

# Executive Master's Degree MBA in Digital Business

**M B A D B**



## Executive Master's Degree MBA in Digital Business

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target group: Graduates and experienced management professionals.

Website: [www.techtute.com/in/school-of-business/professional-master-degree/master-mba-digital-business](http://www.techtute.com/in/school-of-business/professional-master-degree/master-mba-digital-business)

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# 01 Welcome

New technologies are here to stay. Businesses have undergone a drastic change in the way that they are managed, the way products are sold, and the way customers are served. Therefore, nowadays, business management must focus on the digital world to achieve substantial growth that meets customer needs. In this sense, the traditional has taken a back seat, as evidenced by changes in consumer habits, as consumers are increasingly opting for online shopping. Therefore, this is the perfect time for managers and professionals in the sector to specialize in everything related to digital business in order to achieve the greatest possible results.





“

*The digitization of companies requires executives with specific skills who know how to use all the tools available in this field and who have an overall understanding of business management"*

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 *Re-learning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 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

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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 Harvard Business School case studies"*

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.

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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

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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 is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.





“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business"*

Your goals are our goals.

We work together to help you achieve them.

The MBA in Digital Business will equip you with the ability to:

01

Develop strategies to create new opportunities in existing markets

02

Understand the competitive environment in which our business operates

03

Develop strategies to create new markets and new businesses

04

Develop a business plan

05

Acquire in-depth knowledge of the phases involved in creating a company



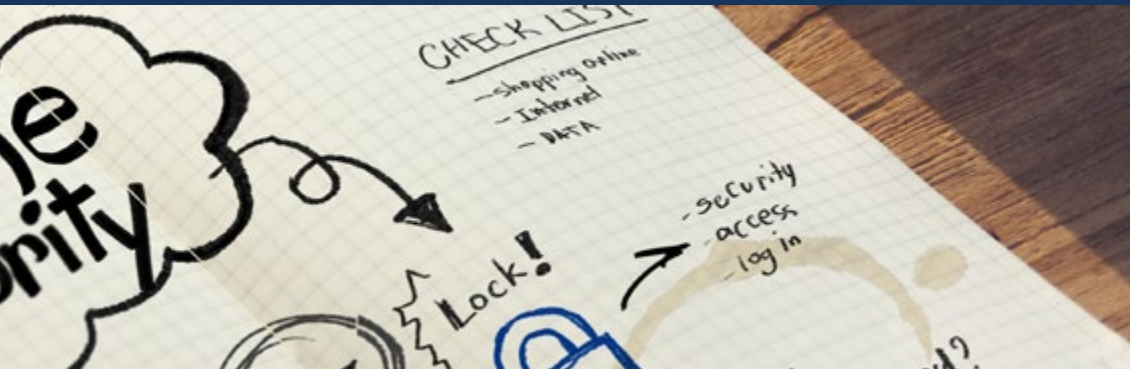


06

Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

08

Lead change processes in the company based on digitalization



09

Carry out digital marketing and E-commerce strategies

07

Analyze and identify factors that generate difficulties or opportunities in digital environments

10

Apply SEO and SEM tools in marketing campaigns

11

Leverage social media for marketing and advertising campaigns

14

Design and plan online reputation campaigns

12

Identify the changes required to improve management and direction within the company, based on orienting the strategy to the digital environment



13

Develop management skills necessary to lead the growth and expansion of companies operating in digital environments

15

Know how to manage online monitoring tools to understand the reach of marketing campaigns

16

Be able to carry out effective e-mailing campaigns

18

Gain an in-depth understanding of how E-commerce is carried out



19

Understand and know how to manage international finance

17

Understand web analytics and digital metrics of the tools we use

20

Understand the new trends in cell phone-based E-commerce

# 05 Skills

After passing the assessments of the MBA in Digital Business, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.





“

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

At the end of this program, the professional will be able to:

01

Control and manage corporate finances

04

Apply innovative techniques in the design and management of projects

02

Develop the company's corporate and competitive strategy



03

Apply the different business models based on the digital era

05

Implement E-commerce techniques

06

Implement digital marketing campaigns to improve the company's positioning in relation to its competitors, as well as its digital reputation

08

Use social networks as an indispensable tool to improve company awareness



09

Have a broad knowledge of consumers

07

Put search engine marketing techniques into practice

10

Perform web analytics actions to direct the marketing and communication campaign in such a way that it is more effective in meeting the company's objectives

# 06

# Structure and Content

The MBA in Digital Business is a tailor-made program that is delivered in a 100% online format. This way, you can choose the time and place that best suits your availability, schedule, and interests.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a digital business manager.







