Hybrid Professional Master's Degree
MBA in Digital Transformation
(CDO, Chief Digital Officer)

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Hybrid Professional Master's Degree

MBA in Digital Transformation (CDO, Chief Digital Officer)

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

Duration: **12 months.**

Certificate: **TECH Technological University**

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

Website: **www.techtitute.com/pk/school-of-business/hybrid-professional-master-degree/mba-transformacion-digital-cdo-chief-digital-officer**

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Introduction

Digital Transformation, both in the business environment and in other areas of daily life, is a constantly changing process.. In this sense, there is a continuous demand for personnel with extensive technological skills in this area. The *Chief Digital Officer* (CDO) is currently one of the most in-demand specialists, as this figure must lead the digital evolution of companies, seeking the greatest benefit for them. To provide theoretical and practical knowledge to this professional, TECH has designed a complete and rigorous program that examines the processes of business *management,* analytical techniques, and digital communication, among others. All this is compacted into two academic periods, the first one 100% online, where the specialist will acquire the theoretical knowledge, and the second practical part, in which they will be able to develop all their skills within their own field of action during 3 weeks and with the support of adjunct experts in prestigious companies.
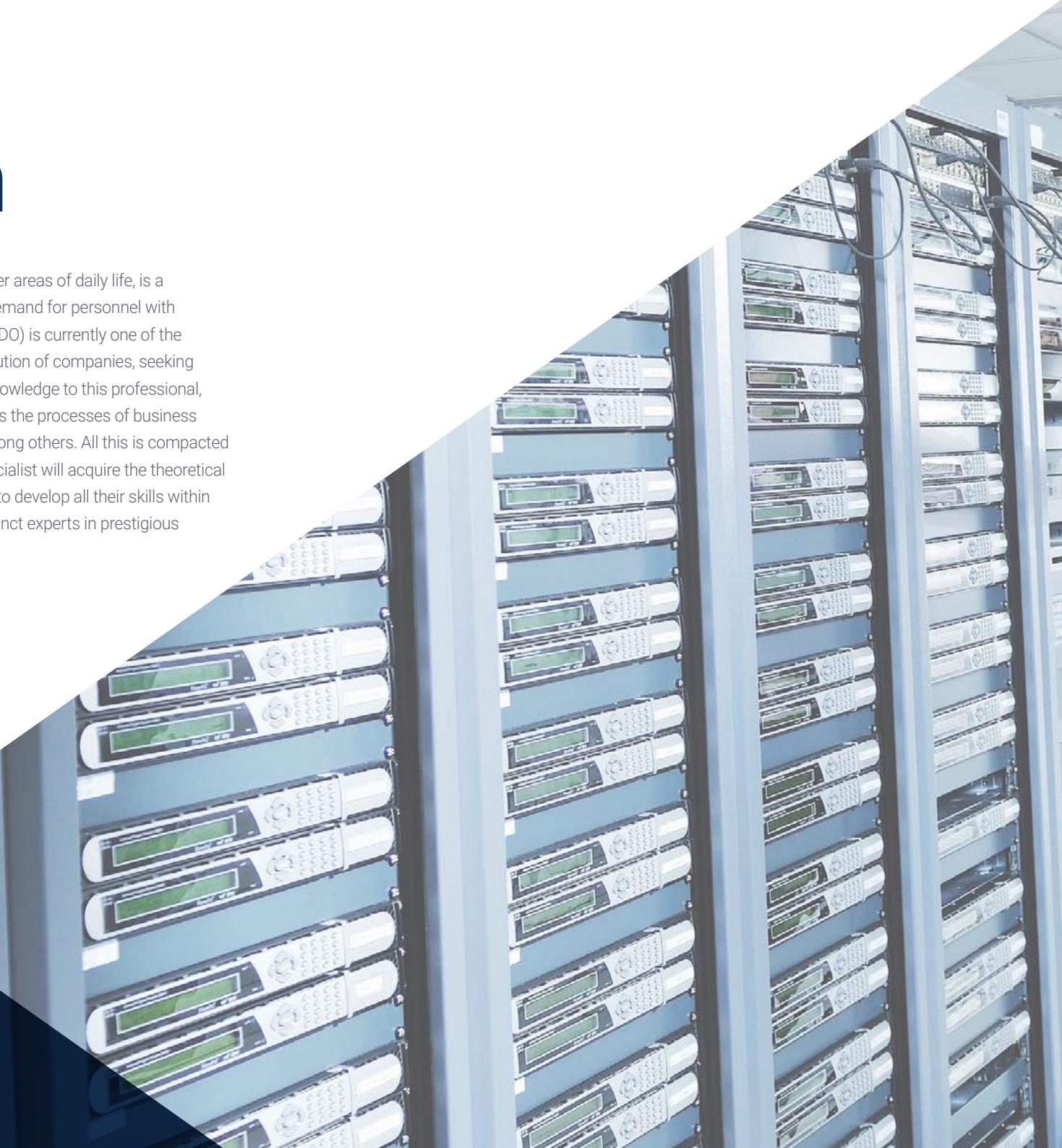
> *Delve into the trends and opportunities for digital transformation as a necessity that influences your organization's customers"*

The CDO is the professional figure who will exponentially project the digital development of the organization for which he works. They will also be responsible for the company's adaptation to the new digital environments in terms of communication and advertising. In this sense, the expert manager must master knowledge in e-commerce, digital analytics, Marketing, or the brand-new universe of Social Media without forgetting business management.

To achieve this, TECH offers a Hybrid Professional Master's Degree MBA in Digital Transformation (CDO, *Chief Digital Officer*) for business professionals seeking to lead the company's digitization process. The agenda of this program ranges from the implementation of process automation and integration with customers and suppliers to the knowledge of behavioral trends in users, as well as the new communication that all companies will have to face. In addition, with it, the manager will be able to master the systems to establish the Digital Strategy through a 360° vision applied to the customer experience and the internal experience in the company.

In addition, TECH's 100% online teaching methodology allows total flexibility to students, so they can combine the program with all kinds of professional and personal responsibilities. In this theoretical and practical degree, a study without fixed schedules is proposed through online content, which can be enjoyed anytime. Likewise, all the content provided in the first instance will also be developed in practice with the clinical stay of 3 weeks that the CDO will be able to enjoy.

