply with, due to unattainable and unrealistic objectives, or because of imposed schedules and less efficient methodologies. For this reason, TECH has invested in advanced teaching systems that meet the needs of today's professional. In only 12 months you will obtain this qualification that will give you the curricular profile you need to move towards the improvements you desire.

5. Expanding the Boundaries of Knowledge

TECH provides 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 frontiers and catch up with the best professionals in the management field in modern companies, with success stories thanks to the application of Business Intelligence in their operational structure

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

Objectives

The main purpose of this Hybrid Master is to ensure that the professional is able to acquire a deep knowledge of Business Intelligence, from an innovative point of view and with a unique business vision. To do this, you will have updated teaching material and a teaching team specialized in this field that will help you lead any project with the tools and techniques necessary to achieve success.

This program gives you the opportunity to update your knowledge in tools and software used in data analysis"

General Objective

- The general objective of the Hybrid MBA in Business Intelligence Management is to achieve that, at the end of the 12 months of this course, the students will reach comprehensive knowledge that leads them to be able to analyze the existing data on the Internet, apply the latest technologies, and establish appropriate business strategies, interrelated with the other departments of the company and respecting the current legal regulations. All this with video, summaries, specialized readings and case studies that will allow you to achieve your professional goals

This program will show you how to manage Big Data projects in compliance with all existing legal regulations"

Specific Objectives

- Design the possible applications of Business Intelligence (BI) in the company
- Examine advanced solutions to problems that may arise in companies, integrating techniques and methods studied
- Develop vision/perspective of business, direction, management, decision making
- Establish a basis for the exploration and exploitation of the organization's information (internal and external)
- Analyze digital marketing, drive and types of campaigns
- Establish best practices in campaign data management and analyze the achievement of campaign targets
- Determine the phases of a customer's life cycle and their relationship to a digital marketing strategy
- Analyze data visualization, its types and sets
- Identify the different types of representation most commonly used in data analysis and the tools that exist to apply them
- Develop an end-to-end process to draw conclusions from the exploitation of the information
- Analyze the sessions of a website in order to better understand your customers
- Develop skills related to data exploration and modeling (with R)
- Analyze the regulatory framework for data protection and its relationship with the future regulation of artificial intelligence-based systems

- Identify the principles that should guide any processing of personal data
- Fundamentals of the use of personal data in Big Data projects
- Assess and manage the risks of Big Data projects involving personal data.
- Determine what specific applications AI currently has in different sectors and how they are being utilized
- Assess the potential consequences and risks of implementing AI technologies
- Establish the appropriate guidelines for the company's adaptation to the changing society
- Propose a dynamic business model that supports its growth in intangible resources

04
Skills

After completing this Hybrid MBA in Business Intelligence Management, the IT professional will have developed new competencies and skills that will be very useful in their professional career, where they will be able to create projects from scratch or take on the leadership of Start-Up. All this being able to make the best decisions in BI environments.

A Hybrid Master, where you will be able to manage a digital project with wide knowledge in data analysis, without neglecting the human capital"

General Skills

- Establish change strategies and practices for digital business transformation through the advanced application of analytical techniques

- Examine management at the strategic, organizational and project levels, from the point of view of value proposition to the design of business transformation strategies

- Submit a base system for business information analysis

- Analyze the phases of a customer's *journey* and the type of campaigns associated with each one

- Develop goal achievement metrics associated with a digital marketing strategy and analyze them in digital dashboards Develop the concept of redemption

- Identify patterns and techniques appropriate to known problems in data analysis

- Introduce *coaching* as a method to enhance the performance of our employees

Specific Skills

- Develop the ability to draw conclusions after pre-processing and modeling a dataset
- Substantiate the best combination of techniques to maximize the quality of the results
- Establish the technical implementation of a modeling problem using programming languages
- Develop the most important concepts related to metrics and parameterization
- Examine the configuration of the Google Analytics tool
- Determine the difference between Universal Analytics and Google Analytics 4
- Evaluate the information obtained from data measurement to optimize the marketing strategy: retention, loyalty and conversions
- Determine the mechanisms to guarantee the availability, integrity and confidentiality of the information
- Analyze tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient
- Establish the bases that legitimize the processing of personal data
- Introducing the rights of individuals in the field of data protection, their exercise and attention

