

Internship Program

MBA in Digital Transformation (CDO, Chief Digital Officer)



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(CDO, Chief Digital Officer)

Index

01

Introduction

p. 4

02

Why Study an Internship Program?

p. 6

03

Objectives

p. 8

04

Educational Plan

p. 10

05

Where Can I Do the Internship Program?

p. 12

06

General Conditions

p. 14

07

Certificate

p. 16

01 Introduction

Among the activities that the *Chief Digital Officer* (CDO) develops in his company, it is worth mentioning the decision-making and the implementation of business plans focused on the sales strategy. Given its importance in the technological development of *startups*, this professional figure must perfectly master the ins and outs of the unstoppable technological revolution of the digital era, but, above all, must be confident when it comes to putting their knowledge of e-commerce into practice. For this reason, TECH has designed a program that focuses Marketing graduates on the highest level of business practice. This practical qualification will be possible in the very scenario of action during 3 weeks, a period in which specialists will be supported by the best experts.

“

You will master, with this study program, the most effective techniques for the development of Affiliate Marketing campaigns, Paid-Media, among others”





Digital transformation is in full expansion. Companies wishing to join this revolution must have a competitive edge that distinguishes them from the rest and makes them more effective in reaching their audiences. In this business projection, the professional (CDO) collaborates integrally, leading the company's online performance models, as well as its product strategies and digital services. Therefore, the main objective of this Internship Program is to provide specialists with an experience that teaches them about innovations and business trends and makes them master the field of action with all the guarantees.

TECH offers an intensive stay in large Startups focused on digital business for specialists to develop techniques in *Paid-Media* campaigns, Affiliate Marketing, programmatic advertising, loyalty programs, and *co-branding* actions in the real environment. This practical period will consist of 3 weeks of learning, integrating the latest technological tools in order to reinforce their instruction. This academic process will extend from Monday to Friday, in 8-hour days, in an immersive way, where the student will receive specific tasks, with varying complexity, from the beginning.

In addition, they will have the support and guidance of professionals belonging to the companies' team of experts throughout the training. In particular, they will be supported by an assistant tutor, who will be in charge of linking them to different productive dynamics and will supervise first-hand the pace of their academic progress. Upon completion of this program, TECH aspires to enable its students to access competitive and demanding jobs thanks to the wide number of skills they will acquire throughout 120 demanding educational hours.

02

Why Study an Internship Program?

For the theoretical mastery of the Chief Digital Officer's professional activity, the educational market offers a wide range of training programs. However, there are few pedagogical degrees focused on the acquisition of competencies in a direct way. For this reason, TECH bursts onto the academic scene with an exclusively practical and intensive training program. Throughout 3 weeks of learning, the student will develop the most sought-after and demanded skills in the Digital Transformation business scenario and, therefore, will achieve their expectations of personal and professional growth in less time than other educational processes available.



With TECH, you will have a practical, intensive, and immersive stay, which will open the doors to the most updated knowledge of a competitive and demanding professional sector".

1. Updating from the latest technology available

In this study program, the student will learn about the main technological resources available to establish a Digital Transformation strategy. In particular, the student will delve into those tools that enhance the development of innovative marketing campaigns, facilitate direct dialogue with customers, or streamline the company's internal communication.

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

During 3 weeks of rigorous practice, the student will acquire new practical skills from experts with extensive experience. At the same time, they will be supported by a designated tutor who will monitor their progress and assign tasks that will increase their skills in a faster and more flexible way.

3. Entering into first-class *Startups* environments

TECH has studied all those companies that strive to implement Digital Transformation within their management and have achieved high-impact results. Through this meticulous search, it has managed to choose internationally renowned facilities that have the best experts and the most updated technologies.



4. Putting the acquired knowledge into daily practice from the very first moment

This learning model, 100% practical, has been designed by TECH so that the student does not succumb to a high theoretical load. On the contrary, the objective of this Internship Program is to develop the most innovative competencies from day one and to complete them in an agile manner in only 120 educational hours.

5. Expanding the Boundaries of Knowledge

With the help of this program, graduates will be aware of the international panorama of this discipline. This is made possible by the fact that the institutions chosen for the internships are located in different geographical latitudes, giving this innovative academic model a more globalized scope.