The practical training and the theoretical period will be guided at all times by a specific tutor with high skills in digital transformation and attached to the company where the commercial specialist develops their internship. This allows students to apply updated knowledge and techniques in a real environment. A space in which to contextualize all the theoretical information acquired and have the support of professionals with years of experience in the sector.

This **Hybrid Professional Master's Degree in MBA in Digital Transformation (CDO, Chief Digital Officer)** contains the most complete and updated program on the market. Its most outstanding features are:

- Development of more than 100 clinical cases presented by professionals with extensive experience in *Management Consulting,* committed to generating a true partnership with their clients

- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice

- Model and design business processes using BPM methodology, creating process maps and process documentation

- Develop of a strategic vision to lead the processes of change in innovation management and Digital Transformation

- Domain the Digital Strategy, understanding with a 360° vision, applied to the customer and as well as to the internal experience in the company

- Acquire a strategic vision and the ability to define a marketing plan, through an exhaustive analysis of the tools to be used in: social networks, *influencers*, marketing, email marketing, SEO positioning, *mobile* marketing and ASO, *paid-media* campaigns, affiliate marketing, programmatic advertising, loyalty programs and *cobranding* actions

- 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 clinical internship in one of the best centers on the international scene

"*Be part of the digital revolution in internal and external communication and update your management skills with 10 high-quality academic modules*"

In this Hybrid Professional Master's Degree program, of professionalizing character and hybrid learning modality, the program is aimed at updating CDO professionals who aspire to include all the updated knowledge in their organization. The contents are based on the latest scientific evidence and oriented in a didactic way to integrate theoretical knowledge into professional practice, and the theoretical-practical elements will facilitate the updating of the tools that will allow the specialist to approach business marketing towards the new trends of social networks and immediacy.

Thanks to the multimedia content, developed with the latest educational technology,they will allow the digital sector professional a situated and contextual learning, that is, a simulated environment that will provide immersive learning programmed to train 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 student will be assisted by an innovative interactive video system created by renowned experts.

Incorporate strategic management models into your daily practice and manage your company's processes successfully.

Apply the knowledge in Design Thinking so that you can participate in the innovation of your Startup's processes.
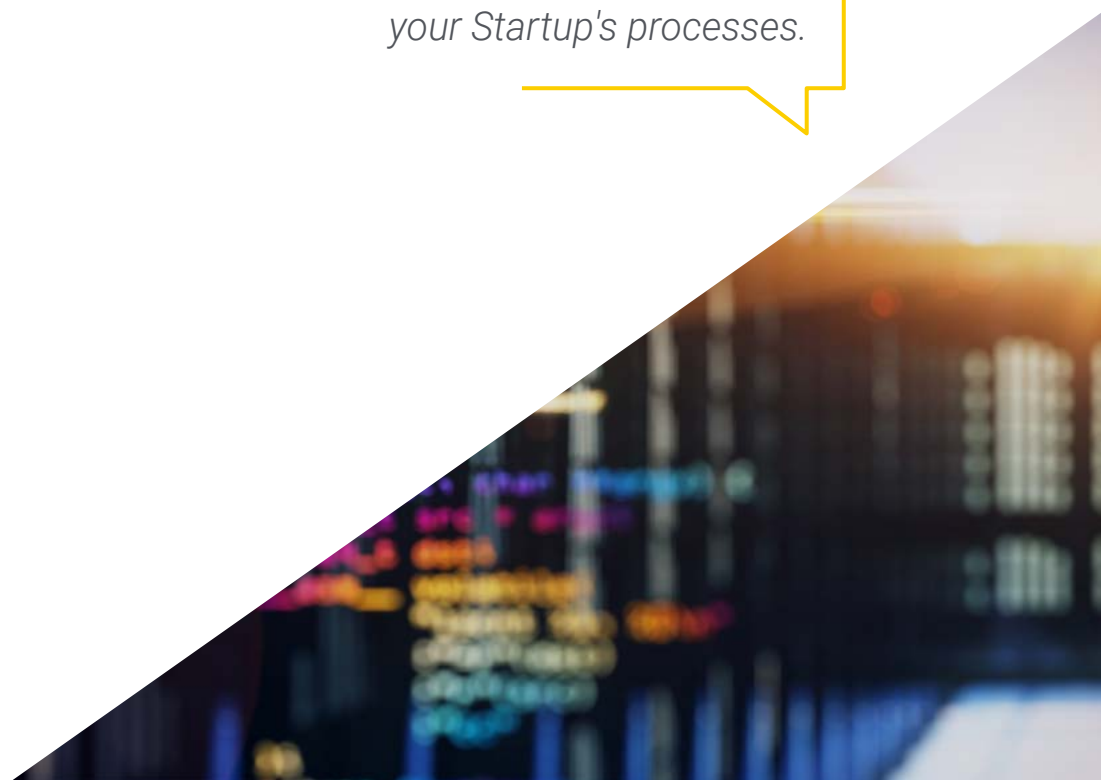
Why Study this Hybrid Professional Master's Degree?

Unlike other educational programs on the market, TECH offers you the possibility of combining the study of the contents of this Hybrid Professional Master's Degree in two fundamental stages. The first one focuses on the 100% online and theoretical study of the responsibilities, tasks, and competencies of a *Chief Digital Officer*. Afterwards, the student will participate in an intensive internship in a first class company where they will apply what they have learned in a practical way and, at the same time, perfect their skills. In that way, you will become an expert whose skills will be of interest to the Startups most interested in their growth and digital transformation.

This study model combines 100% online learning on TECH's platform with an excellent practical, immersive, and intensive 3-week exercise that will greatly benefit your professional career"

1. Updating from the latest technology available

This study program will provide students with access to the most innovative technologies for the application of *Business Process Management.* In particular, they will analyze the tools that facilitate internal communication and the integration of digital resources in the business exercise in a practical and theoretical way.

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

All professionals involved in this program have extensive experience in digital transformation. These experts will be in charge of supervising the student's academic progress through the theoretical contents received in TECH's 100% online learning platform and in the internship organized to enhance the updating of new practical skills.

3. Entering first-class *Startups* environments

The companies chosen by TECH for the practical training of this Hybrid Professional Master's Degree have extensive experience and prestige in the field of Digital Transformation. These companies will offer the student, from the first moment, the best technologies and the practical experience of leading experts.

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

In order for the student to become a competitive *Chief Digital Officer*, this program has an up-to-date theoretical syllabus. In turn, the student will be able to apply everything learned in this educational segment through a practical stay that, due to its intensive and immersive nature, will provide them with the most advanced skills of this labor market quickly and flexibly.