- Introduce a leadership model based on accompaniment and support as an evolution of the traditional authoritarian methodology
- Develop concepts of NLP as a practical skill that ensures the desired results by setting goals for each situation, mentally sharpening to perceive the changes produced and adapting to obtain those results

You will combine theory and professional practice through a demanding and rewarding educational approach"

05
Course Management

TECH has a faithful commitment to offer students who take all its degrees, a quality education available to all. To meet this premise, this Hybrid Master has included a multidisciplinary teaching team, where the IT professional can find an expert in Computer Science, Business Analysts, Computer Security or Digital Marketing. The proximity of the staff and their knowledge in this field will be of vital help to the professional who wishes to take this program in order to progress in their career.

A multidisciplinary teaching team will provide you with the most advanced knowledge so that you know how to lead any digital project with all the tools at your disposal"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques that simplified complex sets**, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data analysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the impulse of data and its infinite possibilities.

Mr. Gram, Mick

- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

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

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO at Korporate Technologies
- CTO at AI Shephers GmbH
- Consultant and Strategic Business Advisor at Alliance Medical
- Director of Design and Development at DocPath
- PhD. in Psychology from the University of Castilla - La Mancha
- PhD in Economics, Business and Finance from the Camilo José Cela University
- PhD in Psychology from University of Castilla – La Mancha
- Máster in Executive MBA por la Universidad Isabel I
- Master's Degree in Sales and Marketing Management, Isabel I University
- Expert Master's Degree in Big Data by Hadoop Training
- Master's Degree in Advanced Information Technologies from the University of Castilla - la Mancha
- Member of: SMILE Research Group

Professors

Mr. Fondón Alcalde, Rubén

- Analyst EMEA at Amazon Web Services
- Business Analyst in Customer Value Management at Vodafone Spain
- Head of Service Integration at Entelgy for Telefónica Global Solutions
- Online Account Manager for Clone Servers at EDM Electronics
- International Services Implementation Manager at Vodafone Global Enterprise
- Solutions Consultant for Spain and Portugal at Telvent Global Services
- Business Analyst for Southern Europe at Vodafone Global Enterprise
- Telecommunications Engineer from the European University of Madrid
- Master's Degree in Big Data and Data Science from the International University of Valencia

Ms. Martínez Cerrato, Yésica

- Business Analytics and Information Systems Management Expert
- Product Manager in Electronic Security at Securitas Direct
- Project Manager of the Major Accounts Integration Area at Correos
- Business Intelligence Analyst at Ricopia Technologies
- Lecturer in undergraduate and postgraduate studies
- Graduate in Telecommunications Engineering at Alcalá University

Ms. Pedrajas Parabá, MARÍA Elena

- New Technologies and Digital Transformation Consultant en Management Solutions
- Researcher in the Department of Computer Science and Numerical Analysis at the University of Cordoba
- Researcher at the Singular Center for Research in Intelligent Technologies in Santiago de Compostela
- Degree in Computer Engineering from the University of Cordoba
- Master's Degree in Data Science and Computer Engineering from the University of Granada
- Master's Degree in Business Consulting at the Pontificia Comillas University

Mr. Nafría Sanz, Alfonso

- Marketing and Business Development Consultant specializing in SMEs
- Business Intelligence Consultant at Korporate Technologies Group SL
- Degree in Marketing and Technical Market Research from CEU San Pablo University
- Master's Degree in Business Intelligence and Big Data from the Universitat Oberta de Catalunya

Mr. Catalán Ramírez, Raúl Luis

- Graphic Designer
- Interface Designer and Programmer at Prometeus Global Solutions
- Designer at Mille Cunti Association
- Graduated in Graphic Design at the EA

Ms. Palomino Dávila, Cristina

- Data Protection and Information Security Consultant in Grupo Oesía
- Deputy Director of Auditing at the General Secretariat of the Compañía Logística de Hidrocarburos CLH
- Consultant in the Area of Corporate Legal Relations at Canal de Isabel II
- Consultant and Auditor at Helas Consultores S.L
- Consultant and Auditor in Alaro Avant
- Lawyer in the area of New Technologies at Lorenzo Abogados
- Graduate in Law from the University of Castilla- La Mancha
- Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa
- Advanced Course in Digital Security and Crisis Management, University of Alcalá and the Spanish Security and Crisis Alliance (AESYC)
- Member of: Spanish Professional Privacy Association (APEP), ISMS Forum

