Executive Master's Degree
Creation and Entrepreneurship in Digital Business

MCEDB

tech technological university

tech technological university

Executive Master's Degree
Creation and Entrepreneurship in Digital Business

» Modality: **online**

» Duration: **12 months**

» Certificate: **TECH Technological University**

» Dedication: **16h/week**

» Schedule: **at your own pace**

» Exams: **online**

» Target Group: **University graduates and professionals in the field of Business Sciences who would like to further their studies in this area.**

Website: **www.techtitute.com/pk/school-of-business/professional-master-degree/master-creation-entrepreneurship-digital-business**

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01
Welcome

It is no secret that we live in a completely digitalized world. All our activities, from the most mundane to the strictly professional, have been affected by digitalization processes, creating a need for education and digital culture in society. But in the case of entrepreneurs, it is even more necessary to acquire digital skills that allow them to take on the new challenges in today's markets. For this reason, this very complete TECH program comes to solve a need for specialization that has taken root in recent years, in which business management is leaving aside its more traditional facet to put the focus on network and digital environments. And it does so by providing professionals with the competencies and skills that will enable them to devise, create and manage companies in the digital world by means of a deep understanding of the field to ensure the future success of new organizations.

Executive Master's Degree in Creation and Entrepreneurship in Digital Business. TECH Technological University

" *TECH offers you the most complete compendium of content available with a single purpose: To prepare you for success in digital entrepreneurship"*

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

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

Academic Excellence

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

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 ground-breaking 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

The objectives set by the program are based on addressing the additional preparation needs of Business Science professionals in the field of digital entrepreneurship. In this sense, a complete and optimal specialization has been realistically established to lead students to academic excellence and encourage them to achieve an efficient progression in their professional careers. Thus, the program will be a journey for students toward both personal and professional growth that will lead them to the highest level of performance as experts in digital entrepreneurship.

International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Executive Master's Degree in Creation and Entrepreneurship in Digital Business** qualifies students to:

01 Know how to correctly administrate and manage companies of all sizes and sectors

02 Gain an in-depths understanding of what Information and Communication Technologies are and their use in today's organizations

03 Know how to work with different types of ICT

04 Know how to do company accounting and finance

05 Learn good business practices in company management, regardless the size and sector

06 Know how to work with management information systems

08 Have a deep understanding of the fundamentals of digital marketing in today's companies

09 Understand how the business landscape works in the digital world

07 Understand the fundamentals of business management at a strategic level

10 Know the fundamentals of company administration through the description of its elements, its environment, function and organization

11 Have all necessary elements for assertive decision making at your disposal

14 Identify the relation between management and the company

12 Understand areas of management and administration

13 Understand how to formulate annual accounts

15 Understand the main managerial function of a company

16 Acquire a broad overview of the administrative process and apply it to their job functions

18 Understand tax obligations from a legal point of view

19 Analyze the importance of having initiative for business entrepreneurship

17 Know the characteristics of taxes and be able to classify them

20 Understand the preponderant role of innovation as a differentiator for establishing business plans

Skills

After passing the assessments for the Executive Master's Degree in Creation and Entrepreneurship in Digital Business, professionals will have acquired the necessary skills for quality and up-to-date praxis based on the most innovative teaching methodology.

This program will help you acquire the skills you need to excel in your daily work"

01 Analyze the different strategies that exist in digital marketing and manage digital marketing campaigns

04 Understand the management strategies of information systems for the company to function properly

02 Promote innovation within companies in all sectors

03 Design a business plan from the beginning and become familiar with the available financing tools

05 Interpret the characteristics, functions and types of the various information technology systems

06 Intervene in technological scenarios to develop educational processes adaptable to new contexts

07 Analyze the implications of the global economic environment in business

08 Analyze different corporate restructuring strategies

09 Learn to calculate various business taxes

10 Empower ideas for entrepreneurship in the digital landscape

11 Integrate new information technologies in virtual environments to develop educational processes in different areas

12 Adapt to new context, which means being involved and developing in Digital Business

13 Identify the variables to be considered in business decision making

14 Manage and administer companies in the digital sector

Structure and Content

The syllabus for this Executive Master's Degree has been designed and created by a team of experts in the field to respond specifically to the needs of Business Science professionals. This compendium of contents has also been designed with a focus on applied learning, which will allow professionals to successfully intervene by means of a broad vision connected to real environments in the profession. Thus, this program will become students' main asset when it comes to successfully inserting themselves into a labor market that increasingly demands more professionals specialized in the digital entrepreneurship market.