“

*At TECH, we put all our resources at your disposal so that you can acquire the skills and abilities necessary for your professional development"*

## Syllabus

The MBA in Digital Business at TECH Technological University is an intensive program that prepares you to face challenges and business decisions, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 1,500 hours, the student analyzes a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This MBA deals extensively with different areas of business and is designed to specialize executives who understand senior management from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This MBA's degree takes place over 12 months and is divided into three main blocks:

### **Block 1** Digital Management and Innovation

**Module 1** Competitive Environment and Strategy

**Module 2** Entrepreneurial Innovation and Initiative

### **Block 2** E-Commerce and Digital Marketing

**Module 3** Digital Marketing and E-Commerce

**Module 4** Search Engine Marketing

**Module 5** Digital Communication and Online Reputation

**Module 6** Performance and Inbound Marketing

**Module 7** Web Analytics and Marketing Analytics

### **Block 3** New Channels in E-Business

**Module 8** Innovation, E-Logistics, and Technology in the Supply Chain

**Module 9** Mobile E-commerce

**Module 10** New Digital Trends



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

TECH offers you the possibility of taking this Executive Master's Degree MBA in Digital Business completely online. Throughout the 12 months of training, 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.*

## First Block: Digital Management and Innovation

### Module 1. Competitive Environment and Strategy

#### 1.1. Global Economic Environment

- 1.1.1. The Fundamentals of the Global Economy
- 1.1.2. The Globalization of Companies and Financial Markets
- 1.1.3. Entrepreneurship and New Markets

#### 1.2. Corporate Finance

- 1.2.1. Financial Policy and Growth
- 1.2.2. Company Valuation Methods
- 1.2.3. Capital Structure and Financial Leverage

#### 1.3. Economic Analysis of Decisions

- 1.3.1. Budget Control
- 1.3.2. Competitive Analysis. Comparative Analysis
- 1.3.3. Decision-Making. Business Investment or Divestment

#### 1.4. Information Systems in Companies

- 1.4.1. The Evolution of the IT Model
- 1.4.2. Organization and IT Department
- 1.4.3. Information Technology and Economic Environment

#### 1.5. Corporate Strategy and Technology Strategy

- 1.5.1. Creating Value for Customers and Shareholders
- 1.5.2. Strategic IS/IT Decisions
- 1.5.3. Corporate Strategy vs Technological and Digital Strategy

#### 1.6. Information Systems for Decision-Making

- 1.6.1. Business Intelligence
- 1.6.2. Data Warehouse
- 1.6.3. Balanced Scorecard (BSC)

#### 1.7. Digital Strategy

- 1.7.1. Technology Strategy and its Impact on Digital Innovation
- 1.7.2. Strategic Planning of Information Technologies
- 1.7.3. Strategy and The Internet

#### 1.8. Online Business Models

- 1.8.1. Analyzing Established Companies in the Technology Sector
- 1.8.2. Business Model Generation Systems
- 1.8.3. Analyzing Innovative Business Models in Traditional Sectors
- 1.8.4. Analyzing Innovative Business Models on The Internet

#### 1.9. Company Systems based on Internet Collaboration

- 1.9.1. Customer Management Systems: Customer Relationship Management (CRM)
- 1.9.2. Supply Chain Management Systems
- 1.9.3. E-Commerce Systems

#### 1.10. Social Business

- 1.10.1. Web 2.0 Strategic Vision and its Challenges
- 1.10.2. Convergence Opportunities and ICT Trends
- 1.10.3. How to Monetize Web 2.0 and Social Media
- 1.10.4. Mobility and Digital Business

**Module 2. Entrepreneurial Innovation and Initiative**
**2.1. Design Thinking**

- 2.1.1. The Blue Ocean Strategy
- 2.1.2. Collaborative Innovation
- 2.1.3. Open Innovation

**2.2. Strategic Innovation Intelligence**

- 2.2.1. Technology Monitoring
- 2.2.2. Technology Foresight
- 2.2.3. Coolhunting

**2.3. Entrepreneurship and Innovation**

- 2.3.1. Strategies to Search for Business Opportunities
- 2.3.2. Assessing the Feasibility of New Projects
- 2.3.3. Innovation Management Systems
- 2.3.4. Entrepreneur Soft Skills

**2.4. Management of Startups**

- 2.4.1. Introduction to Financial Management in Startup Companies
- 2.4.2. Financial Metrics for Startups
- 2.4.3. Financial Planning: Projection Models and their Interpretation
- 2.4.4. Valuation Methods

**2.5. The Business Plan**

- 2.5.1. Business Plan in the Digital Era
- 2.5.2. CANVAS Model
- 2.5.3. Value Proposition Model
- 2.5.4. Content and Presentation

**2.6. Project Management**

- 2.6.1. Agile Development
- 2.6.2. Lean Management in Startups
- 2.6.3. Project Tracking and Project Steering

**2.7. Growth Phases in Startup Companies**

- 2.7.1. Seed Phase
- 2.7.2. Startup Phase
- 2.7.3. Growth Phase
- 2.7.4. Consolidation Phase

**2.8. Financing Startups**

- 2.8.1. Bank Financing
- 2.8.2. Subsidies
- 2.8.3. Seed Capital and Accelerators. Business Angels
- 2.8.4. Venture Capital. IPO
- 2.8.5. Public to Private Partnership

**2.9. Lean Management**

- 2.9.1. The Basic Principles of Lean Management
- 2.9.2. Improvement and Problem-Solving Groups
- 2.9.3. New Forms of Maintenance and Quality Management

**Second Block: E-Commerce and Digital Marketing**
**Module 3. Digital Marketing and E-Commerce**
**3.1. Digital E-Commerce Management**

- 3.1.1. New E-Commerce Business Models
- 3.1.2. Planning and Developing an E-Commerce Strategic Plan.
- 3.1.3. Technological Structure in E-Commerce