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

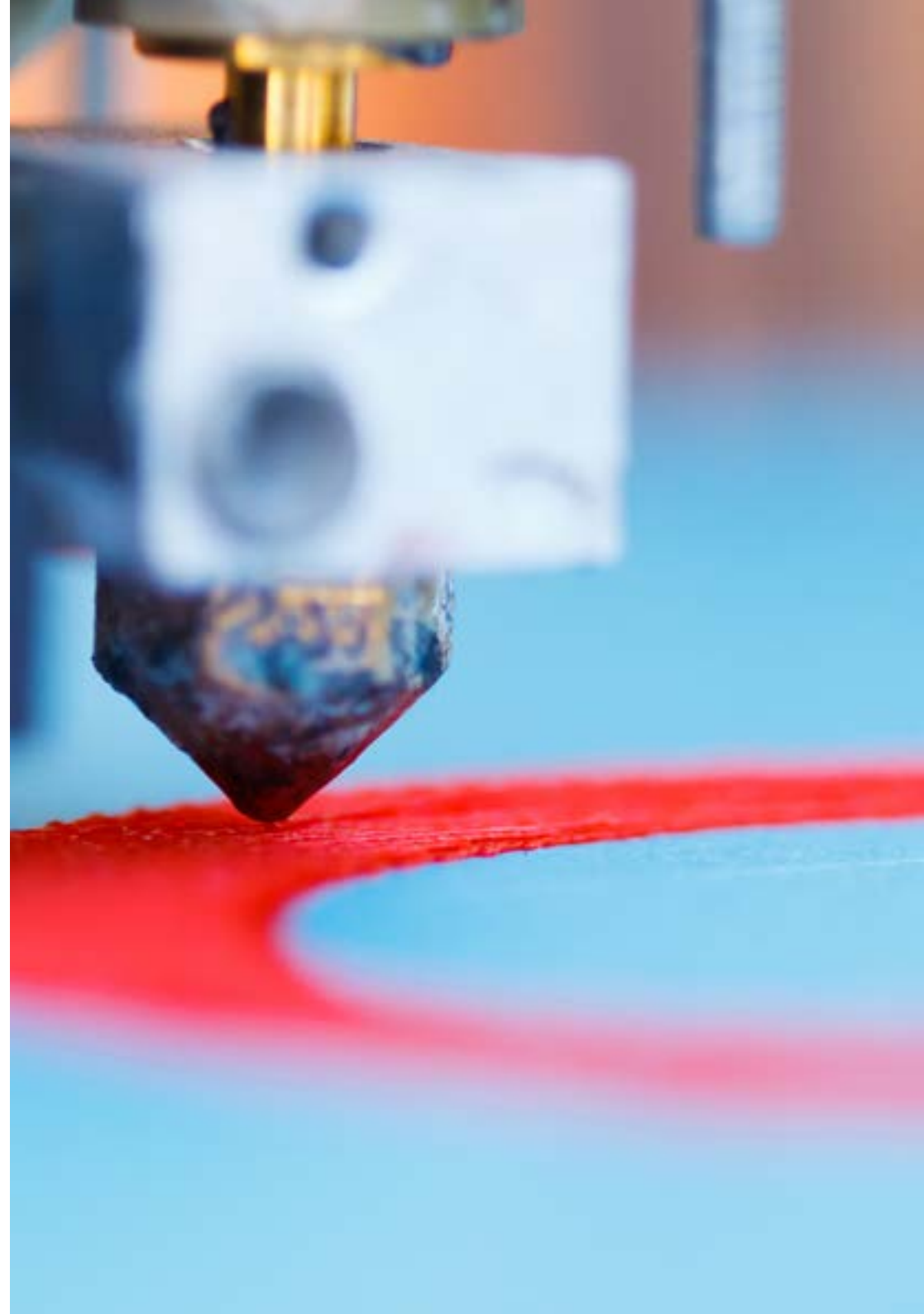
03 Objectives

This MBA Internship Program in Digital Transformation (CDO,*Chief Digital Officer*) has the updating of knowledge in the practice itself as its main objective. In it, the students will be instructed by the business team involved in the whole practical process. In this way, the specialists will address the concepts of management coaching and strategic consulting. This is the best way and, above all, a direct and practical way to strengthen the performance of digital specialists in the areas of technology management, process control, and leadership behaviors in the field of *Chief Digital Officer*.