"

The most complete syllabus on the market with a single purpose: To specialize the best managers for Digital Business"

Syllabus

The ways of starting, managing and working in business are changing by leaps and bounds. Nowadays, creating a company is not what it used to be, basically because there is no need now for a defined physical space to start a business. Based on this premise, many people are encouraged to start a business because, a priori, it seems a simple enough task, but, despite the many advantages offered by the digital world, if not done properly, the new organization will be doomed to failure.

Being fully aware of this, TECH professionals have designed this very complete Executive Master's Degree in Creation and Entrepreneurship in Digital Business with the aim of preparing business professionals to design, create and manage companies in the digital field with greater guarantees of success.

Thus, throughout this academic program, students will analyze a multitude of case studies that will give them an in-depth understanding of how the digital world works. This complete immersion in real situations will provide a more complete and effective vision of the current online business landscape, and will help students understand that customer behavior in digital environments is completely different from that of traditional companies, because people are not seeking out products so much as experiences.

This complete compendium of content offered at TECH has been designed in a 100% digital format. Thus, students will only need an electronic device with an Internet connection to have access to the largest bank of information imaginable. As it is an online program, students decides when, how and where to study, so they can balance the rest of their daily activities while they continue studying.

This program takes place over 12 months and is taught entirely online.

Module 1	Business Administration: Introduction and Organization
Module 2	Introduction to ICTs
Module 3	Financial Accounting
Module 4	Commercial Management I
Module 5	Business Management
Module 6	Company Tax Regime
Module 7	Digital Marketing Strategies
Module 8	Technology and Information in Digital Business
Module 9	Founding and Managing Companies in the Digital Environment
Module 10	Innovation Management in Digital environments

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Creation and Entrepreneurship in Digital Business completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time

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

Module 1. Business Administration: Introduction and Organization

1.1. The Company and its Components
1.1.1. The Concept of Business
1.1.2. Functions and Classifications of Business Objectives
1.1.3. Entrepreneurship
1.1.4. Types of Companies

1.2. The Company as a System
1.2.1. Concepts of the System
1.2.2. The Models
1.2.3. Company Subsystems
1.2.4. Subsystem of Values

1.3. The Company Setting
1.3.1. Setting and Value
1.3.2. General Environment
1.3.3. Specific Environment
1.3.4. Analysis Tools

1.4. Management Function
1.4.1. Basic Concepts
1.4.2. What Does it Mean to Manage a Company?
1.4.3. Decision-Making.
1.4.4. Leadership

1.5. Business Planning
1.5.1. Business Plan
1.5.2. Elements of Planning
1.5.3. Stages
1.5.4. Planning Tools

1.6. Business Control
1.6.1. Concept, Types and Terminology
1.6.2. Management Control
1.6.3. Quality Control
1.6.4. Balanced Scorecard

1.7. Business Organization
1.7.1. Basic Concepts
1.7.2. Organizational structure
1.7.3. Cultural Dimensions
1.7.4. Model Structures

1.8. Management of Human Resources
1.8.1. Motivation
1.8.2. Recruitment and Selection
1.8.3. Personnel Training
1.8.4. Performance Assessment

1.9. Elements of Marketing and Finance
1.9.1. Concept and Stages
1.9.2. Marketing and the Markets
1.9.3. Strategic Marketing
1.9.4. Relationship and Synergies

Module 2. Introduction to ICTs

2.1. Information Systems: Features, Functions and Types
2.1.1. Introduction to ICTs
2.1.2. Principles
2.1.3. Features
2.1.4. Beginnings
2.1.5. Advantages and Disadvantages.
2.1.6. Typology
2.1.7. Types of Information Systems
2.1.8. Business Processes

2.2. Information Systems: Influence, Competitive Advantage and Strategies Based on Networks and Web 2.0
2.2.1. ICT Influences
2.2.2. Current
2.2.3. Global
2.2.4. Competitive Advantages
2.2.5. Strategies Based on Web 2.0
2.2.6. Network Strategies

2.3. Information and Communication Technologies (ICTs)
2.3.1. Components
2.3.2. Concept
2.3.3. Types of Components
2.3.4. Applications
2.3.5. Infrastructure Evolution
2.3.6. History
2.3.7. Current Situation and Development
2.3.8. ICT Infrastructure Administration
2.3.9. Drivers
2.3.10. Administration.