**3.2. E-Commerce Operations and Logistics**

- 3.2.1. How to Manage Fulfillment?
- 3.2.2. Digital Point-of-Sale Management.
- 3.2.3. Contact Center Management
- 3.2.4. Automation in Management and Monitoring Processes

**3.3. Implementing E-Commerce Techniques**

- 3.3.1. Social Media and Integration in the E-Commerce Plan.
- 3.3.2. Multichannel Strategy
- 3.3.3. Personalizing Dashboards

**3.4. Digital Pricing**

- 3.4.1. Online Payment Methods and Payment Gateways
- 3.4.2. Electronic Promotions.
- 3.4.3. Digital Price Timing
- 3.4.4. E-Auctions

**3.5. From E-Commerce to M-Commerce and S-Commerce**

- 3.5.1. E-Marketplace Business Models.
- 3.5.2. S-Commerce and Brand Experience
- 3.5.3. Purchase via Mobile Devices

**3.6. Customer Intelligence: from E-CRM to S-CRM**

- 3.6.1. Integrating the Consumer in the Value Chain
- 3.6.2. Online Research and Loyalty Techniques
- 3.6.3. Planning a Customer Relationship Management Strategy

**3.7. Digital Marketing Trade**

- 3.7.1. Cross Merchandising.
- 3.7.2. Designing and Managing Facebook Ads Campaigns
- 3.7.3. Designing and Managing Google Adwords Campaigns.

**3.8. Online Marketing for E-Commerce**

- 3.8.1. Inbound Marketing
- 3.8.2. Display and Programmatic Purchasing
- 3.8.3. Communication Plan

## Module 4. Search Engine Marketing

### 4.1. How Search Engines Work

- 4.1.1. Indicators and Indexes
- 4.1.2. Algorithms
- 4.1.3. SEO and Corporate Branding

### 4.2. SEO Analysis

- 4.2.1. Determining KPIs
- 4.2.2. Generating Scripts and Alerts
- 4.2.3. Optimization of Images, Videos and Other Elements
- 4.2.4. Link Building

### 4.3. Technical SEO

- 4.3.1. Web Performance Optimization
- 4.3.2. Real Time and Content
- 4.3.3. Relevant Tagging and Headers
- 4.3.4. Advanced WPO Techniques

### 4.4. SEO and E-Commerce

- 4.4.1. Conversion Rate Optimization
- 4.4.2. Google Search Console
- 4.4.3. Social Proof and Viralization
- 4.4.4. Navigation and Indexability

### 4.5. Keyword Hunting for SEM

- 4.5.1. Adwords Keyword Tool
- 4.5.2. Google Suggest
- 4.5.3. Insights for Search
- 4.5.4. GoogleTrends

### 4.6. SEM and Google Ads

- 4.6.1. Google Shopping
- 4.6.2. Google Display Network
- 4.6.3. Google Ads Mobile
- 4.6.4. YouTube Advertising

### 4.7. Facebook Ads

- 4.7.1. PPC/PPF (Pay-Per-Fan) Adverts
- 4.7.2. Creating Facebook Ads
- 4.7.3. Facebook Power Editor
- 4.7.4. Campaign Optimization

### 4.8. SEM Strategy and Measurement

- 4.8.1. Quality Score
- 4.8.2. Site Links
- 4.8.3. KPIs
- 4.8.4. Impressions, Clicks, Conversions. Revenue, ROI, CPA

## Module 5. Digital Communication and Online Reputation

### 5.1. Web 2.0 or the Social Web

- 5.1.1. Organization in the Age of Conversation
- 5.1.2. Web 2.0 Is All About People
- 5.1.3. Digital Environment and New Communication Formats

### 5.2. Digital Communication and Reputation

- 5.2.1. Online Reputation Report
- 5.2.2. Netiquette and Good Practices on Social Media
- 5.2.3. Branding and Networking 2.0

### 5.3. Designing and Planning an Online Reputation Plan

- 5.3.1. Brand Reputation Plan
- 5.3.2. General metrics, ROI, and Social CRM
- 5.3.3. Online Crisis and Reputational SEO

### 5.4. General, Professional, and Microblogging Platforms

- 5.4.1. Facebook
- 5.4.2. LinkedIn
- 5.4.3. Twitter

### 5.5. Video, Image, and Mobility Platforms

- 5.5.1. YouTube
- 5.5.2. Instagram
- 5.5.3. Flickr
- 5.5.4. Vimeo
- 5.5.5. Pinterest

### 5.6. Content and Storytelling Strategy

- 5.6.1. Corporate Blogging
- 5.6.2. Content Marketing Strategy
- 5.6.3. Creating a Content Plan
- 5.6.4. Content Curation Strategy

### 5.7. Social Media Strategies

- 5.7.1. Corporate PR and Social Media
- 5.7.2. Defining the Strategy to Be Followed in Each Medium
- 5.7.3. Analysis and Evaluation of Results

### 5.8. Community Management

- 5.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 5.8.2. Social Media Manager
- 5.8.3. Social Media Strategist

### 5.9. Social Media Plan

- 5.9.1. Designing a Social Media Plan
- 5.9.2. Schedule, Budget, Expectations and Follow-up
- 5.9.3. Contingency Protocol in Case of Crisis