Ms. García La O, Marta

- Specialist in Digital Marketing and Social Networks
- Management, Administration and Account management at Think Planning and Development SI
- Senior Management Training Instructor at Think Planning and Development SI
- Marketing Specialist at Versas Consultores
- Postgraduate Certificate in Business Studies from the University of Murcia.
- Master's Degree in Sales and Marketing Management, Fundesem Business School
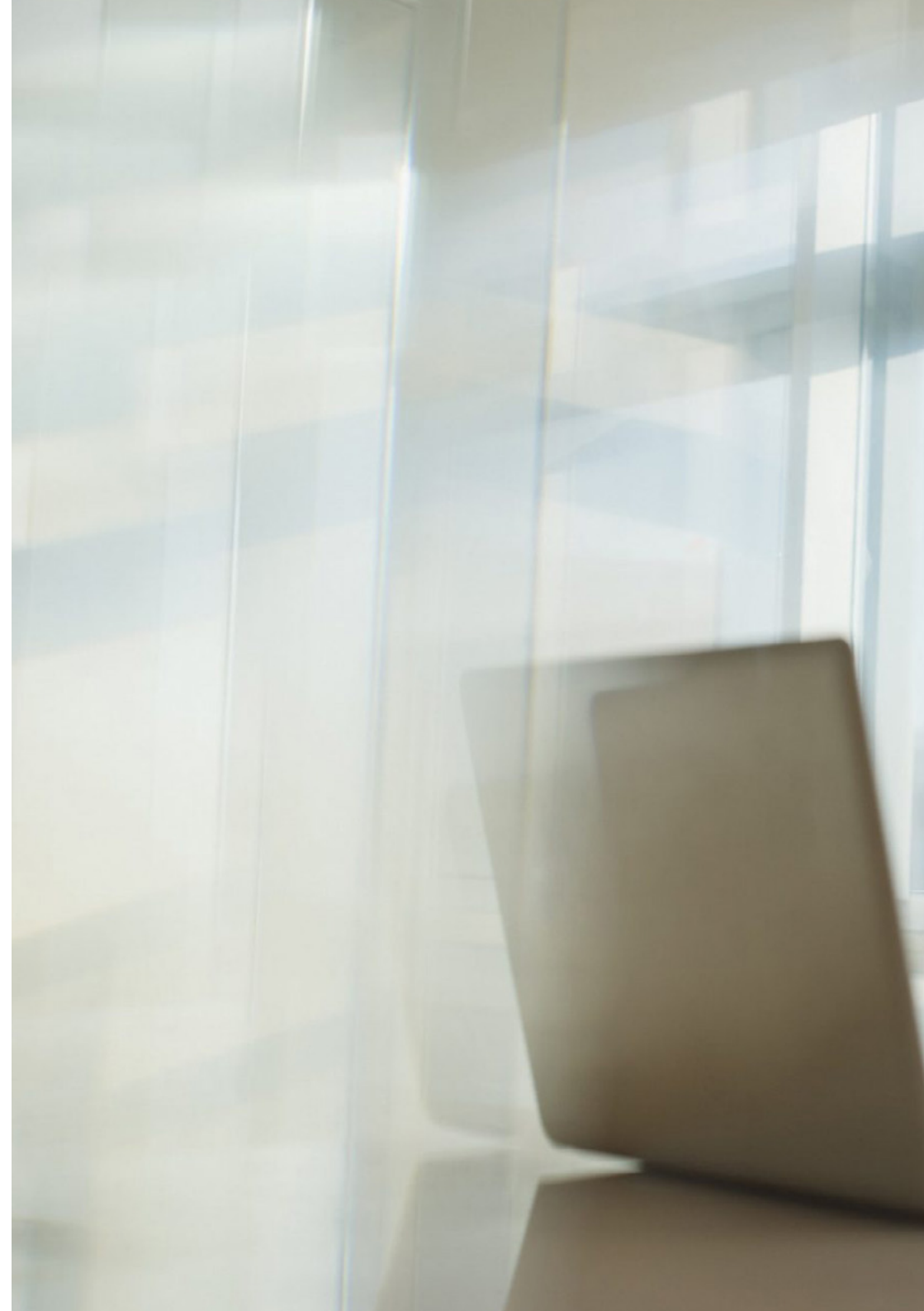
Mr. García Niño, Pedro
- Specialist in Web Positioning and SEO
- Sales Manager for IT services at Camuñase and Electrocamuñas
- Hardware and software technician at Camuñase and Electrocamuñas
- Specialist in e Google Ads(, PPC, and SEM)
- SEO On-Page and OffPage Specialist
- Specialist in Google Analytics/Digital Marketing Analytics and Performance Measurement