5. Expanding the Boundaries of Knowledge

TECH does not want its students to limit their learning options to the local scene. For this reason, it has chosen companies from different latitudes that will be responsible for offering a first-class practical stay to all its students. This is only possible thanks to the wide network of contacts and agreements available to this academic institution, the largest in the digital field at this time.

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

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Objectives

This Hybrid Professional Master's Degree MBA in Digital Transformation (CDO,*Chief Digital Officer)*has been created with the main objective of providing the CDO professional with the latest techniques to embrace the multitude of emerging technological fields. In addition, the syllabus has been developed by a team specialized in*Management,*Executive Coaching, and strategic consulting, which has extensive experience in different*reference*Startups. An expert team that aims to transmit knowledge to graduates in marketing, e-commerce, and digital business. Thanks to their collaboration, students will learn about real cases and simulations, which will be very useful during their practical stay and directly influence their daily work.

Increase your skills to become one of the leading managers who master Business Process Management to perfection"

General Objective

- This program has a rigorous update in *e-marketing* to strengthen the performance of digital specialists in areas of technology management, process control, and leadership behaviors in the field of *Chief Digital Officer*. Likewise, the practical internship, which is part of the second period of this program, is a turning point in the career of the technological professional. In this hands-on training, you will be able to dig directly into your field and apply the knowledge using the latest digital tools already incorporated in prestigious *Startups*. The professionalism of the team with which the students will be instructed will be involved in the whole practical process and will not only help them to deal with different real cases, developing new skills and managerial abilities but will also help them to make decisions with a global character and an international perspective

Specific Objectives

Module 1. The Digital Environment in Business Processes
- Master the different BPM technological solutions and select the one that best suits each organization
- Identify innovative processes that allow the creation of new technological products and services

Module 2. Digital Transformation in the Company
- Model and design business processes using BPM methodology, creating process maps and process documentation
- Develop a conceptual framework for the analysis of digital maturity and the challenges at the level of strategy, processes, technology, culture and people faced by the organization in the new digital paradigm

Module 3. The New Digital Era: *Internet of Things (IoT)*
- Implement process automation and integration with customers, suppliers, workers, organizations, documents, systems and technology
- Develop a strategic vision to lead the processes of change in innovation management and Digital Transformation

Module 4. Digital Transformation as a 360º Strategy
- Master the different technological trends that are taking place so that you can have a strategic and global vision when applying them in your projects
- Establish the Digital Strategy, understanding this with a 360º vision, applied to the customer experience as well as to the internal experience in the company

Module 5. Marketing Channels in the Digital Era

- Define a marketing plan through an exhaustive analysis of the tools used in social networks, *Influencer* Marketing, Email Marketing, SEO positioning, *Mobile* Marketing, and ASO, among others
- Implement *Paid-Media* campaigns, affiliate marketing, programmatic advertising, loyalty programs, and *Cobranding* actions

Module 6. New Behaviors in Business Digital Transformation

- Learn about and reflect on the different behavioral trends in users, as well as the new communication that all companies will have to face
- Examine developments by sector in the digital environment, such as Health, Tourism, or Mobility

Module 7. *Business Process Management* (BPM)

- Implement *Business Process Management* in a timely and successful manner
- Identify process reference models such as APQC and SCOR

Module 8. Process Modeling and Analysis

- Create process models taking into account the most commonly used types of notation
- Know the most relevant aspects of the models in order to choose the right type of modeling for each scenario

Module 9. Process Control and Optimization

- Design the desired process and evaluate its performance, formulating management indicators according to the level of the organization
- Apply different Methods to Measure and Control Performance

Module 10. Legal Aspects of Digital Transformation

- Develop solid structures on the main legal issues related to the Digital Transformation processes
- Acquire a critical view the impact of technology on the law and the main challenges that have arisen in the digital sphere

Enroll now to experience a theoretical and practical experience that will give you the keys to master the different BPM technological solutions, among other issues"

Skills

Technological evolution is part of consumers' daily lives. The strong focus on e-commerce and digital tools requires intensive and exhaustive training for professionals in this sector. Managers and professionals who develop the role of CDO must be aware of the daily additions that occur in their field. These specialists must master the management of a constantly changing environment, as well as analyze business procedures or the optimization and control of such processes. In this sense, the digital professional will find in this program a unique opportunity to develop precisely through a digital tool and also with a practical period that will increase the improvement of their skills as CDO.

"

Discover now the impact your digital business can have on your target audience with optimal digitization techniques and advertising breakthroughs"

General Skills

- Understand the impact of digital transformation on customers, processes, business models, human talent and work tools
- Lead the changes that are transforming organizational processes worldwide
- Develop the vision and strategic capacity to define a marketing plan, as well as the tools that are currently being used
- Optimize the creation of companies under the digital guideline that includes the most important tools and techniques for their subsequent service

With this program, you will be able to lead the change processes of innovation management and Digital Transformation in different startups on the international scene"

Specific Skills

- Apply the use of new technological tools in the organization
- Acquire a strategic vision to lead the change processes of innovation management and digital transformation
- Create a digital transformation team understanding which areas of the company and profiles should be involved
- Analyze the business impact of the use of current technologies
- Analyze the digital environment: consequences, challenges and opportunities from a marketing perspective
- Lead and manage the digital marketing area at the enterprise level
- Master the advances in new advertising formats, thereby having the necessary knowledge to bet on them in the future strategy
- Implement a digital strategy by seeing the impact it is having on different sectors today
- Recognize if the company has the necessary elements for a successful implementation of the BPM project
- Create business process models taking into account the most commonly used types of model notation.
- Plan and organize the available resources to ensure comprehensive legal protection of the company.

Course Management

TECH has called on a teaching team with years of experience in the information systems, digital commerce, and advertising sectors so that these professionals can simultaneously guide the specialists toward new technological fields to develop their business sales skills. They are professionals who have not only put their knowledge into the syllabus but have also included their experience in the action scenario to make students understand the importance of adapting business processes to the models and types of notation most commonly used in *Startups*.