### 5.10. Online Monitoring Tools

- 5.10.1. Management Tools and Desktop Applications
- 5.10.2. Monitoring and Research Tools

**Module 6. Performance and Inbound Marketing****6.1. Permission Marketing**

- 6.1.1. How to Obtain a User's Permission
- 6.1.2. Personalizing the Message
- 6.1.3. Mail Confirmation or Double Opt-in

**6.2. Strategy and Performance Techniques**

- 6.2.1. Performance Marketing: Results
- 6.2.2. Digital Media Mix
- 6.2.3. The Importance of the Funnel

**6.3. Affiliate Campaign Development**

- 6.3.1. Agencies and Affiliate Programs
- 6.3.2. Post View
- 6.3.3. Defining Affiliate Programs
- 6.3.4. Display and Campaign Optimization

**6.4. Launching an Affiliate Program**

- 6.4.1. Affiliation and Direct Affiliation Networks
- 6.4.2. Results Analysis and Monitoring
- 6.4.3. Fraud Control

**6.5. Developing E-Mail Campaigns**

- 6.5.1. Lists of Subscribers, Leads, and Customers
- 6.5.2. E-Mail Marketing Tools and Resources
- 6.5.3. Online Writing for E-Mail Marketing Campaigns

**6.6. E-Mail Marketing Metrics**

- 6.6.1. List Metrics
- 6.6.2. Newsletter Delivery Metrics
- 6.6.3. Conversion Metrics

**6.7. Inbound Marketing**

- 6.7.1. Effective Inbound Marketing
- 6.7.2. Benefits of Inbound Marketing
- 6.7.3. Measuring the Success of Inbound Marketing

**6.8. Target Research**

- 6.8.1. Consumer Intent Modelling and Buyer Personas
- 6.8.2. Customer Journey Mapping
- 6.8.3. Content Strategy

**6.9. Content Optimization**

- 6.9.1. Content Optimization for Search Engines
- 6.9.2. Content Creation
- 6.9.3. Content Dynamization

**6.10. Conversion**

- 6.10.1. Lead Capture and CRO
- 6.10.2. Lead Nurturing and Marketing Automation

**Module 7. Web Analytics and Marketing Analytics****7.1. Web Analysis**

- 7.1.1. The Fundamentals of Web Analytics
- 7.1.2. Classical media vs. Digital Media
- 7.1.3. The Web Analyst's Basic Methodology

**7.2. Google Analytics**

- 7.2.1. Configuring an Account
- 7.2.2. Javascript Tracking API
- 7.2.3. Customized Reports and Segments

**7.3. Qualitative Analysis**

- 7.3.1. Research Techniques Applied in Web Analytics
- 7.3.2. Customer Journey
- 7.3.3. Purchase Funnel

**7.4. Digital Metrics**

- 7.4.1. Basic Metrics
- 7.4.2. Ratios
- 7.4.3. Setting Objectives and KPIs

**7.5. Strategy Analysis Areas**

- 7.5.1. Web Traffic Acquisition
- 7.5.2. Activation
- 7.5.3. Conversion
- 7.5.4. Loyalty

**7.6. Data Science and Big Data**

- 7.6.1. Business Intelligence
- 7.6.2. Methodology and Analysis of Large Volumes of Data
- 7.6.3. Data Extraction, Processing, and Loading

**7.7. Viewing Data**

- 7.7.1. Viewing and Interpreting Dashboards
- 7.7.2. Converting Data into a Value
- 7.7.3. Integrating Sources
- 7.7.4. Presenting Reports

**7.8. Web Analytics Tools**

- 7.8.1. Technological Basis of WA Tool
- 7.8.2. Logs and Tags
- 7.8.3. Basic and Ad-hoc Labeling

## Third Block: New Channels in E-Business

### Module 8. Innovation, e-Logistics, and Technology in the Supply Chain

#### 8.1. Process Engineering and Product Engineering

- 8.1.1. Innovation Strategies
- 8.1.2. Open innovation
- 8.1.3. Innovative Organization and Culture
- 8.1.4. Multifunctional Teams

#### 8.2. Launch and Industrialization of New Products

- 8.2.1. Design of New Products
- 8.2.2. Lean Design
- 8.2.3. Industrialization of New Products
- 8.2.4. Manufacture and Assembly

#### 8.3. Digital E-Commerce management

- 8.3.1. New E-Commerce Business Models
- 8.3.2. Planning and Developing an E-Commerce Strategic Plan.
- 8.3.3. Technological Structure in E-Commerce

#### 8.4. E-Commerce Operations and Logistics

- 8.4.1. Digital Point-of-Sale Management.
- 8.4.2. Contact Center Management
- 8.4.3. Automation in Management and Monitoring Processes

#### 8.5. E-Logistics B2C and B2B

- 8.5.1. E-Logistics
- 8.5.2. B2C: E-Fulfillment, the Last Mile
- 8.5.3. B2B: E-Procurement. Marketplaces

#### 8.6. Digital Pricing

- 8.6.1. Online Payment Methods and Payment Gateways
- 8.6.2. Electronic Promotions.
- 8.6.3. Digital Price Timing
- 8.6.4. E-Auctions

