

# Postgraduate Certificate Legal Aspects of Digital Transformation





## Postgraduate Certificate Legal Aspects of Digital Transformation

Language: English

Course Modality: Online

Duration: **Week 6**

Certificate: **TECH Technological University**

Official N° of hours: 150 h.

Target group: Graduates who want to specialize and acquire specific knowledge and latest trends in cultural diversity, innovation leadership and the latest technologies offered for digital transformation in their organization or to improve their professional projection.

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/legal-aspects-digital-transformation](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/legal-aspects-digital-transformation)

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# 01

# Welcome

Digital transformation is a process that many companies have started, and even more are in the process of starting their new technological journey. Since this is a constantly changing and updating field of action, it is necessary in most cases an expert figure in legal advice who is thoroughly knowledgeable of all the legal aspects involved in the digitization processes. TECH, being aware of this opportunity for its students, has elaborated a complete qualification where professionals will find the necessary theoretical knowledge with which to improve their job perspective and reach a better job position in the field of digital transformation.



Postgraduate Certificate in Legal Aspects of Digital Transformation.  
TECH Technological University



“

*This Postgraduate Certificate will mean a before and after in your legal career in the digital world"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

This program has been designed so that all professionals with interests in the legal field of digital transformation can find the most comprehensive tools and theory on the market, with which to stand out distinguished among their colleagues and eventually reach a position of greater responsibility and management.



“

*TECH's goal is to help its students reach their full potential. Join the change and enroll in this Postgraduate Certificate today"*



TECH makes the goals of their students their own goals too.  
We work together in order to achieve them.

The Postgraduate Certificate in Legal Aspects of Digital Transformation will enable students to:

01

Master the impact of technology on the law and the challenges that have arisen in the legal field

02

Apply the main current trends in recruitment in the digital era

03

Delve into the key concepts in the different types of contracts related to digital transformation processes







04

Understand theoretical and practical concepts of specialized mechanisms in investment and corporate law

05

Identify legal situations problems in the company in specific situations and design strategies to solve them

06

Plan and organize the available resources to ensure comprehensive legal protection of the company

05

# Structure and Content

This Postgraduate Certificate is structured following the most innovative and cutting-edge educational methodologies in the market, offering the student a unique experience in the study of the legal aspects of digital transformation. With a first-class teaching staff and a didactic material full of practical examples and real cases, the student will have all the guarantees of having access to the best training in this field.



“

*Enroll today in TECH Technological University and join an educational family that will give everything to help you achieve the professional improvement you are looking for”*

## Syllabus

This Postgraduate Certificate contains all the necessary teaching material so that professionals who want to grow professionally in the field of legal advice can obtain all the knowledge they need to do so.

Over the 6 weeks of the program, which includes 150 hours of study, the students will analyze a multitude of practical cases proposed by the teaching staff, in which they will learn all the theoretical content in a contextual way.

Thanks to this immersive teaching, the student can begin to apply the techniques and methodologies acquired even before completing the course, which means a continuous improvement of all the values that will lead to positions of greater responsibility and economic remuneration.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

### Module 1.

### Legal Aspects of the Digital Transformation



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Legal Aspects of Digital Transformation completely online. During the 6 weeks of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Legal Aspects of the Digital Transformation**

**1.1. Law in the Digital Transformation**

- 1.1.1. Relationship Between Law and Technology
- 1.1.2. Challenges of Law in the Digital Era
- 1.1.3. Forms of Association
- 1.1.4. Big Data
- 1.1.5. Legal Challenges of Artificial Intelligence
- 1.1.6. Tax Aspects

**1.2. Corporate Recruitment**

- 1.2.1. Conceptualization of Corporate Recruitment
- 1.2.2. Technology Transfer Contracts
- 1.2.3. Smart Contracts
- 1.2.4. Cloud Computing
- 1.2.5. The Digital Labor Contract
- 1.2.6. Remote Work

**1.3. Intellectual Property**

- 1.3.1. Copyright and Related Rights
- 1.3.2. Multimedia Content and Protection Measures in the Digital Environment
- 1.3.3. International Copyright System
- 1.3.4. Distinctive Signs (Trademarks, Names, Trade Names, Trade Ensigns and Appellations of Origin)
- 1.3.5. Patents (Inventions, Utility Models and Industrial Designs)
- 1.3.6. Domain Names

**1.4. Legal Information Technology**

- 1.4.1. Blockchain
- 1.4.2. Digital Signatures and Electronic Signatures
- 1.4.3. Computer Forensics

**1.5. Competition/Antitrust**

- 1.5.1. Market Analysis: Microeconomics
- 1.5.2. Competition Law in the Digital Age
- 1.5.3. Defence and Compliance Strategies