2.4. Hardware and Hardware Trends
2.4.1. Hardware
2.4.2. Concept
2.4.3. Hardware Evolution
2.4.4. Hardware and Software Classification
2.4.5. Hardware Trends
2.4.6. Data Processing
2.4.7. Accelerating Processes
2.4.8. Storing Processed Data
2.4.9. Graphic Visualization

2.5. Integration of Processing and Telecommunication Platforms

2.5.1. Integration
2.5.2. Conceptualization
2.5.3. Evolution
2.5.4. Business Interdependence
2.5.5. Integration and Competition
2.5.6. Integration Tools
2.5.7. Big Data

2.6. Processing Modes, Virtualization and Multi-Core Processors

2.6.1. Different Models
2.6.2. Multiprocessor Systems
2.6.3. Concept of Processing
2.6.4. Virtualization
2.6.5. Requirements
2.6.6. Hypervisors
2.6.7. Paravirtualization

2.7. Software and Software Platforms

2.7.1. Software
2.7.2. Context
2.7.3. Concepts and Definitions
2.7.4. Applications
2.7.5. Software Platforms
2.7.6. Current Platforms
2.7.7. The Evolution of Platforms

2.8. Java Language and Business Application Integration

2.8.1. Java
2.8.2. Concepts
2.8.3. Features
2.8.4. Highlights
2.8.5. Business Applications Architecture
2.8.6. Concept
2.8.7. Integration in Companies
2.8.8. Transcoding
2.8.9. Adapting Semantic Content

2.9. Networks: Corporate Networks and Connectivity Technologies

2.9.1. Corporate Networks and Connectivity Technologies
2.9.2. Transformation
2.9.3. Connectivity in Companies
2.9.4. Connectivity Solutions
2.9.5. Transmission Types and Means
2.9.6. Concept and Definitions
2.9.7. Transmission Maps

2.10. Internet, the Web, Web 2.0 and Web 3.0

2.10.1. What Is the Internet?
2.10.2. Conceptualization
2.10.3. Applications
2.10.4. Web 1.0
2.10.5. Conceptualization
2.10.6. Static Content
2.10.7. Dissemination
2.10.8. Web 2.0
2.10.9. Conceptualization
2.10.10. Dynamic Content
2.10.11. Development
2.10.12. Web 3.0
2.10.13. Conceptualization
2.10.14. Multidevice Content
2.10.15. The Intelligent Web

2.11. Business Tools for Communication and Coordination

2.11.1. Business Tools
2.11.2. Distance Management
2.11.3. Planning Communication
2.11.4. Coordination Methods
2.11.5. International Coordination
2.11.6. International Coordination
2.11.7. Concept of Online

2.12. Traditional File Organization, Data Management Systems, and Data Warehouses and Mining

2.12.1. Data Storage.
2.12.2. Data Analysis
2.12.3. Types of Storage
2.12.4. Type of Storable Information
2.12.5. Data Variability
2.12.6. Data Management Systems
2.12.7. Balanced Scorecard
2.12.8. Planning Process
2.12.9. Management Indicators
2.12.10. Data Mining
2.12.11. Concept
2.12.12. Computational Complexity Theory
2.12.13. Tendencies

2.13. Company Systems: Business Management and Decision Support Systems

2.13.1. Decision Support Systems
2.13.2. Support Systems: DSS
2.13.3. Decision Making Based on Data Management
2.13.4. Business Management Processes
2.13.5. Concept of Management
2.13.6. Stages of the Process