#### 8.7. The Warehouse in E-Commerce

- 8.7.1. Peculiarities of the Warehouse in E-Commerce
- 8.7.2. Warehouse Design and Planning
- 8.7.3. Infrastructure. Fixed and Mobile Devices
- 8.7.4. Zoning and Locations

#### 8.8. Designing an Online Store

- 8.8.1. Design and Usability
- 8.8.2. Most Common Functionalities
- 8.8.3. Alternative Technologies

#### 8.9. Supply Chain Management and Future Trends

- 8.9.1. The Future of e-Business
- 8.9.2. The Current and Future Reality of E-Commerce
- 8.9.3. SC Operating Models for Global Companies



**Module 9. Mobile E-commerce**
**9.1. Mobile Marketing**

- 9.1.1. New Consumption and Mobility Habits
- 9.1.2. The SoLoMo Model
- 9.1.3. The 4 Ps of the Marketing Mix in Mobility

**9.2. Mobile Technology**

- 9.2.1. Mobile Operators
- 9.2.2. Mobile Devices and Operating Systems
- 9.2.3. Mobile and Web Apps
- 9.2.4. Sensors and Integration with the Physical World

**9.3. Trends in Mobile Marketing**

- 9.3.1. Mobile Publishing
- 9.3.2. Advergaming and Gamification
- 9.3.3. Mobile Geolocalization
- 9.3.4. Augmented Reality

**9.4. Mobile User Behavior**

- 9.4.1. New Search Habits on Mobile Devices
- 9.4.2. Multi-Screen
- 9.4.3. Mobile as a Purchasing Driver
- 9.4.4. ASO, Mobile User Acquisition and Loyalty.

**9.5. User Interface and Shopping Experience**

- 9.5.1. Rules and Platforms M-Commerce
- 9.5.2. Omnichannel
- 9.5.3. Mobile & Proximity Marketing
- 9.5.4. Gap between Consumer and Advertiser
- 9.5.5. Mobile Commerce Content Managers

**9.6. Apps and Purchases**

- 9.6.1. Designing Mobile Commerce Apps
- 9.6.2. App Stores
- 9.6.3. App Marketing for Customer Loyalty
- 9.6.4. App Marketing for eCommerce

**9.7. Mobile Payments**

- 9.7.1. Value Chain and Business Models of Mobile Payment Methods
- 9.7.2. Keys to Improve UX in Mobile Payment
- 9.7.3. Positioning Strategies in the Mobile Payments Market
- 9.7.4. Fraud Management

**9.8. Mobile Analytics**

- 9.8.1. Mobile Measurement and Analysis Methodologies
- 9.8.2. Mobile Metrics: Main KPIs
- 9.8.3. Profitability Analysis
- 9.8.4. Mobile Analytics

**9.9. Mobile Commerce**

- 9.9.1. Services
- 9.9.2. Applications
- 9.9.3. Mobile Social Shopping

**9.10. Mobile Social Media Applications**

- 9.10.1. Integrating Cell Phones into Social Networks
- 9.10.2. Mobility, Relationship, Ubiquity and Publicity
- 9.10.3. Facebook Places
- 9.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

**Module 10. New Digital Trends**
**10.1. The Internet of Things**

- 10.1.1. Visions and Challenges
- 10.1.2. Key Technologies
- 10.1.3. Pioneering Projects

**10.2. Gamification**

- 10.2.1. Business Gamification Techniques
- 10.2.2. Gamification Design Framework
- 10.2.3. Operating Mechanisms and Motivation
- 10.2.4. Benefits and Return of Investment

**10.3. Big Data**

- 10.3.1. Sectoral Application
- 10.3.2. Business Models
- 10.3.3. New Professions

**10.4. Artificial Intelligence**

- 10.4.1. Methodological Aspects in Artificial Intelligence
- 10.4.2. Heuristic Search
- 10.4.3. Rule Inference Methods
- 10.4.4. Semantic Networks

**10.5. Robotics**

- 10.5.1. Robot Morphology
- 10.5.2. Mathematical Tools for Spatial Localization
- 10.5.3. Cinematic Control
- 10.5.4. Criteria for Implementing an Industrial Robot

**10.6. Modelling and Simulation**

- 10.6.1. Modelling using DEVS
- 10.6.2. Modelling of Random Inputs
- 10.6.3. Generation of Random Inputs
- 10.6.4. Design of Experiments and Optimization

**10.7. Implementing Cryptography in Technology Projects**

- 10.7.1. Electronic Signature
- 10.7.2. Digital Certificate
- 10.7.3. Data Encryption
- 10.7.4. Practical Applications of Cryptography

**10.8. Other Trends**

- 10.8.1. 3D Printing
- 10.8.2. Drones
- 10.8.3. Artificial Vision.
- 10.8.4. Augmented Reality

07

# 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.



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.