General Objectives

- ♦ Master the different BPM technological solutions and select the one that best suits each organization
- ♦ Identify innovation processes that allow the creation of new technological products and services
- ♦ Model and design business processes using BPM methodology, creating process maps and process documentation





Specific Objective

- 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
- Implement process automation and integration with customers, suppliers, workers, organizations, documents, systems and technology
- Develop a strategic vision that allows you to lead innovation management and Digital Transformation change processes
- 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 360° vision, applied to the customer experience 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, *influencer* marketing, email marketing, SEO positioning, *mobile* marketing and ASO, *paid-media* campaigns, affiliate marketing, programmatic advertising, loyalty programs and *cobranding actions*
- Learn about and reflect on the different behavioral trends in users, as well as the new communication that all companies will have to face
- Implement *Business Process Management* in a timely and successful manner
- Create process models taking into account the most used notation types, knowing their relevant aspects, in order to choose the appropriate modeling type for each scenario
- Design the desired process and evaluate its performance, formulating management indicators according to the level of the organization
- Develop solid structures on the main legal issues related to digital transformation processes, in order to obtain a critical view on the impact of technology on law and the main challenges that have arisen in the digital sphere



This Internship Program provides you with the tools to develop solid structures on the main legal issues related to digital transformation processes"

04

Educational Plan

The Internship Program's Internship Program in Digital Transformation is developed during 3 weeks of exhaustive practices so that specialists dedicated to the digital revolution can compete with new online Marketing methodologies. The 8-hour consecutive days are distributed from Monday to Friday with the support of an assistant tutor from the company. In this way, the marketing and digital commerce graduate will be able to carry out fieldwork in situ, with real customers, and with the support of tutors to develop business management focused on the e-commerce environment and technological progress.

TECH has designed the practical training so that the specialist performs commercial work from a digital point of view, delving into new trends, fast commerce, and social networks. In this way, they will optimize their future employment or expand their skills in their current job and meet the demands of the industry in an active role. Students will carry out the modeling and design of business processes using the BPM methodology, elaborating process maps and documentation. In addition, they will master the Digital Strategy, understanding it with a 360° vision, applied to the customer experience and the company's internal experience.

The main objective of this proposal is to improve the performance of CDOs so that they can have promotion options within their own current company or their incorporation in new Startups that, after the pandemic, have demanded great professionals in this area. In addition, the specialists will be accompanied by a team of IT experts, who will be responsible for guiding and orienting the students to adopt a strategic vision and develop their ability to define a marketing plan through an exhaustive analysis of the tools. This is the best and most direct way to understand and integrate *Cobranding* processes through innovative tools and in a business scenario that will provide the specialist with digital tools to apply email Marketing, SEO positioning, and Mobile Marketing, among others.

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



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

Module	Practical Activity
Main developments in Business Process Management (BPM)	Develop an enterprise architecture
	Manage the working tools for <i>Business Process</i> 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 <i>different platforms, processes, people, and organizational models</i>
	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 <i>Social Distancing, A-commerce Mentor to Protect (M2P)</i> methodologies
	Use Digital Transformation as a 360° <i>strategy, giving way to Rebranding, HR Marketing, and Social Selling</i>
	<i>Implementing payment methods according to the latest digital trends</i>
Marketing channels in the digital era for the company in the midst of a transformation process	Implement strategies from Social Networks, <i>Influencer Marketing, and Email Marketing</i>
	Deploy an affiliate marketing strategy and loyalty programs
	Apply programmatic advertising and run paid campaigns
Legal Aspects of Digital Transformation	Implement tax aspects through <i>Smart Contracts and other properties of Cloud Computing</i>
	Design data protection policies for the company from the basis of <i>LegalInformatics, Blockchain, digital signature and electronic signature, computer forensics, etc</i>

05

Where Can I Do the Internship Program?

The present Internship Program in 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. It consists of 120 hours of in-depth specialization in the Startup of the student's choice according to their professional and personal interests. The 8 hours per day during the 3-week practical period will ensure that the specialist will develop in a guaranteed way with all the materials and tools necessary to develop the daily business work as a CDO. As a result, the specialist will develop their competencies in the diagnosis of *Business Process Management BPM*, its principles, and the sectorial application of BPM, among many other skills. A unique academic opportunity in which future CDOs or those already in the labor market will see their management and performance strategies exponentially improved.




Get up to speed with an enriching internship at a prestigious startup, where you will apply the latest technological advances in commerce"





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The student will be able to do this program 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".

06

General Conditions

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 program agreement shall be as follows:

1. TUTOR: During the Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. 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. NO INCLUDED: The Internship Program 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.

07 Certificate

This **MBA Internship Program in Digital Transformation** (MBA(CDO, Chief Digital Officer)) contains the most complete and up-to-date program in 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.

The certificate issued by La TECH will reflect the grade obtained in the test.

Title: **Internship Program in MBA in Digital Transformation (CDO, Chief Digital Officer)**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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