2.14. e-Commerce

2.14.1. e-Commerce Significance
2.14.2. Concept
2.14.3. B2B
2.14.4. Implications
2.14.5. e-Commerce Challenges
2.14.6. Main Types of e-Commerce
2.14.7. Types of e-Commerce
2.14.8. Trading Markets
2.14.9. Evolution and Repercussion
2.14.10. Expansion
2.14.11. Global Repercussion

Module 3. Financial Accounting

3.1. Financial Accounts: Components and Formulation
3.1.1. Balance Sheet, Income Statement and Financial Statement Notes
3.1.2. Statement of Changes in Equity
3.1.3. Cash Flow Statement
3.1.4. Financial Annual Accounts Formulation Rules
3.1.5. Financial Statement Templates

3.2. Assessment Criteria
3.2.1. Historical Cost
3.2.2. Fair Value
3.2.3. Net Realizable Value
3.2.4. Utilization Value
3.2.5. Book or Carrying Value
3.2.6. Creative Accounting

3.3. Property, Plant and Equipment and Intangible Assets
3.3.1. Regulations and Method of Acquisition
3.3.2. Amortization
3.3.3. Impairment or Disposal Losses
3.3.4. Real Estate Investments

3.4. Financial Instruments
3.4.1. Financial Assets
3.4.2. Financial Liabilities
3.4.3. Risk Assessment, Identification and Management
3.4.4. Hedging and Trading
3.4.5. Equity Instruments Accounting

3.5. Equity Study and Valuation
3.5.1. Equity on the Balance Sheet
3.5.2. Grants, Donations and Legacies
3.5.3. Equity and Adjustments for Changes in Value

3.6. Restructuring Operations
3.6.1. Mergers.
3.6.2. Demergers
3.6.3. Non-Monetary Contributions
3.6.4. Value Exchanges

3.7. Income Tax
3.7.1. Corporate Income Tax Structure
3.7.2. Calculation and Recording of the Accrued Corporate Income Tax Expense
3.7.3. Permanent and Temporary Differences

3.8. Foreign Currency Accounting
3.8.1. Functional and Presentation Currency
3.8.2. Valuation of Monetary and Non-Monetary Items
3.8.3. Temporary Transaction Differences in Foreign Currencies

Module 4. Commercial Management I

4.1. Market Research
4.1.1. Consumer Behavior
4.1.2. Market Research Techniques
4.1.3. Data Analysis Tools
4.1.4. Scope and Limitations

4.2. Advertising
4.2.1. The Importance of Public Companies
4.2.2. Purchase Experience
4.2.3. Advertising and Digital Media

4.3. Media Planning
4.3.1. Audiences and Advertising Markets
4.3.2. Selecting Media and Support
4.3.3. Measuring Sustainability

4.4. Commercial Management
4.4.1. Internal and External Analysis. SWOT Analysis
4.4.2. Sector and Competitive Analysis
4.4.3. The Canvas Model

Module 5. Business Management

5.1. Manager Functions: Organizational Culture and Approaches
5.1.1. Manager Functions
5.1.2. Management Strategy
5.1.3. Organizational Culture

5.2. Change Management Process
5.2.1. Types
5.2.2. Resistance
5.2.3. Stimulating Innovation
5.2.4. Management Models

5.3. Decision-Making.
5.3.1. Management and Decision-Making Processes
5.3.2. Management Styles
5.3.3. Types of Decisions

5.4. Strategic Planning
5.4.1. Objectives
5.4.2. Methods
5.4.3. Planning Dynamic Environments

5.5. The Process of Strategic Management
5.5.1. Types of Processes
5.5.2. Processes Mission and Analysis
5.5.3. Implementing Processes and Assessment

5.6. Organizational Structures
5.6.1. General Concepts
5.6.2. Mechanistic Structures
5.6.3. Organic Structures

5.7. Organizational Designs
5.7.1. Purpose behind Organization
5.7.2. Contingency Factors
5.7.3. Types of Design

5.8. Team Development and Performance
5.8.1. Definition and General Concepts
5.8.2. Efficient Teams
5.8.3. Global Teams

5.9. Company Communication
5.9.1. Function of Company Communication
5.9.2. Communication Methods
5.9.3. ICT Influences

5.10. Interpersonal and Organizational Communication
5.10.1. Basic Concepts
5.10.2. Interpersonal Communication
5.10.3. Organizational Communication