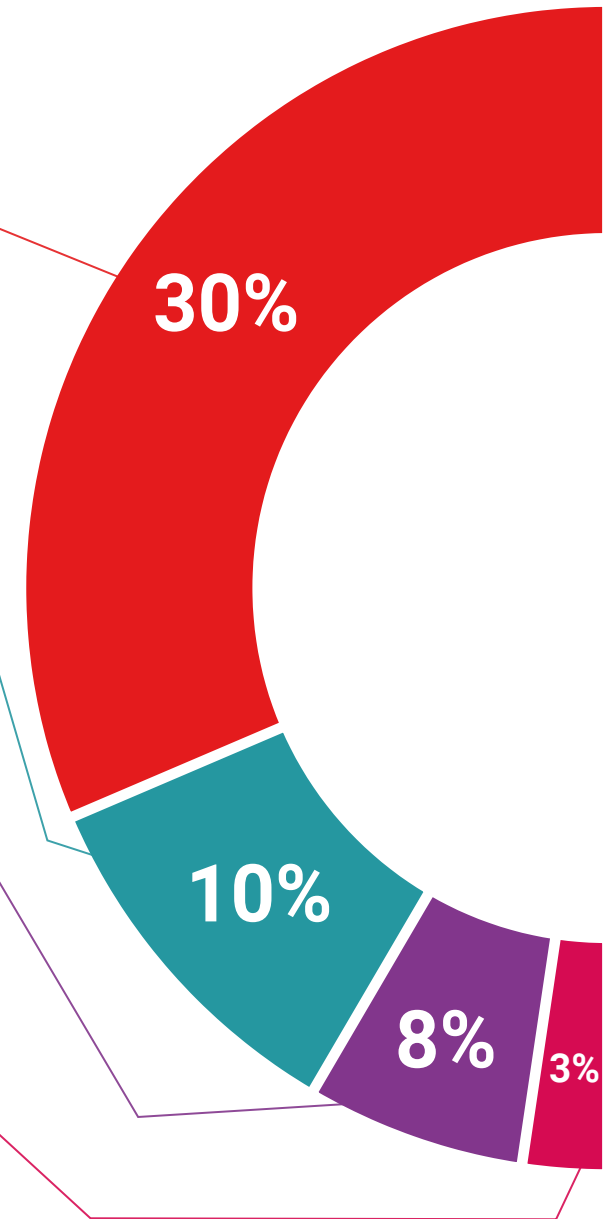
### Management Skills Exercises

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.



08

# Our Students' Profiles

The MBA in Digital Business is a program aimed at professionals who want to update their knowledge, discover new ways of leading and managing digital businesses, and advance their professional career. It is particularly aimed at experienced professionals and executives who want to acquire the business management skills necessary to generate new opportunities in the digital era.





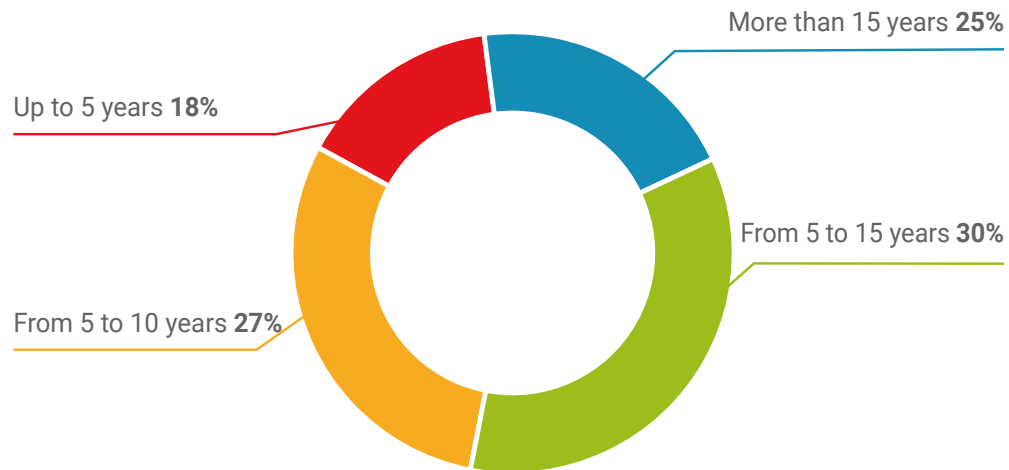
“

*If you want to broaden your knowledge in the digital area and are looking for an interesting improvement in your career while continuing to work, then this is the program for you"*