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"It has the support of a teaching staff committed to updating you in Digital Transformation through knowledge and resources drawn from their own experience"

Management

Barrientos, Giancarlo

- He is currently IT Manager at Assist-365
- Information Systems Engineer with a specialization in Software Engineering from USAL Buenos Aires
- Co-founder and CTO at LogTech
- Founder and CTO at Dash Core
- Master's Degree in Process Management and Digital Transformation
- Software Engineer from Universidad del Salvador

Mr. Nieto-Sandoval González- Nicolás, David

- Energy Efficiency and Circular Economy Engineer at Aprofem
- Industrial Technical Engineer from the EUP of Malaga
- Industrial Engineer for ETSII of Ciudad Real.
- Data Protection Officer (DPO), Antonio Nebrija University
- Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels
- Writer of technological training content for both public and private entities.
- Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Ms. García Salvador, Laura
- CMO - Head of Marketing at Zacatrus
- CMO and Growth at Ruralka Hoteles
- Marketing Manager at Adopta un Abuelo
- Master's Degree in Digital Marketing in ESIC
- Graduate with a Double Degree in Business Administration and Management and Advertising and Public Relations

Mr. Goenaga Peña, Andrés
- Lawyer, Writer, and Specialist in Industrial Property, Copyrights, and New Technologies
- Master's Degree in Industrial Property, Copyrights and New Technologies from the Externado de Colombia University
- Law Degree, University del Norte

Ms. Garrido Brito, Stephanie
- Scrum Master at Trinet
- Scrum Master and Lean Tech
- Resident Logistics Engineer at Marval
- Operational Coordinator at Geotech Solutions
- Postgraduate degree in Coaching, NLP and team leadership, logistics and process management from the Escuela de Negocios Europea de Barcelona
- Master in Digital Transformation in Industrial Engineering
- Degree in Industrial Engineering from Universidad del Norte

Ms. Gómez Morales, María Daniela

- Specialist in Industrial Engineering
- Student Advisor at Universidad del Norte
- Production Analyst in Smurfit Kappa
- Counseling and College Life Analyst in Atlántico
- Degree in Industrial Engineering from Universidad del Norte

The syllabus built by this internationally renowned teaching staff will enable you to quickly and flexibly acquire the most innovative know-how in this area of business development"

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Educational Plan

The content of this program has been carefully planned with a teaching team versed in the digital environment and the most innovative sales strategies. Likewise, the entire syllabus has been written following TECH's pedagogical methodology, based on *Relearning*, which exempts students from long hours of study, thanks to the progressive and gradual assimilation of the content. The multiple multimedia resources, video summaries, and simulated cases based on real examples make the academic experience much more flexible and enriching and provide access to a very useful reference guide that the CDO can consult in their day-to-day professional life. It is worth mentioning the theoretical-practical teaching offered by TECH since, thanks to it, the specialist will be able to put into practice all the previous information provided and developed in the following list:

You will have at your disposal the reference guide so that, once you have finished your program, you will have the specific contents on new business models, and you will be able to consult them offline"

Module 1. The Digital Environment in Business Processes

1.1. The Digital World
    1.1.1. Trends and Opportunities
    1.1.2. Digital Transformation: Choice or Necessity
    1.1.3. The Impact of the Digital Age on Customers
1.2. Impacts of Digital Transformation
    1.2.1. Internal and External Communication
    1.2.2. In Sales and Customer Channels
    1.2.3. New Business Models
1.3. Process Management
    1.3.1. Processes
    1.3.2. Process and Cycle *Deming*
    1.3.3. Business Process Mapping
        1.3.3.1. Strategic Management
        1.3.3.2. Operational or Value Chain
        1.3.3.3. Support
1.4. Optimization in Process Management
    1.4.1. Process Based Focus
    1.4.2. Process Improvement Phases
    1.4.3. Continuous Improvement and Organization
1.5. Process Innovation
    1.5.1. *Design Thinking*
    1.5.2. Agile Approach
    1.5.3. *Lean Start-up*
1.6. Digital Strategy in the Company
    1.6.1. Digital Marketing and E-Commerce
    1.6.2. Integrating Traditional and Digital Marketing
    1.6.3. Online Marketing Tools
1.7. Organizational Environment
    1.7.1. Change Management
    1.7.2. Strategy for the Management of Change
    1.7.3. Organizational Change Implementation

1.8. Analysis and Management of Data
    1.8.1. History, Evolution and Trends of Web Analytics
    1.8.2. The Importance of Data Analytics
    1.8.3. *Big Data* and Business Intelligence
        1.8.3.1. *Big Data*
        1.8.3.2. *Business Intelligence (BI)*
1.9. Innovation and Technology
    1.9.1. Innovative Companies
    1.9.2. Competitiveness Factors. Creativity and Innovation
    1.9.3. Innovation and Process Management
1.10. Applications and Success Stories
    1.10.1. Digital Transformation Path
    1.10.2. Projecting Digital Transformation
    1.10.3. How to Succeed in Digital Transformation

Module 2. Digital Transformation in the Company

2.1. Digital and Business Transformation
    2.1.1. Digitization vs. Digital Transformation
    2.1.2. *Social Business*: Platforms, Processes and People
    2.1.3. Organizational Models
2.2. *Smart Company* or Company 4.0
    2.2.1. Difference between *Smart Company*, *Digital Company* and *Traditional Company*
    2.2.2. Keys to Management in Digital Native Companies
    2.2.3. Design, Manufacturing, Logistics and Distribution of the Company 4.0
2.3. Digital Transformation
    2.3.1. Challenges of Digital Transformation
    2.3.2. Advantages of Digital Transformation
    2.3.3. Barriers of Digital Transformation
2.4. Typology of Digital Transformation
    2.4.1. Digital Transformation by Type of Business
    2.4.2. Digital Transformation by Models of business
    2.4.3. Digital Transformation by User Profile

2.5. Profiles Leading the Digital Transformation by Area
    2.5.1. Technology
    2.5.2. Marketing and *Growth*
    2.5.3. Human Resources
    2.5.4. Management
2.6. TI/ IS Strategic Planning
    2.6.1. The IT/IS Plan
    2.6.2. Structure of an IT/IS Plan
    2.6.3. Phases of an IT/IS Plan
2.7. Information Systems Project Management
    2.7.1. Functional and Non-functional Requirements
    2.7.2. Typology of Information Systems
    2.7.3. Entity-relationship Model
2.8. Differences Between Methodologies
    2.8.1. Differences between *Design Thinking, Lean Startup, Agile, Growth Hacking*
    2.8.2. Delving into the Methodology of *Growth Hacking*
    2.8.3. Other Methodologies *Design Sprint, Kanban and Six Sigma*
2.9. Digital Competencies
    2.9.1. Strategic, Communicative and Agile Vision
    2.9.2. Data Analytics
    2.9.3. Creativity Management
    2.9.4. Security/Safety
2.10. Consequences of Digital Transformation
    2.10.1. Digitization of Society
    2.10.2. Digital Division
    2.10.3. Flexible Work, Work by Objectives and Teleworking