5.11. Company Motivation
5.11.1. Concept of Motivation and Application
5.11.2. Theories of Motivation
5.11.3. Motivation Implementation

5.12. Company Leadership
5.12.1. Contingency Theories
5.12.2. Types of Leadership
5.12.3. Company Leadership Implementation

5.13. Operations Control
5.13.1. Concepts of Control and Management Control
5.13.2. Control Processes
5.13.3. Measurements and Assessment

5.14. Operations Control Management
5.14.1. Control Tools
5.14.2. Correction Systems
5.14.3. Operations Control Advantages and Problems

5.15. Operations Management
5.15.1. The Importance of Management
5.15.2. Value Chain
5.15.3. Quality Management
5.15.4. Storage Costs, Picking and Packing
5.15.5. Distribution Costs

Module 6. Company Tax Regime

6.1. Concept and Characteristics of Taxes

6.2. Judicial Relationship and Tax Liability

6.3. Exemption, Non-Taxation, Accrual and Enforceability

6.4. Essential Components of Tax Liability

6.5. The Tax System and Tax Classification

6.6. Corporate Income Tax Calculation

6.7. Special Tax Regimes

6.8. Calculating Personal Income Tax

6.9. VAT

6.10. Obligations

Module 7. Digital Marketing Strategies

7.1. Digital Business Administration
7.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
7.1.2. Designing and Creating a Digital Marketing Plan
7.1.3. Digital Media Planning and Contracting
7.1.4. ROI Analysis in a Digital Marketing Plan

7.2. Digital Marketing for Brand Reinforcement
7.2.1. Brand Content and Storytelling
7.2.2. Hypersegmentation
7.2.3. Videomarketing
7.2.4. Social Sales

7.3. Defining the Digital Marketing Strategy
7.3.1. Closed Loop Marketing
7.3.2. Continuous Loop Marketing
7.3.3. Multichannel Marketing

7.4. Digital Marketing for Customer Engagement and Retention
7.4.1. Hypersegmentation and Micro-Localization
7.4.2. Loyalty and Engagement Strategies using the Internet
7.4.3. Visitor Relationship Management

7.5. Digital Marketing Trends
7.5.1. Digital Neuromarketing
7.5.2. Avatar Marketing
7.5.3. Bluecasting

7.6. Managing Digital Campaigns
7.6.1. Display Advertising and Rich Media
7.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
7.6.3. Advertising on Digital Television

7.7. Online Marketing Plan
7.7.1. Online Research
7.7.2. Creating an Online Marketing Plan
7.7.3. Configuration and Activation
7.7.4. Launch and Management

7.8. Blended Marketing
7.8.1. Integrating on and off Actions
7.8.2. Personalize and Segment
7.8.3. Improve the User Experience

Module 8. Technology and Information in Digital Companies

8.1. Technological Environment
8.1.1. The Technological Environment
8.1.2. Functioning and Importance of IT in the Company
8.1.3. Needs and Opportunity Areas

8.2. Information Systems Management
8.2.1. Business Information Systems
8.2.2. Strategic Decisions
8.2.3. The Role of the CIO

8.3. Information Technology Strategic Planning
8.3.1. The Process of Strategic Planning
8.3.2. Formulating the IS Strategy
8.3.3. Strategy Implementation Plan

8.4. Information Systems and Business Intelligence
8.4.1. CRM and Business Intelligence
8.4.2. Project Management and Business Intelligence
8.4.3. Business Intelligence Architecture

8.5. Corporate Management Applications
8.5.1. Company and Industry Sector Analysis
8.5.2. Online Business Models
8.5.3. The Value of IT in a Company

8.6. Digital Transformation
8.6.1. Technology-Based Business Models
8.6.2. Innovation Abilities
8.6.3. Redesigning the Value Chain Processes

8.7. Technology and Trends
8.7.1. e-Commerce Strategies
8.7.2. Partner Media Strategies
8.7.3. e-Commerce Models

8.8. Outsourcing Information Technology
8.8.1. Establishing IT Goals
8.8.2. Supplier Selection

Module 9. Founding and Managing Companies in the Digital Environment

9.1. Global Economic Environment
9.1.1. The Fundamentals of the Global Economy
9.1.2. The Globalization of Companies and Financial Markets
9.1.3. Entrepreneurship and New Markets