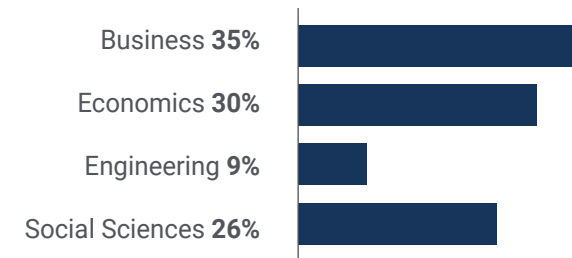
### Average Age

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

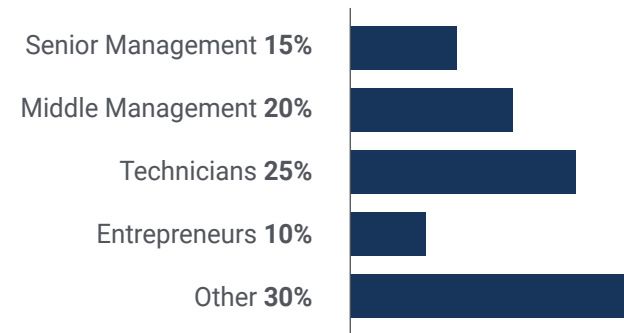
### Years of Experience



### Training

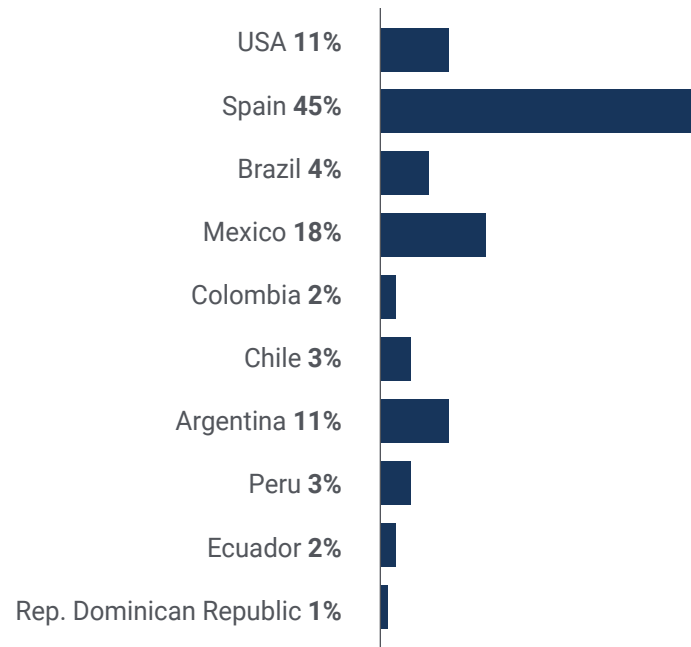


### Academic Profile



## Geographical Distribution

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## Susana Sánchez

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E-Business Director

*"The MBA in Digital Business has the great advantage of having the best teaching team around, which has designed a unique program that includes the most complete and up-to-date information available. Without a doubt, a fully recommendable program for all those who wish to specialize in this field"*

09

# Course Management

This program has been designed by a team of experts in the field who are aware of the need for professionals to specialize in the field of digital business and, accordingly, have created an MBA program that will be essential to improve professional competitiveness in the sector. Undoubtedly, the best team of teachers today, with extensive experience both at teaching and at a business level. A unique teaching staff that will help students achieve their academic goals.





“

*An excellent teaching staff to teach  
professionals who seek excellence”*

## Management



### Galán, José

- ♦ Specialist in Online Marketing, E-commerce, SEO, SEM, Blogging
- ♦ Director of E-Marketing at TECH Technological University
- ♦ Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing) [www.josegalan.es](http://www.josegalan.es)
- ♦ Director of Corporate Marketing, Médica Panamericana
- ♦ Degree in Advertising and Public Relations. Complutense University of Madrid
- ♦ European Higher Education Program in Digital Marketing ESIC





# 10 Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, with us, you have a great chance of achieving it. Therefore, you should take advantage of the opportunity that TECH has to offer you to specialize with the best team in this highly demanded professional field.





“

*Our goal is to generate a positive change in your professional career, and we are fully committed to helping you achieve it”*

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

The MBA in Digital Business from TECH is an intense program that prepares you to face challenges and business decisions level to both on a national and international level. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

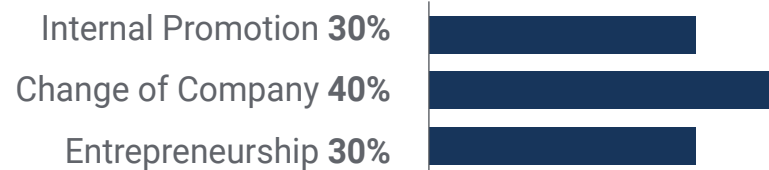
*Obtain a professional improvement in a short period of time after completing this program.*

*If you want to make a positive change in your profession, the MBA in Digital Business will help you achieve it.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students