Ms. Fernández Meléndez, Galina
- Specialist's Degree in Big Data
- Data Analyst at Aresi Gestión de Fincas
- Data Analyst in ADN Mobile Solution
- Bachelor's Degree in Business Administration at Universidad Bicentenaria Aragua.. Caracas, Venezuela
- Diploma in Planning and Public Finance from the Venezuelan School of Planning
- Master's Degree in Data Analysis and Business Intelligence from the University of Oviedo
- MBA in Business Administration and Management (Escuela De Negocios Europea De Barcelona
- Master's Degree in Big Data and Business Intelligence from the European Business School of Barcelona

06
Educational Plan

The syllabus of this Hybrid Master has been developed by a specialized teaching team that will delve into the main aspects that make up the Business Intelligence in the company. Therefore, students will be able to access the complete syllabus of this teaching, which consists of 10 modules from the first day. In this way, the professional will be able to connectto the content, from any electronic device, at any time of day which can also be distributed according to their needs. In addition, the long hours of study will be reduced in this program thanks to the Relearning system that TECH applies in all its degrees.

Access to a syllabus with the latest content on Artificial Intelligence and its application in companies"

Module 1. Enterprise Business Intelligence

1.1. Enterprise Business Intelligence
- 1.1.1. The World of Data
- 1.1.2. Relevant Concepts
- 1.1.3. Main Characteristics
- 1.1.4. Solutions in Today's Market
- 1.1.5. Overall Architecture of a BI Solution
- 1.1.6. Cybersecurity in BI and Data Science

1.2. New Business Concept
- 1.2.1. Why BI
- 1.2.2. Obtaining Information
- 1.2.3. BI in the Different Departments of the Company
- 1.2.4. Reasons to Invest in BI

1.3. Data Warehouse
- 1.3.1. Definition and Objectives Data Warehouse and Data Mart
- 1.3.2. Architecture
- 1.3.3. Dimensional Modeling and its Types of Diagrams
- 1.3.4. Extraction, Transformation and Loading Process (ETL)
- 1.3.5. Metadata

1.4. Big Data and Data Capture
- 1.4.1. Capture
- 1.4.2. Transformation
- 1.4.3. Storage

1.5. Reporting Business Intelligence (BI)
- 1.5.1. B.D. Structures
- 1.5.2. BB.DD. OLTP and OLAP
- 1.5.3. Examples

1.6. Dashboards or Balanced Scorecards
- 1.6.1. Control Panels
- 1.6.2. Decision Support Systems
- 1.6.3. Executive Information Systems

1.7. Deep Learning
- 1.7.1. Deep Learning
- 1.7.2. Deep Learning Fundamentals
- 1.7.3. Deep Learning Applications

1.8. Machine Learning
- 1.8.1. Machine Learning
- 1.8.2. Machine Learning Fundamentals
- 1.8.3. Machine Learning Applications
- 1.8.4. Deep Learning vs. Machine Learning

1.9. BI Tools and Solutions
- 1.9.1. Choosing the Best Tool
- 1.9.2. Microsoft Power BI, MicroStrategy y Tableau
- 1.9.3. SAP BI, SAS BI and Qlikview
- 1.9.4. Prometheus

1.10. BI Project Planning and Management
- 1.10.1. First Steps to Define a BI Project
- 1.10.2. BI Solution for Your Company
- 1.10.3. Requirements and Objectives