Module 3. The New Digital Era: *Internet of Things (IoT)*

3.1. *Internet Of Things*
    3.1.1. Analysis of *Internet of Things*
    3.1.2. Scope and Evolution
    3.1.3. Transformation Implications for Companies
3.2. *Big Data*
    3.2.1. *Big Data* and *Small Data*
    3.2.2. The 4 V´s of *Big Data*
    3.2.3. Predictive Analytics
    3.2.4. Focus *Data Driven*
3.3. *Cloud Productivity*
    3.3.1. Features
    3.3.2. Implementation models
    3.3.3. Levels or Layers
3.4. Technology *Blockchain*
    3.4.1. *Blockchain.*
    3.4.2. Benefits of *Blockchain*
    3.4.3. *Blockchain* Applications in the Business World
3.5. Artificial Intelligence (AI)
    3.5.1. Artificial Intelligence
    3.5.2. Types of Artificial Intelligences
    3.5.3. Applications of Artificial Intelligences
    3.5.4. *Machine Learning* vs. Artificial Intelligence
3.6. Extended Reality (XR)
    3.6.1. Extended Reality (XR)
    3.6.2. Virtual Reality (VR)
    3.6.3. Augmented Reality (AR)
    3.6.4. Mixed Reality (MR)
3.7. *Augmented humans* or *Human 2.0*
    3.7.1. *Human Enhancement Technologies (HET)*
    3.7.2. *Biohacking*
    3.7.3. *Accelerated Learning*

Module 4. Digital Transformation as a 360º Strategy

Module 5. Marketing Channels in the Digital Era

5.1. Social media
    5.1.1. Relational
    5.1.2. Entertainment
    5.1.3. Professional
    5.1.4. Niche
5.2. *Influencer* Marketing
    5.2.1. Classification of *Influencers*
    5.2.2. Design of Campaign with *Influencers*
    5.2.3. Types of Campaign with *Influencers*
5.3. E-mail Marketing
    5.3.1. The Objectives of Email Marketing
    5.3.2. Key Factors in Email Marketing
    5.3.3. Email Automation
5.4. Website and SEO
    5.4.1. Website
    5.4.2. SEO *On page*
    5.4.3. SEO *Off page*
5.5. Mobile Applications and ASO
    5.5.1. Types of Applications
    5.5.2. Key Concepts
    5.5.3. ASO Positioning
5.6. Paid Campaigns
    5.6.1. *Paid-media* Strategy
    5.6.2. Google Ads
    5.6.3. Facebook Ads
5.7. Affiliate Marketing
    5.7.1. Affiliate Marketing Analysis
    5.7.2. Affiliate Marketing Types
    5.7.3. Key Aspects
5.8. Programmed Advertising
    5.8.1. Programmed Advertising
    5.8.2. Fundamental Actors
    5.8.3. Benefits of Programmed Advertising
    5.8.4. *Real Time Bidding* (RTB)
5.9. Loyalty Programs
    5.9.1. Loyalty Programs
    5.9.2. Importance of Gammification
    5.9.3. Types of Loyalty Programs
5.10. *Cobranding*
    5.10.1. *Cobranding* Campaign
    5.10.2. Types of *Cobranding*
    5.10.3. *CoBranding* vs. *Comarketing*

Module 6. New Behavior in the Digital Transformation of Companies

6.1. New Adopted Behaviors
    6.1.1. *Social Distancing*
    6.1.2. *A-commerce*
    6.1.3. *Mentor to Protége (M2P)*
6.2. Trends in Communication
    6.2.1. Inclusive and Social Marketing
    6.2.2. Ecology and Proximity
    6.2.3. Humanization
    6.2.4. Differentiation.
6.3. Evolution of the Contents
    6.3.1. Evolution of *Fast Content*
    6.3.2. Immediate Content
    6.3.3. From *Storytelling* to *Storydoing*
    6.3.4. The Rise of Premium Content

6.4.   The Evolution of Searches
    6.4.1.   The Intention of Searches
    6.4.2.   Voice Marketing
    6.4.3.   *Visual Search*
    6.4.4.   Interactive Search
6.5.   Support Advances
    6.5.1.   OOH Digital Advertising
    6.5.2.   Connected TV and *Over-The-Top (OTT)* Video
    6.5.3.   *Podcasting* and Online Audio
    6.5.4.   *Streaming*
6.6.   *Customer Centric*
    6.6.1.   *Customer Centric* vs. *Customer Experience* vs. *Product Centric*
    6.6.2.   *User Generated Content*
    6.6.3.   *Share of Voice*
    6.6.4.   Personalization
6.7.   The Evolution of E-commerce
    6.7.1.   Evolution and Perspectives
    6.7.2.   System Types
    6.7.3.   Types of E-commerce
6.8.   Behavioral Economics
    6.8.1.   Behavioral Economics
    6.8.2.   Types of Biases and *Nudges*
    6.8.3.   CRO
    6.8.4.   UX vs. UI
6.9.   Digital Transformation: Physical + Digital
    6.9.1.   Era of Digitalization
    6.9.2.   *Social, Location and Mobile (SoLoMo)*
    6.9.3.   Evolution of Payment Methods
    6.9.4.   New Challenges for Retail
6.10.   Evolution of Sectors in the Digital environment
    6.10.1.   Tourism
    6.10.2.   Mobility
    6.10.3.   Health

Module 7. *Business Process Management (BPM)*

7.1.   Enterprise Architecture
    7.1.1.   Holistic View of Business Architecture
    7.1.2.   Value Chain
    7.1.3.   Process Architecture
7.2.   Diagnosis of BPM
    7.2.1.   *Business Process Management*
    7.2.2.   Business Drivers
    7.2.3.   Necessary Elements for a Successful Implementation
    7.2.4.   Maturity Cycle
7.3.   BPM Principles
    7.3.1.   Context Adaptability
    7.3.2.   Continuity
    7.3.3.   Development of Competencies
    7.3.4.   Holism
    7.3.5.   Institutionalization
    7.3.6.   Participation of Key Stakeholders
    7.3.7.   Common Language
    7.3.8.   Intention
    7.3.9.   Simplicity
    7.3.10.   Adoption of technology
7.4.   Benefits of BPM
    7.4.1.   Corporate
    7.4.2.   Customers:
    7.4.3.   Management
    7.4.4.   *Stakeholders*
    7.4.5.   BPM Applications
        7.4.5.1. *Business Process Improvement (BPI)*
        7.4.5.2. *Enterprise Process Management (EPM)*
        7.4.5.3. *Continuous Refinement (CR)*