9.2. Corporate Finance
9.2.1. Financial Policy and Growth
9.2.2. Company Valuation Methods
9.2.3. Capital Structure and Financial Leverage

9.3. Economic Analysis of Decisions
9.3.1. Budget Control
9.3.2. Competitive Analysis
9.3.3. Comparative Analysis
9.3.4. Decision Making
9.3.5. Business Investment or Divestment

9.4. Information Systems in Companies
9.4.1. The Evolution of the IT Model
9.4.2. Organization and IT Departments
9.4.3. Information Technology and Economic Environment

9.5. Corporate Strategy and Technology Strategy
9.5.1. Creating Value for Customers and Shareholders
9.5.2. Strategic IS/IT Decisions
9.5.3. Corporate Strategy vs. Technology and Digital Strategy

9.6. Information Systems for Decision-Making
9.6.1. Business Intelligence
9.6.2. Data Warehouse
9.6.3. Balanced Scorecard (BSC)

9.7. Digital Strategy
9.7.1. Technology Strategy and its Impact on Digital Innovation
9.7.2. Strategic Planning of Information Technologies
9.7.3. Strategy and The Internet

9.8. Online Business Models
9.8.1. Analyzing Established Companies in the Technology Sector
9.8.2. Business Model Generation Systems
9.8.3. Analyzing Innovative Business Models in Traditional Sectors
9.8.4. Analyzing Innovative Business Models on The Internet

9.9. Company Systems Based on Collaboration
9.9.1. Customer Management Systems: Customer Relationship Management (CRM)
9.9.2. Supply Chain Management Systems
9.9.3. e-Commerce Systems

9.10. Social Businesses
9.10.1. Web 2.0 Strategic Vision and its Challenges
9.10.2. Convergence Opportunities and ICT Trends
9.10.3. How to Monetize Web 2.0 and Social Media
9.10.4. Mobility and Digital Business

Module 10. Innovation Management in Digital environments

10.1. Design Thinking
10.1.1. The Blue Ocean Strategy
10.1.2. Collaborative Innovation
10.1.3. Open Innovation

10.2. Strategic Innovation Intelligence
10.2.1. Technology Monitoring
10.2.2. Technology Foresight
10.2.3. Coolhunting

10.3. Entrepreneurship and Innovation
10.3.1. Strategies to Search for Business Opportunities
10.3.2. Assessing the Feasibility of New Projects
10.3.3. Innovation Management Systems
10.3.4. Entrepreneur Soft Skills

10.4. Managing Startups
10.4.1. Introduction to Financial Management in Startup Companies
10.4.2. Financial Metrics for Startups
10.4.3. Financial Planning: Projection Models and their Interpretation
10.4.4. Valuation Methods
10.4.5. Legal Aspects

10.5. The Business Plan.
10.5.1. Business Plan in the Digital Era
10.5.2. The Canvas Model
10.5.3. Value Proposition Model
10.5.4. Content and Presentation

10.6. Project Management
10.6.1. Agile Development
10.6.2. Lean Management in Startups
10.6.3. Monitoring and Project Management

10.7. Growth Phases in Startup Companies
10.7.1. Seed Phase
10.7.2. Startup Phase
10.7.3. Growth Phase
10.7.4. Consolidation Phase

10.8. Financing Startups
10.8.1. Bank Financing
10.8.2. Subsidies
10.8.3. Seed Capital and Accelerators. Business Angels
10.8.4. Venture Capital IPO
10.8.5. Public to Private Partnership

10.9. National and International Venture Capital and Seed Capital Entities
10.9.1. Public Institutions: CDTI, ENISA
10.9.2. National and International Venture Capital Entities
10.9.3. Private Investors: Caixa Capital Risc. Bstartup
10.9.4. FOND-ICO Global
10.9.5. Accelerators: Wayra, Lanzadera y Plug & Play

10.10. Lean Management
10.10.1. The Basic Principles of *Lean Management*
10.10.2. Improvement and Problem-Solving Groups
10.10.3. New Forms of Maintenance and Quality Management
10.10.5. Customer Communication Channels
10.10.6. Integration with the Online Store
10.10.7. Online Service Centers

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.