Module 2. Business Perspective

2.1. The Company
- 2.1.1. Capital, Investment and Risk
- 2.1.2. Organizational Morphology: Size, Shape, Activity and Sectors
- 2.1.3. Organization and Resources
- 2.1.4. Management and Their Needs

2.2. Company: Market and Customer
- 2.2.1. Market and Customer
- 2.2.2. Market Analysis and Segmentation
- 2.2.3. Direct and Indirect Competition
- 2.2.4. Competitive Advantage

2.3. Business strategy
- 2.3.1. Business Strategy
- 2.3.2. SWOT Analysis
- 2.3.3. Objectives and deadlines
- 2.3.4. Measuring Results: Knowing the Reality
- 2.3.5. Key Indicators

Module 3. Data-driven business transformation

Module 4. Data Visualization

Module 5. Programming for data analysis

5.1. Programming for data analysis
    5.1.1. Language for Data Analysis
    5.1.2. Evolution and Characteristics of the Main Tools
    5.1.3. Installation and Configuration
5.2. Types of Data
    5.2.1. Basic Types
    5.2.2. Complex Types
    5.2.3. Other Structures
5.3. Structures and Operations
    5.3.1. Data Operations
    5.3.2. Control Structures
    5.3.3. File Operations
5.4. Data Extraction and Analysis
    5.4.1. Statistical Summaries
    5.4.2. Univariate Analysis
    5.4.3. Multivariate Analysis
5.5. Visualization
    5.5.1. Univariate Graphs
    5.5.2. Multivariable Graphs
    5.5.3. Other Charts of Interest
5.6. Pre-processing
    5.6.1. The Importance of Data Quality
    5.6.2. Outlier Detection and Analysis
    5.6.3. Other Dataset Quality Factors
5.7. Advanced Pre-processing
    5.7.1. Subsampling
    5.7.2. Resampling
    5.7.3. Dimensionality Reduction
5.8. Data Modeling
    5.8.1. Modeling Phases
    5.8.2. Division of the Data Set
    5.8.3. Metrics for Prediction
5.9. Advanced Data Modeling
    5.9.1. Unsupervised Models
    5.9.2. Supervised Models
    5.9.3. Libraries for Modeling
5.10. Tools and Good Practices
    5.10.1. Best Practices for Modeling
    5.10.2. The Tools of a Data Analyst
    5.10.3. Conclusion and Bookstores of Interest

Module 6. Digital Marketing Analytics

6.1. Web Analytics
    6.1.1. Web Analytics Use
    6.1.2. History
    6.1.3. Applicable Methodology
6.2. Google Analytics
    6.2.1. About Google Analytics
    6.2.2. Metrics vs. Dimension
    6.2.3. Measurement Objectives
6.3. Reports
    6.3.1. Basic Metrics
    6.3.2. Advanced Metrics or KPIs (Key Performance Indicators)
    6.3.3. Conversions
6.4. Dimensions
    6.4.1. Campagin/Keyword)
    6.4.2. Source/Media
    6.4.3. Content
6.5. Universal Analytics vs. Google Analytics4
    6.5.1. UA Differences vs. GA4
    6.5.2. Advantages and Limitations
    6.5.3. Use of UA and GA4 Tools
6.6. Setting up Google Analytics
    6.6.1. Installation and Integration
    6.6.2. Structure of Universal Analytics: Accounts, Properties and Views
    6.6.3. Conversion Goals and Funnels

Module 7. Data management

Module 8. Data Protection

8.6.   Data Protection by Design: Analysis and Management of Personal Data Processing Risks
    8.6.1.   Identification of Risks and Threats to the Rights and Freedoms of Individuals
    8.6.2.   Risk Assessment
    8.6.3.   Risk Management Plan
8.7.   Techniques for Ensuring Compliance with Data Protection Regulations
    8.7.1.   Identification of Proactive Accountability Measures
    8.7.2.   Organizational measures
    8.7.3.   Technical Measures
    8.7.4.   The Register of Processing Activities
    8.7.5.   Security Breach Management
    8.7.6.   Codes of Conduct and Certifications
8.8.   Data Protection Impact Assessment (DPIA)
    8.8.1.   EIPD Needs Assessment
    8.8.2.   Evaluation Methodology
    8.8.3.   Identification of Risks and Threats
    8.8.4.   Prior Consultation with the Supervisory Authority
8.9.   Contractual Regulation between Those Responsible, Those in charge and, Where Applicable, Other International Data
    8.9.1.   Data Access or Data Processing Contract
    8.9.2.   Contracts between Co-Responsible Parties
    8.9.3.   Responsibilities of the Parties
    8.9.4.   Definition and Safeguards to be Adopted in International Transfers
8.10.   Control Authorities. Violations and Penalties
    8.10.1.   Violations
    8.10.2.   Fines
    8.10.3.   Penalty Procedure
    8.10.4.   Control Authorities and Cooperation Mechanisms