**1.6. Free Trade Agreements**

- 1.6.1. Fundamental Elements of Free Trade Agreements
- 1.6.2. Competitive Advantages of Free Trade Agreement Management
- 1.6.3. Main Free Trade Agreements in the Digital Area

**1.7. Valuation of Intangible Assets**

- 1.7.1. Classification of Intangible Assets
- 1.7.2. International Asset Valuation Standards
- 1.7.3. Current Trends in the Intangible Economy

**1.8. Protection of Personal Data**

- 1.8.1. Applicable Concepts
- 1.8.2. Databases
- 1.8.3. Big Data
- 1.8.4. Data Protection in the European Union and in the States

**1.9. Protection of Consumer Rights**

- 1.9.1. Consumer Rights
- 1.9.2. International Regulation of Electronic Commerce
- 1.9.3. Consumer Arbitration
- 1.9.4. Tendencies

**1.10. Legal TECH**

- 1.10.1. Legal TECH for Documents
- 1.10.2. Legal TECH for Contracts
- 1.10.3. Legal TECH for Financial
- 1.10.4. Legal TECH for Design
- 1.10.5. Legal TECH for Evidence





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*A unique, key and decisive training experience to boost your professional development”*

# 06

# Methodology

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

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







“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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





### 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.



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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







### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Certificate in Legal Aspects of Digital Transformation is a program aimed at management professionals or entrepreneurs who want to update their knowledge, discover new ways to innovate and advance in their professional career.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.







“

*If you have experience in leadership and management, and are looking for an interesting improvement in your career while continuing to work, this is the program for you"*

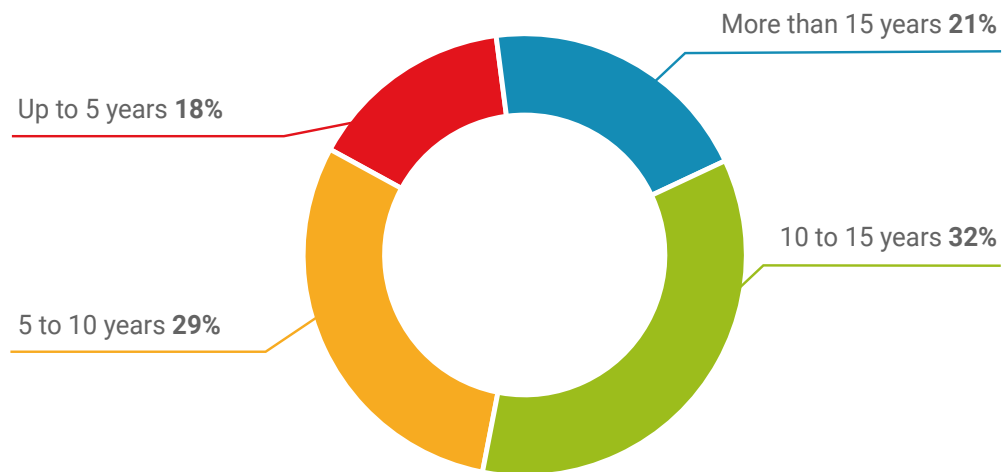
### Average Age

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

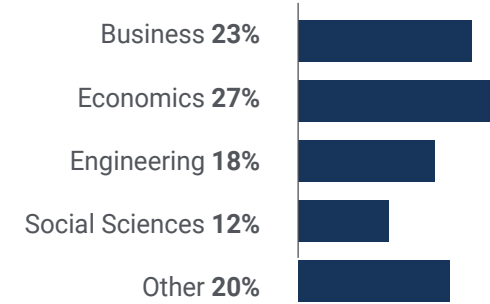
### Years of Experience

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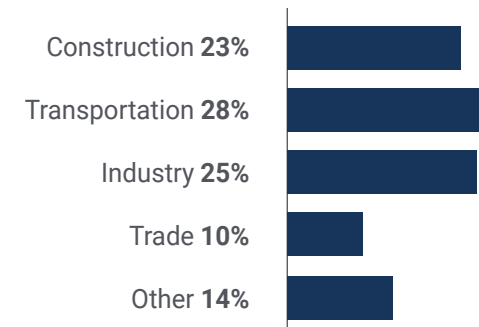
### Training