Our Students' Profiles

The Executive Master's Degree in Creation and Entrepreneurship in Digital Business is a program aimed at business professionals who want to update their knowledge in the field of creation and management of Digital Business, and advance in their professional career towards a promising future in the field. The compendium of knowledge that they will acquire after completing this comprehensive specialization will enable them to practice in the field with guarantees of success, enabling them to position themselves as experts in digital entrepreneurship.

"

If you want to achieve an interesting career boost while continuing to work, then this is the program for you"

Average Age

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

Years of Experience

More than 15 years **20%**

Up to 5 years **16%**

10 to 15 years **35%**

5 to 10 years **29%**

Training

Business **32%**

Economics **15%**

Marketing **25%**

Social Sciences **6%**

Other **22%**

Academic Profile

Trade **23%**

Communication **28%**

Consulting **25%**

Engineering **10%**

Other **14%**
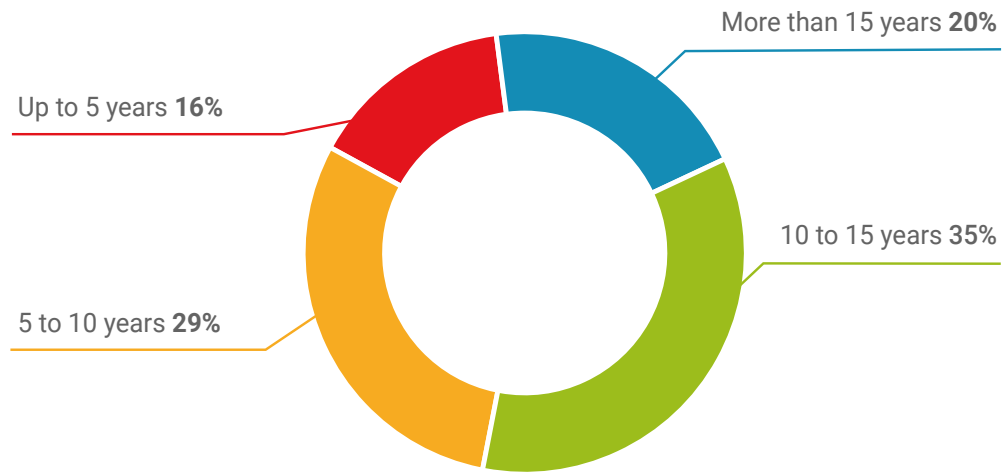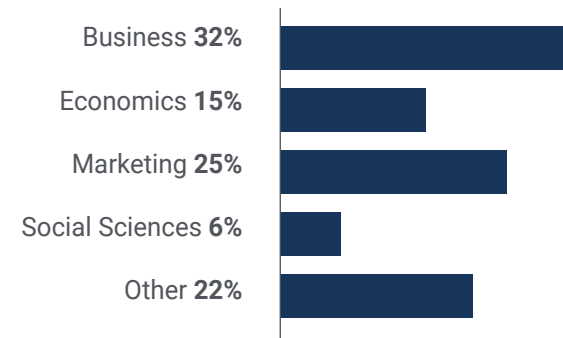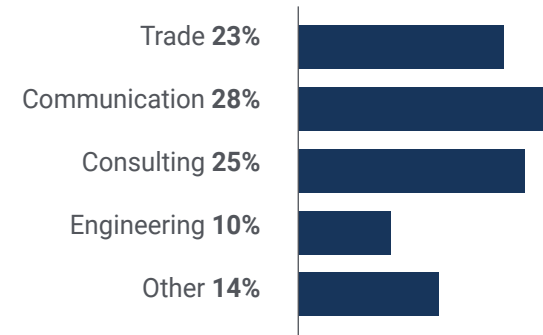
Geographical Distribution