Module 9. Business Intelligence and Artificial Intelligence: Strategies and Applications

9.1.   Financial Services
    9.1.1.   The Implications of Artificial Intelligence (AI) in Financial Services. Opportunities and Challenges
    9.1.2.   Case Uses
    9.1.3.   Potential Risks Related to the Use of AI
    9.1.4.   Potential Future Developments/Uses of AI
9.2.   Implications of Artificial Intelligence in the Healthcare Service
    9.2.1.   Implications of AI in the Healthcare Sector. Opportunities and Challenges
    9.2.2.   Case Uses
9.3.   Risks Related to the Use of AI in the Health Service
    9.3.1.   Potential Risks Related to the Use of AI
    9.3.2.   Potential Future Developments/Uses of AI
9.4.   Retail
    9.4.1.   Implications of AI in Retail. Opportunities and Challenges
    9.4.2.   Case Uses
    9.4.3.   Potential Risks Related to the Use of AI
    9.4.4.   Potential Future Developments/Uses of AI
9.5.   Industry 4.0
    9.5.1.   Implications of AI in the 4.0 Industry. Opportunities and Challenges
    9.5.2.   Case Uses
9.6.   Potential Risks Related to the use of AI in the 4.0 Industry
    9.6.1.   Case Uses
    9.6.2.   Potential Risks Related to the Use of AI
    9.6.3.   Potential Future Developments/Uses of AI
9.7.   Public Administration
    9.7.1.   Implications of AI in Public Administration: Opportunities and Challenges
    9.7.2.   Case Uses
    9.7.3.   Potential Risks Related to the Use of AI
    9.7.4.   Potential Future Developments/Uses of AI
9.8.   Educational
    9.8.1.   Implications of AI in Educational: Opportunities and Challenges
    9.8.2.   Case Uses
    9.8.3.   Potential Risks Related to the Use of AI
    9.8.4.   Potential Future Developments/Uses of AI

Module 10. Optimization of the company's human capital

Clinical Internship

Once the theoretical phase of this Hybrid Master has been completed, students will have access to a period of on-site learning in a leading company in the field of Business Intelligence. During this period they will be able to put into practice all the competencies and skills acquired and develop their full potential alongside professionals who dominate the technology sector.

Start a practical stay where you will have at your fingertips the tools and techniques of data analysis used today"

The Practical Training period of this MBA program in Business Intelligence Management lasts 3 weeks, in which the IT professional will be present in a digital company that is a benchmark in this area with a highly specialized staff. A knowledge that will give them the opportunity to grow
in a field where a high and wide knowledge is required both to undertake in the digital area, and to manage them.

Therefore, this stay will allow students to manage databases in key Business Intelligence to make use of the main tools currently used by companies in the sector for data analysis, interpretation, treatment, and establishment of Digital Marketing plans using Big Data and information collected by the company. A whole compendium of activities under the supervision of a tutor from the company where the practical training will take place, and a TECH teacher who will help the students to achieve their goals during this period.

It is undoubtedly an opportunity to learn by working in a field where innovation is the day to day, and where artificial intelligence has had a spectacular development. However, the human component is always vital in any business project and that is why in this program there will also be room to learn about business mentoring methods, as well as techniques to improve team performance.