Module 8. Process Modeling and Analysis

Module 9. Process Control and Optimization

9.1. Process Design
  9.1.1. Fundamental Aspects of Process Design
  9.1.2. Transition from *"As is"* to *"To be"*
  9.1.3. Economic Analysis of the *"To be"* Process
9.2. Towards Process Performance Control
  9.2.1. Taking into Account the Maturity Level of the Process
  9.2.2. Performance Interpretations
  9.2.3. Measurable Aspects
  9.2.4. Performance Measurement Design
9.3. Process Performance Measurement and Control
  9.3.1. Importance of Process Measurement
  9.3.2. Process Management Indicators
  9.3.3. Steps to Create Management Indicators
9.4. Methods to Measure and Control Performance
  9.4.1. Value Stream Map (VSM)
  9.4.2. Activity-based Costing Systems
  9.4.3. Statistical Control
9.5. Statistical Process Control
  9.5.1. Statistical Parameters
  9.5.2. Variability Analysis
  9.5.3. Control Charts
  9.5.4. Sampling Plans
9.6. Process Mining
  9.6.1. State of the Art of Process Mining
  9.6.2. Process Mining Methodology
  9.6.3. Factors to Consider for Implementation
9.7. Process Intelligence
  9.7.1. Process Intelligence
  9.7.2. BAM (*Business Activity Monitoring*) Tools
  9.7.3. (*Dashboards*

9.8. Change Management
  9.8.1. Resistance to Change
  9.8.2. Uncertainty Management of Human Talent
  9.8.3. Change Management Process
9.9. Organizational Transformation
  9.9.1. Beyond Improvement
  9.9.2. Transforming the Organization
  9.9.3. Continuous Optimization
9.10. A New Business Process Management
  9.10.1. Aspects of a Process-Oriented Organization
  9.10.2. Organizational Maturity Assessment
  9.10.3. Implementation of the Governance Model
  9.10.4. BPM Roadmap Design

Module 10. Legal Aspects of Digital Transformation

10.1. Law in the Digital Transformation
  10.1.1. Relationship Between Law and Technology
  10.1.2. Retos del derecho en la era digital
  10.1.3. Forms of Association
  10.1.4. *Big Data*
  10.1.5. Legal Challenges of Artificial Intelligence
  10.1.6. Tax Aspects
10.2. Corporate Recruitment
  10.2.1. Conceptualization of Corporate Recruitment
  10.2.2. Technology Transfer Contracts
  10.2.3. *Smart Contracts*
  10.2.4. *Cloud Computing*
  10.2.5. The Digital Labor Contract
  10.2.6. Remote Work

10.3.   Intellectual Property

  10.3.1. Copyright and Related Rights

  10.3.2. Multimedia Content and Protection Measures in the Digital Environment

  10.3.3. International Copyright System

  10.3.4. Distinctive Signs (trademarks, names, trade names, trade ensigns and appellations of origin)

  10.3.5. Patents (inventions, utility models and industrial designs)

  10.3.6. Domain Names

10.4.   Legal Information Technology

  10.4.1.   *Blockchain.*

  10.4.2.   Digital Signatures and Electronic Signatures

  10.4.3.   Computer Forensics

10.5.   Competition/*Antitrust*

  10.5.1.   Market Analysis: Microeconomics

  10.5.2.   Competition Law in the Digital Age

  10.5.3.   Defense and Compliance Strategies

10.6.   Free Trade Agreements

  10.6.1.   Fundamental Elements of Free Trade Agreements

  10.6.2.   Competitive Advantages of Free Trade Agreement Management

  10.6.3.   Main Free Trade Agreements in the Digital Area

10.7.   Valuation of Intangible Assets

  10.7.1.   Classification of Intangible Assets

  10.7.2.   International Asset Valuation Standards

  10.7.3.   Current Trends in the Intangible Economy

10.8.   Protection of Personal Data

  10.8.1.   Applicable Concepts

  10.8.2.   Databases

  10.8.3.   *Big Data*

  10.8.4.   Data Protection in the European Union and in the United States

10.9.   Protection of Consumer Rights

  10.9.1.   Consumer Rights

  10.9.2.   International Regulation of Electronic Commerce

  10.9.3.   Consumer Arbitration

  10.9.4.   Trends

10.10. *Legal TECH*

  10.10.1. *Legal Tech for Documents*

  10.10.2. *Legal Tech for Contracts*

  10.10.3. *Legal Tech for Finance*

  10.10.4. *Legal Tech for Design*

  10.10.5. *Legal Tech for Evidence*

Download all the contents of the Hybrid Professional Master's Degree MBA in Digital Transformation (CDO, Chief Digital Officer) and acquire a reference guide that you can count on even after completing the degree"