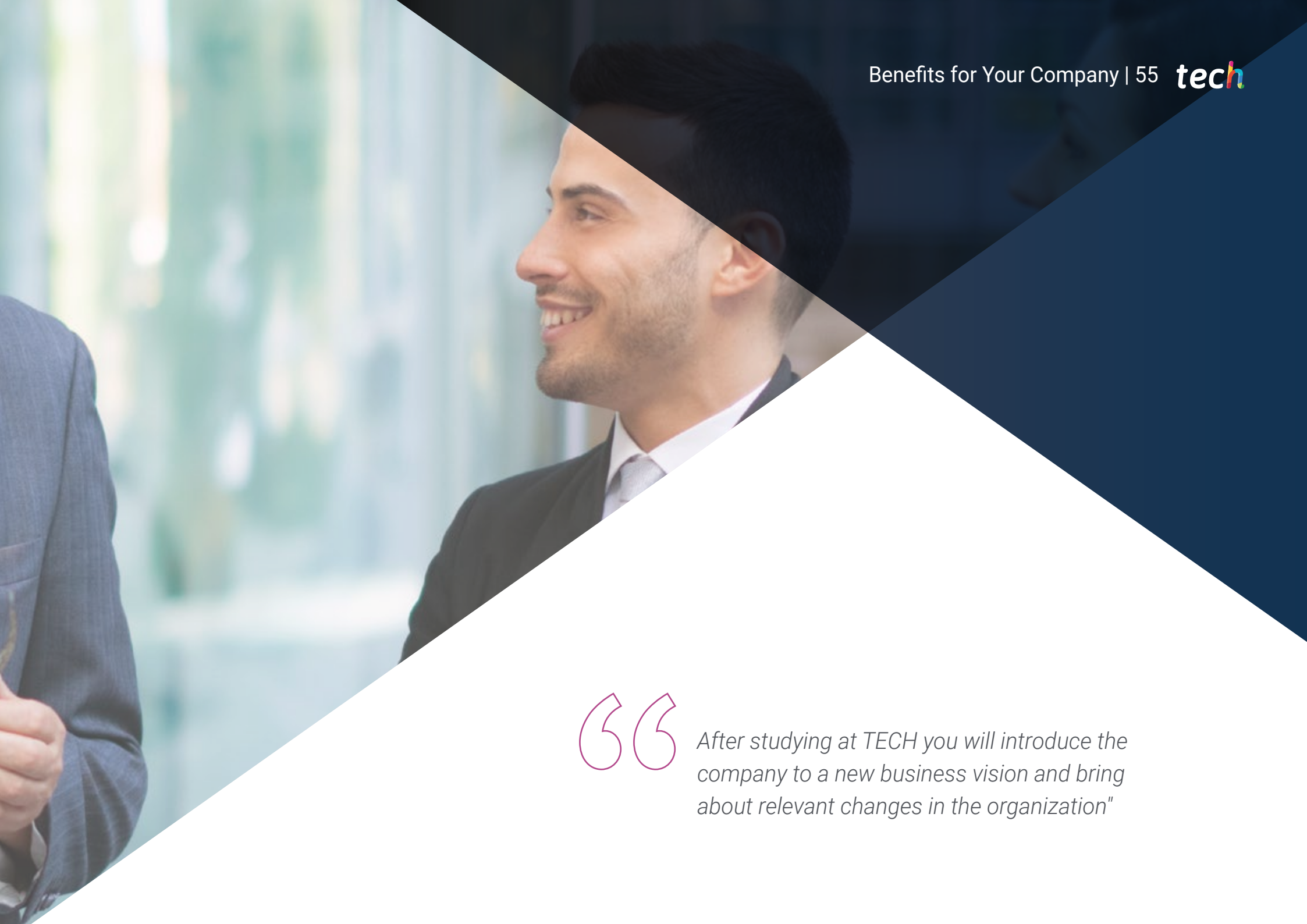


11

# Benefits for Your Company

The MBA in Digital Business helps raise the organization's talent to its maximum potential by training high-level leaders. Therefore, participating in this academic program is a unique opportunity to acquire the necessary skills to develop in senior management, as well as a powerful network of contacts where you can find future professional partners, customers, or suppliers.





“

*After studying at TECH you will introduce the company to a new business vision and bring about relevant changes in the organization"*

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

**01**

### **Intellectual Capital and Talent Growth**

You 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 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.

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**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

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

### Increased competitiveness

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

# 12 Certificate

The Executive Master's Degree MBA in Digital Business guarantees you, in addition to the most rigorous and up-to-dated training, access to a Executive Master's Degree issued by TECH Technological University.





“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

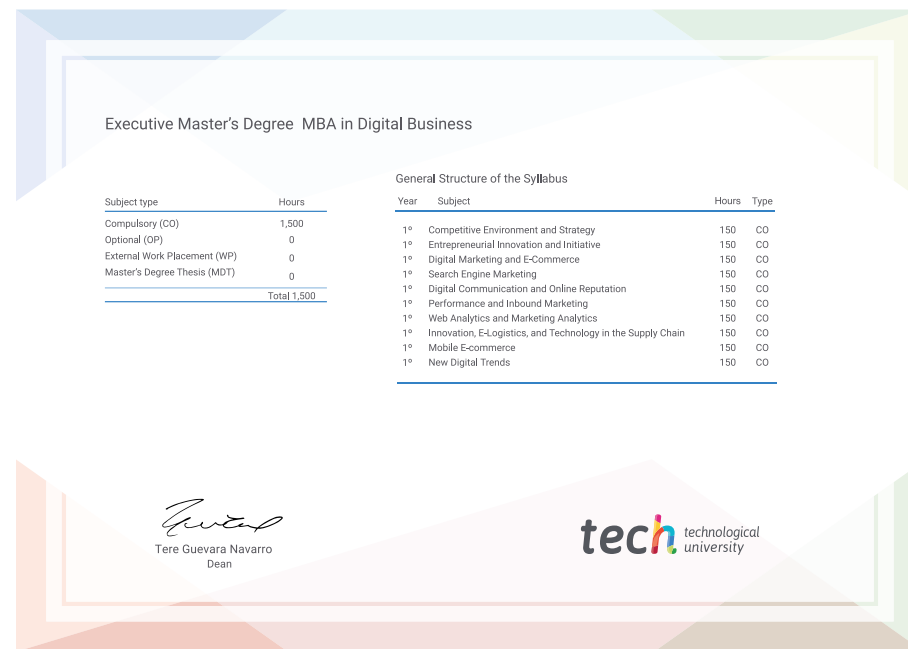
This **Executive Master's Degree in MBA in Digital Business** contains the most complete and updated program on the market.

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 MBA in Digital Business**

Official N° of hours: **1,500 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.



## Executive Master's Degree MBA 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 MBA in Digital Business