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:

Module	Practical Activity
Application of Business Intelligence in the company	Manage databases in terms of Business Intelligence
	Define requirements, objectives, and structure of a Business Intelligence project
	Perform productivity analysis according to parameters such as ROI
	Manage relevant business data to define roles, responsibilities, and Stakeholders
	Practice Business Coaching and Mentoring
Application of Artificial Intelligence in the company	Tailor the use of artificial intelligence based on the targeted sector
	Analyze, in real time, audience, acquisition, behaviors, and conversions
	Use Google Analytics to generate advanced reports with metrics of interest and to of interest and facilitate workflow
	Make use of Deep Learning, Machine Learning and Business Intelligence tools to respond to different problems
	Value the use of virtual or augmented reality for an eye-catching data presentation
Corporate Data Management	Plan proper data management, collection and cleansing in accordance with business objectives
	Design or enhance the Data Warehouse for smooth use of data collected by the company
	Define appropriate security for all stored data, with well-implemented protocols
	Adapt data collection and storage methods to comply with current regulations regarding the regulations in force with regard to data protection
	Adopt organizational and IT techniques for proper data processing
Data-driven business transformation	Perform a Digital Marketing plan using Big Data and information collected by the company
	Analyze the customer lifecycle and various metrics of the campaign to detect possible areas for improvement in it
	To make briefings or presentations in an agile way applying advanced methods of data visualization
	Apply Storytelling and narrative to the usual data presentation
	Use the main tools for data analysis

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 the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned 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 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 students 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?

This Hybrid Professional Master's program includes an Internship Program itinerary in a company where you can develop your full potential in the hands of a team of specialized professionals with extensive experience in the digital field, especially in Business Intelligence. An entity that has been selected by TECH with the firm objective of offering students a quality education that will help them achieve their goals.

Complete your knowledge with an Internship Program that brings you closer to the professional world"

The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:

School of Business

Mecides

Country	City
Spain	Santa Cruz de Tenerife

Address: Avenida de la Trinidad, 61, 6ª planta, of. 5 y 7, 38204. San Cristóbal de La Laguna, Tenerife

Mecides specialized in the promotion of R&D&I projects in Spain

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Related internship programs:
- MBA in Business Intelligence Management Project Management

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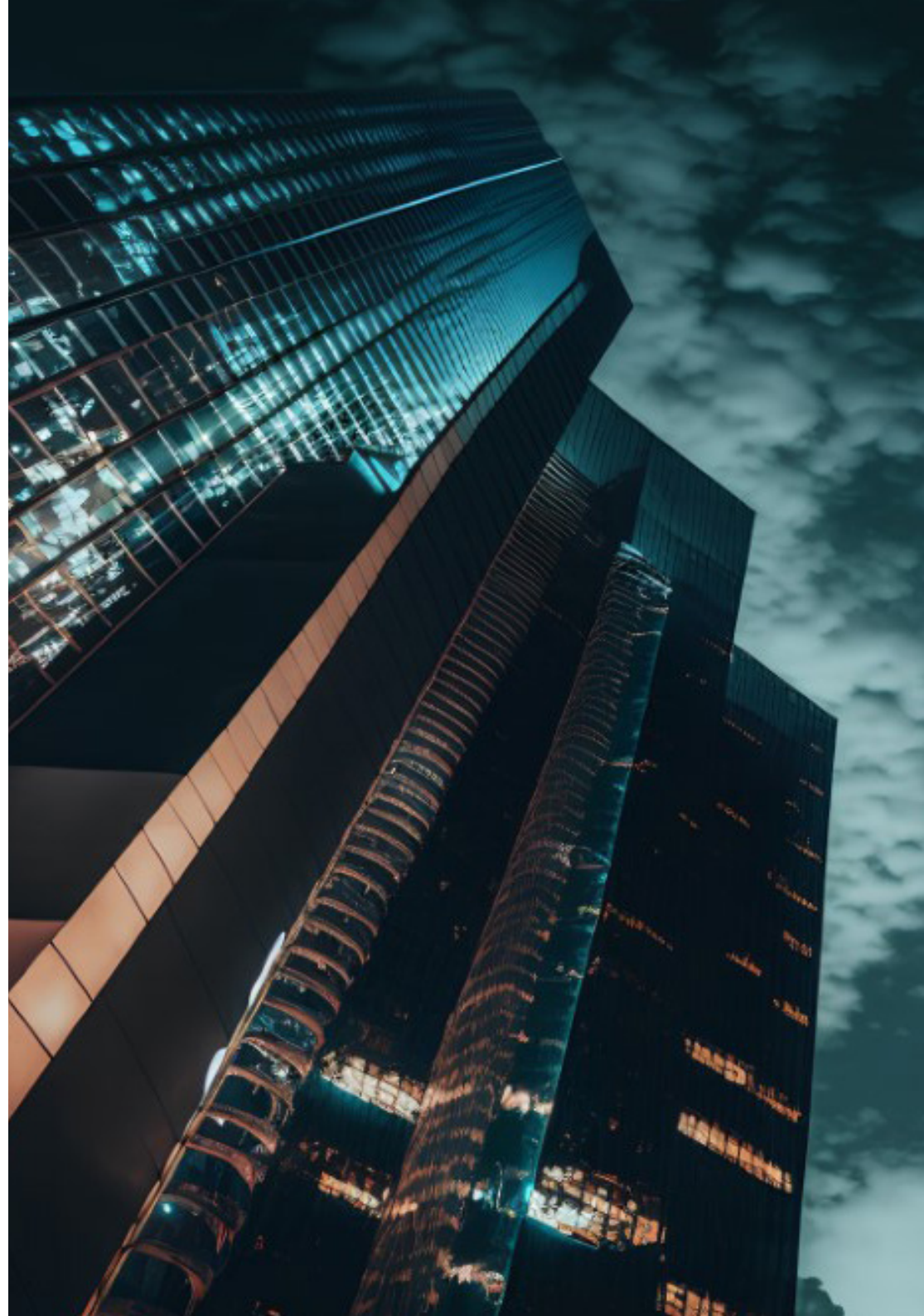
School of Business