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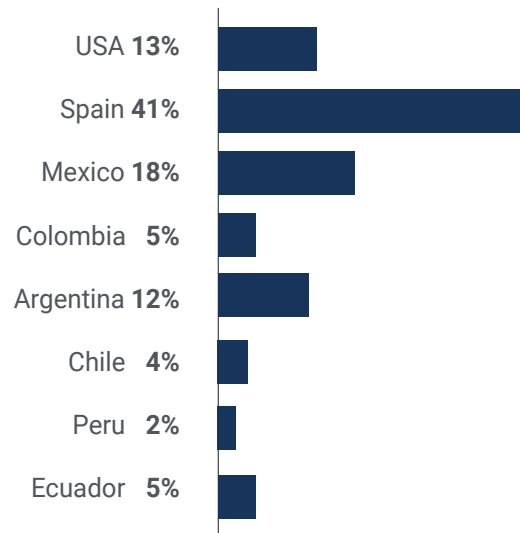
### Academic Profile

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## Geographical Distribution

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## Ricardo Rodio

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*Project Manager*

*"The combination of the academic content and the faculty's background make the Postgraduate Certificate in Legal Aspects of Digital Transformation a key tool for professional and personal development. I was pleasantly surprised by the quality and professionalism of all the staff members"*

08

# Course Management

The program's faculty includes leading experts in project management, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the Postgraduate Certificate in a multidisciplinary way, making it a unique and highly nourishing academic experience for the student.



“

*A high-level teaching staff to teach you the fundamentals that you will be able to apply to your daily practice"*

## Management



### Mr. Barrientos, Giancarlo

- ◆ Information Systems Engineer
- ◆ Specialization in Software Engineering from U.S.A.L, Buenos Aires, Argentina. He started his professional experience focusing on different markets in Latam America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet GmbH and Grupo Clarín
- ◆ Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- ◆ He is currently IT Manager at Assist-365



### Mr. Nieto-Sandoval González- Nicolás, David

- ◆ Industrial Technical Engineer by the E.U.P of Málaga
- ◆ Industrial Engineer by the E.T.S.I.I. 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

- ◆ Degree in Public Relations, Administration and Business Management
- ◆ Master's Degree in Digital Marketing in ESIC (Spain)
- ◆ Started her professional experience in the CONTRAPUNTO BBDO advertising agency, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hotels (Enchanting Quality Hotels Club)

### Mr. Goenaga Peña, Andrés

- ◆ Lawyer and Writer
- ◆ Master's Degree in Industrial Property, Copyrights and New Technologies from the Externado de Colombia University
- ◆ Experience in advising on issues related to privacy policies and personal data processing, digital platforms, software licensing processes and technology transfer, data and digital content analysis

### Ms. Garrido, Stephanie

- ◆ Industrial Engineer
- ◆ Postgraduate degree in Coaching, NLP and team leadership, logistics and process management from the Escuela de Negocios Europea de Barcelona
- ◆ Experience in coordination of operations and logistics processes
- ◆ Participation as a leader in project management for the optimization of processes in the Occupational Health and Safety sector. Also, in the development of information systems to automate the performance of vehicle safety and logistics operations

### Ms. Gómez, María Daniela

- ◆ Industrial engineer from Universidad del Norte
- ◆ Diploma in pedagogical training
- ◆ Experience in the productive and educational sector
- ◆ Experience in teaching, as well as in project design and process optimization through the use of management indicators
- ◆ Leader in the implementation of technological tools to improve performance in user services

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And for this reason, we put all our efforts and tools at your disposal so that you can acquire the necessary skills and abilities to achieve this change.







“

*At TECH we are fully committed to helping you achieve the professional change you want"*

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

The Postgraduate Certificate in Legal Aspects of Digital Transformation from TECH Technological University is an intensive program that prepares you to face challenges and business decisions for digital transformation. Its main objective is to promote your personal and professional growth, to help you achieve success. If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

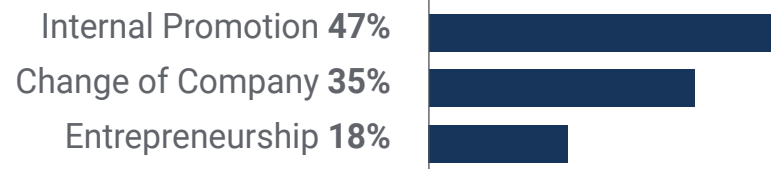
*A unique opportunity to improve your job prospects.*

*Achieve a positive change in your career thanks to the completion of this specialist program.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

The Postgraduate Certificate in Legal Aspects of Digital Transformation contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.



“

*You will see a considerable advantage for your project by skillfully controlling the equity area and the income statement”*

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

01

### Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

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

11

# Certificate

The Postgraduate Certificate in Legal Aspects of Digital Transformation guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

The **Postgraduate Certificate in Legal Aspects of Digital Transformation** contains the most complete and up-to-date scientific program on the market. The most important features include:

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Legal Aspects of Digital Transformation**

Official N° of Hours: **150 h.**



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



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