Practices

This Hybrid Professional Master's Degree MBA in Digital Transformation (CDO, *Chief Digital Officer*) includes in its itinerary a 3-week stay in prestigious companies that are also immersed in IT renewal. Thanks to this practical period, the business management professional will have access to the most up-to-date tools and techniques used in the real scenario in which they will carry out their work as a manager.
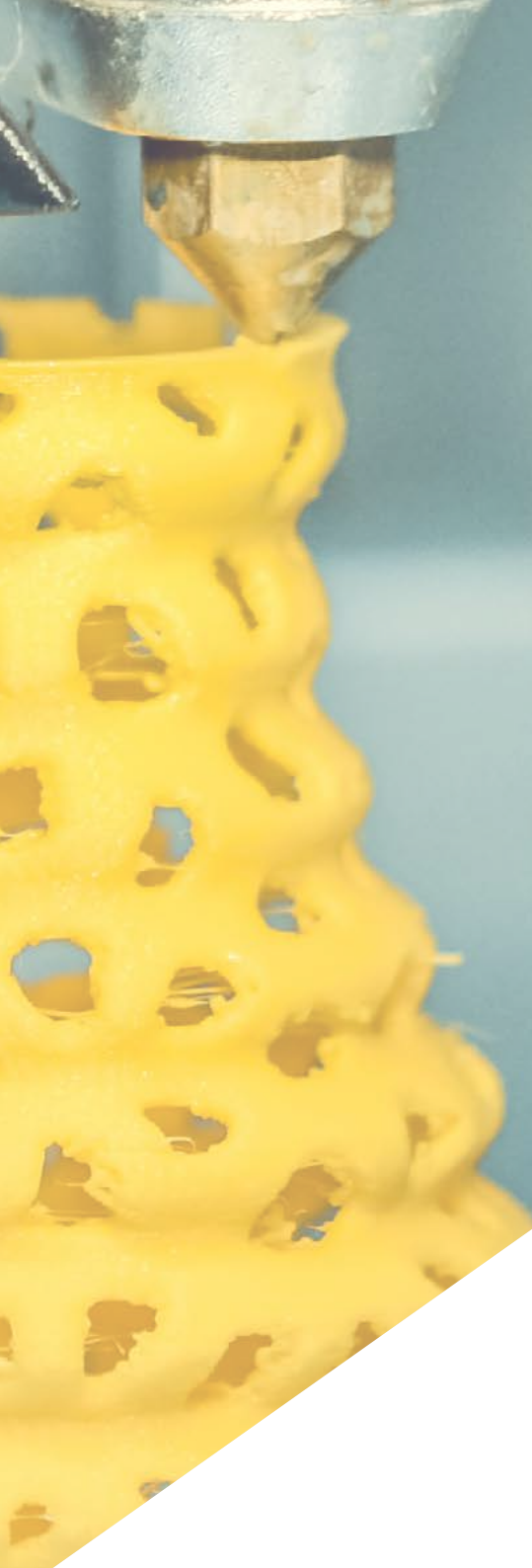
Join now to integrate new technological tools into your organization and optimize your web-based sales system"

By taking this Hybrid Professional Master's Degree, students will not only have direct access to the teachers but will also have an assistant tutor for the internships. In this case, the assistant will be in charge of offering a second opinion to the student to ensure their adequate performance in the processes of digitization of organizations or the commitment to online sales models. In addition, this will allow specialists to work with the support of professionals who have extensive experience, in order to learn about digital environments that have incorporated advances and new technologies in their work.

During the Internship Program, the specialists will be instructed in situ and a dynamic manner during 8 consecutive 8-hour days from Monday to Friday. It is an opportunity for specialists who are not satisfied with a theoretical program and want to increase their knowledge in analytical techniques, digital communication, or the *Internet of Things* in their own company, together with experts and real customers. In this sense, students will be able to analyze, implement, and propose a change in the IT character of the company or its digital commerce.

All the activities that the management professional will carry out during their practical stay are aimed at perfecting their competencies and aptitudes in the commercial area. In this way, students will be able to achieve their professional objectives, update their knowledge, and design new business models, including the Deming cycle in the processes, among a multitude of other skills in BI and business approach.

The internship 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 Advertising Communication praxis (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:

Module	Practical Activity
Main developments in *Business Process Management (BPM)*	Develop an enterprise architecture
	Manage the working tools for *Business Process* diagnostics
	Use Process Benchmarking Models in Digital Transformation
	Manage Modeling Software (BPMS)
The latest trends Digital Transformation in the Company	Apply Social Business strategies*to different platforms, processes, people, and organizational models*
	Properly implement Enterprise 4.0 design, manufacturing, logistics, and distribution
	Apply IT/IS strategic planning, as well as its phases and structure
New Behaviors in Business Digital Transformation	Implement *Social Distancing, A-commerce Mentor to Protect (M2P)* methodologies
	Use Digital Transformation as a 360º *strategy, giving way to Rebranding, HR Marketing, and Social Selling*
	Implementing payment methods according to the latest digital trends
Marketing channels in the digital era for the company in the midst of a transformation process	Implement strategies from Social Networks, *Influencer Marketing, and Email Marketing*
	Deploy an affiliate marketing strategy and loyalty programs
	Apply programmatic advertising and run paid campaigns
Legal Aspects of Digital Transformation	Implement tax aspects through *Smart Contracts and other properties of Cloud Computing*
	Design data protection policies for the company from the basis of Legal Informatics, *Blockchain, digital signature and electronic signature, computer forensics, etc*

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.
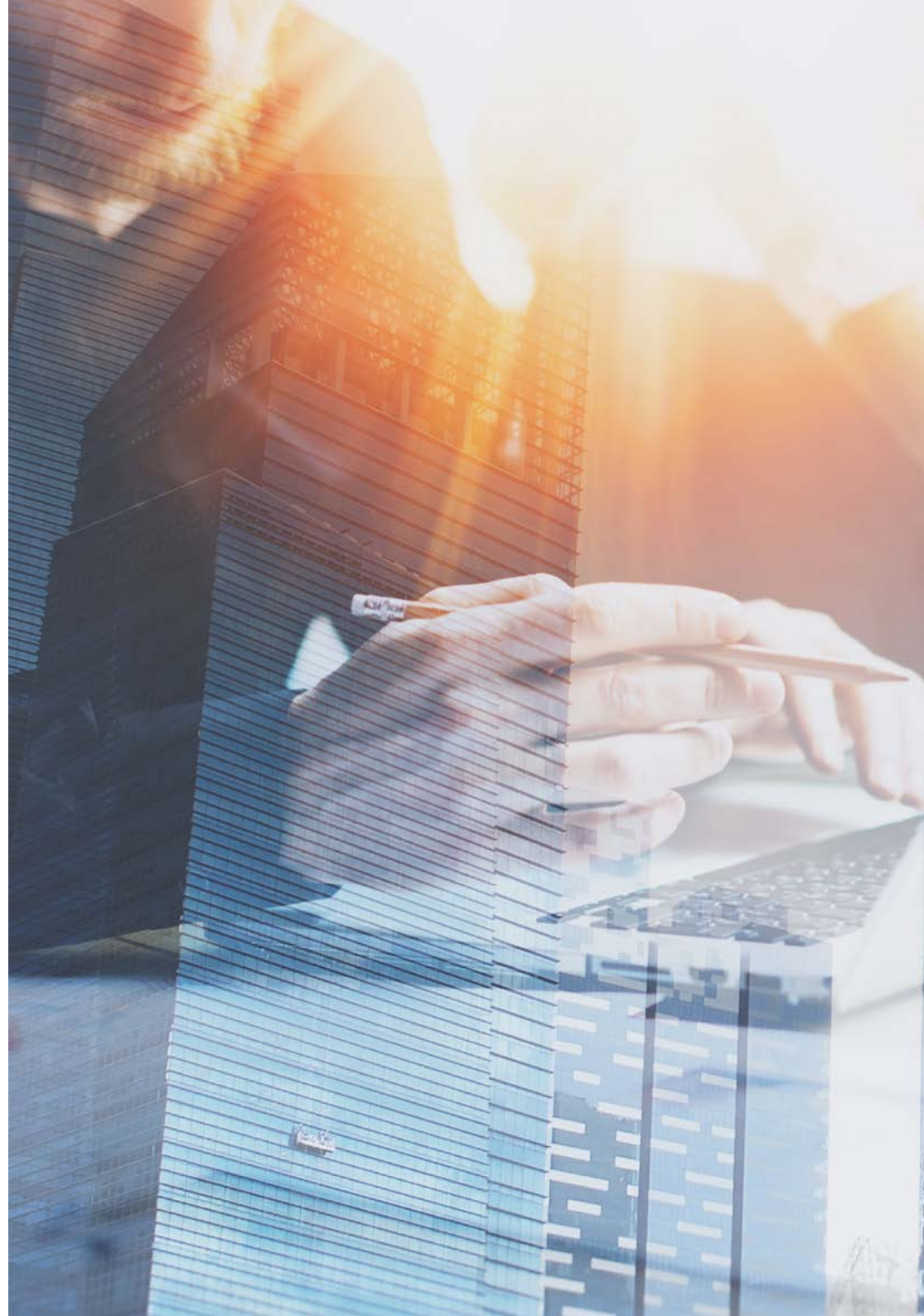
General conditions of practical training