CBM Innovación en Estrategias SAS

Country
Mexico

City
Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

Related internship programs:
- MBA in Digital Marketing
- MBA in Business Intelligence Management

School of Business

Grupo Fórmula

Country
Mexico

City
Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

Related internship programs:
Graphic Design
People Management

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School of Business

Web Experto

Country	City
Argentina	Santa Fe

Address: Lamadrid 470 Nave 1 1º piso
Oficina 17, Rosario, Santa Fe

Digital management and web orientation company

Related internship programs:
- Sales and Marketing Management
- MBA in Digital Marketing

School of Business

The Social Surfers

Country	City
Argentina	Buenos Aires

Address: Avda. del Libertador 8142 Nuñez,
Ciudad Autónoma de Buenos Aires

Communication, marketing and web analytics company

Related internship programs:
- Social Media Management: Community Manager
- Digital Communication and Reputation Management

Enroll now and advance in your field of work with a comprehensive program that will allow you to put into practice everything you have learned"

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.

10

Certificate

The Hybrid Professional Master's Degree in Business Intelligence Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid 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 Master's Degree's Degree in MBA in Business Intelligence Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding Hybrid Professional Master's Degree certificate 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's Degree in MBA in Business Intelligence Management**

Modality: **Hybrid (Online)**

Duration: **12 months**

Certificate: **TECH Technological University**

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

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tech technological university

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

HYBRID PROFESSIONAL MASTER'S DEGREE
in
MBA in Business Intelligence Management

This is a qualification awarded by this University, with a duration of 1,620 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

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in MBA in Business Intelligence Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	120
Master's Degree Thesis (MDT)	0
Total	1,620

General Structure of the Syllabus

Year	Subject	Hours	Type
1	Enterprise Business Intelligence	150	OB
1	Business Perspective	150	OB
1	Data-driven business transformation	150	OB
1	Data Visualization	150	OB
1	Programming for data analysis	150	OB
1	Digital Marketing Analytics	150	OB
1	Data management	150	OB
1	Data Protection	150	OB
1	Business Intelligence and Artificial Intelligence: Strategies and Applications	150	OB
1	Optimization of the company's human capital	150	OB

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.

![TECH technological university]

Hybrid Professional
Master's Degree
MBA in Business
Intelligence Management

Modality: **Hybrid (Online)**
Duration: **12 months**
Certificate: **TECH Technological University**
Teaching Hours: **1,620 h.**

Hybrid Professional Master's Degree
MBA in Business Intelligence Management

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