- USA **11%**
- Spain **42%**
- Mexico **19%**
- Colombia **6%**
- Argentina **10%**
- Chile **3%**
- Peru **2%**
- Other **7%**
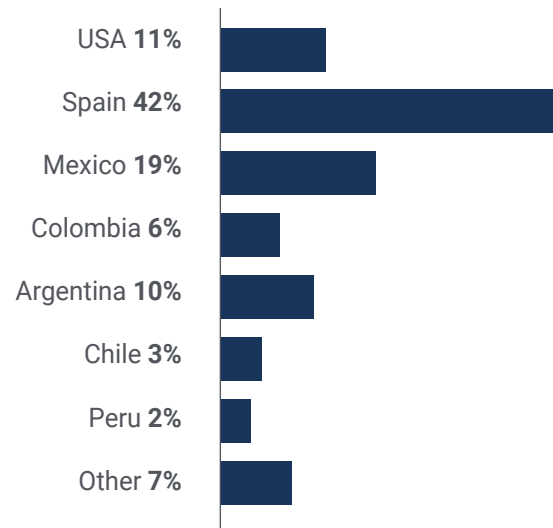
Juan Luis Santos

Marketing Manager

"This Executive Master's Degree allowed me to start working in a recently created startup in the digital world, quite successfully too. Beyond that, it gave me a lot of confidence in my work when it comes to defining strategies and making decisions. Without a doubt, the experience at TECH has been totally rewarding, which is why I would study at this university again"

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. For this reason, TECH puts all its efforts and tools at the disposal of students so they can acquire the skills and abilities required 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 you

With this specialization you will be able to drastically advance your career, although there is no doubt that in order to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in your professional life and to do so, it is necessary to fight.

Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

Achieve the change you are looking for in your career by specializing at TECH.

When the change occurs

During the program	During the first year	After 2 years
14%	**55%**	**31%**

Type of change

Internal Promotion **40%**

Change of Company **35%**

Entrepreneurship **25%**
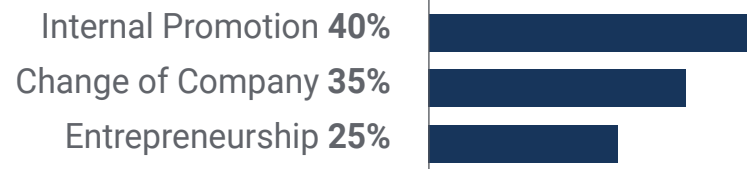
Salary increase

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

Salary before	A salary increase of	Salary after
$34,000	**25.22%**	**$42,575**

10
Benefits for Your Company

The Executive Master's Degree in Creation and Entrepreneurship in Digital Business contributes to raising 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.

In today's digital age, you will bring to the company new concepts, strategies and perspectives that can bring about essential changes in the organization"

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive 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 Organisation will come into contact with the main markets in the world economy.

Project Development

05

Students will be able to work on a real project or develop new projects.

Increased competitiveness

06

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

11
Certificate

The Executive Master's Degree in Creation and Entrepreneurship in Digital Business guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive 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 **Executive Master's Degree in Creation and Entrepreneurship in Digital Business** contains the most complete and up-to-date program on the market.

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

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees

Title: **Executive Master's Degree in Creation and Entrepreneurship in Digital Business**

Official N° of hours: **1,500 h.**

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tech technological university

Awards the following
CERTIFICATE
to

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

EXECUTIVE MASTER'S DEGREE
in

Creation and Entrepreneurship in Digital Business

This is a qualification awarded by this University, equivalent to 1,500 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

Executive Master's Degree in Creation and Entrepreneurship in Digital Business

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

General Structure of the Syllabus

Year	Subject	Hours	Type
1°	Business Administration: Introduction and Organization	150	CO
1°	Introduction to ICTs	150	CO
1°	Financial Accounting	150	CO
1°	Commercial Management I	150	CO
1°	Business Management	150	CO
1°	Company Tax Regime	150	CO
1°	Digital Marketing Strategies	150	CO
1°	Technology and Information in Digital Business	150	CO
1°	Founding and Managing Companies in the Digital Environment	150	CO
1°	Innovation Management in Digital environments	150	CO

Tere Guevara Navarro
Dean

tech technological university

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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.

Executive Master's Degree

Creation and Entrepreneurship in Digital Business

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Creation and Entrepreneurship in Digital Business

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