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 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.

Where Can I Do the Internship?

The Hybrid Professional Master's Degree MBA in Digital Transformation *(CDO, Chief Digital Officer)* proposes a practical stay in which specialists will be able to develop their skills in the real scenario of action. In addition, the *Startups* will be provided with all the materials and tools necessary to develop the day-to-day business work and the theoretical background knowledge they will have. This includes the development of the enterprise architecture, the diagnosis of *Business Process Management BPM,* the principles of BPM and the sectoral application of BPM, among many other developments. In turn, TECH facilitates practical instruction by allowing the professional to choose the practical center that best suits their interests or personal situation.

tech

Complement the theoretical section of this degree with a practical stay that will help you to project your business model in the digital environment"

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

School of Business

Grupo Fórmula

Country	City
Mexico	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

Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"

Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

10
Certificate

The Hybrid Professional Master's Degree in MBA in Digital Transformation (CDO, Chief Digital Officer) guarantees, in addition to the most rigorous and updated education, access to a Hybrid Professional Master's Degree issued by TECH Technological University.

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 MBA in Digital Transformation (CDO, Chief Digital Officer)** contains the most complete and updated program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program 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 program. In order to do so, students , should contact their academic advisor, who will provide them with all the necessary information.
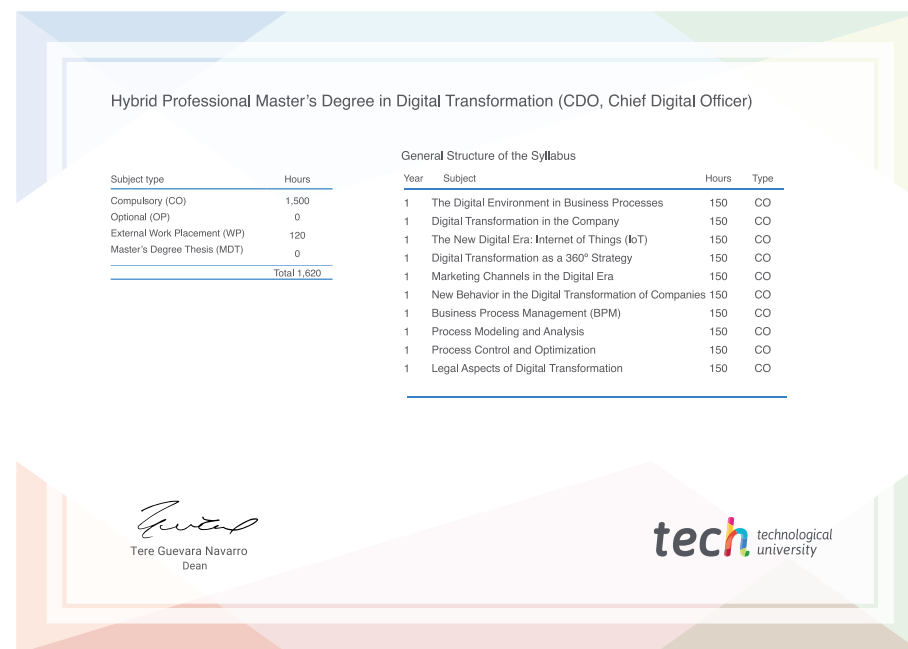
Program: **Hybrid Professional Master's Degree in MBA in Digital Transformation (CDO, Chief Digital Officer)**

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

Duration: **12 months.**

Certificate: **TECH Technological University**

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

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
Degree in Digital Transformation (CDO, Chief Digital Officer)

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 Digital Transformation (CDO, Chief Digital Officer)

General Structure of the Syllabus

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

Year	Subject	Hours	Type
1	The Digital Environment in Business Processes	150	CO
1	Digital Transformation in the Company	150	CO
1	The New Digital Era: Internet of Things (IoT)	150	CO
1	Digital Transformation as a 360° Strategy	150	CO
1	Marketing Channels in the Digital Era	150	CO
1	New Behavior in the Digital Transformation of Companies	150	CO
1	Business Process Management (BPM)	150	CO
1	Process Modeling and Analysis	150	CO
1	Process Control and Optimization	150	CO
1	Legal Aspects of Digital Transformation	150	CO

Tere Guevara Navarro
Dean

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

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Hybrid Professional Master's Degree

MBA in Digital Transformation (CDO, Chief Digital Officer)

Course Modality: **Hybrid (Online + Internship)**
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Hybrid Professional Master's Degree
MBA in Digital Transformation
(CDO, Chief Digital Officer)

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