Executive Master's Degree
MBA in Digital Business

MBA DB

tech global university

Executive Master's Degree
MBA in Digital Business

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **Graduates and experienced management professionals**

Website: **www.techtitute.com/us/school-of-business/executive-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, the content of this TECH program will be complemented by a set of 10 exclusive and complementary Masterclasses, taught by a recognized expert of international stature in Digital Marketing.

MBA in Digital Business
TECH Global University

"

Do you want to specialize in Digital Marketing? Now you can thanks to TECH! A prestigious International Guest Director will give 10 unique Masterclasses in this dynamic field"

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 center for intensive managerial skills education.

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 Global University

Innovation

The university offers an online learning model that balances 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.

+100000 executives prepared 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 b usiness 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 analyses in academia"

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study 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 able 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"

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

The **MBA in Digital Business** will enable the student to:

01 Develop strategies to create new opportunities in existing markets

04 Develop a business plan

02 Understand the competitive environment in which our business operates

03 Develop strategies to create new markets and new businesses

05 Acquire in-depth knowledge of the phases involved in creating a company
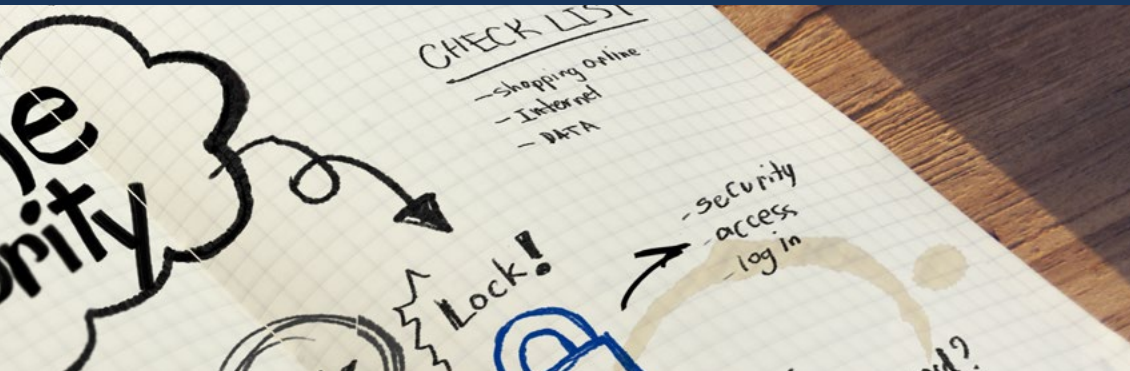
06 Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

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
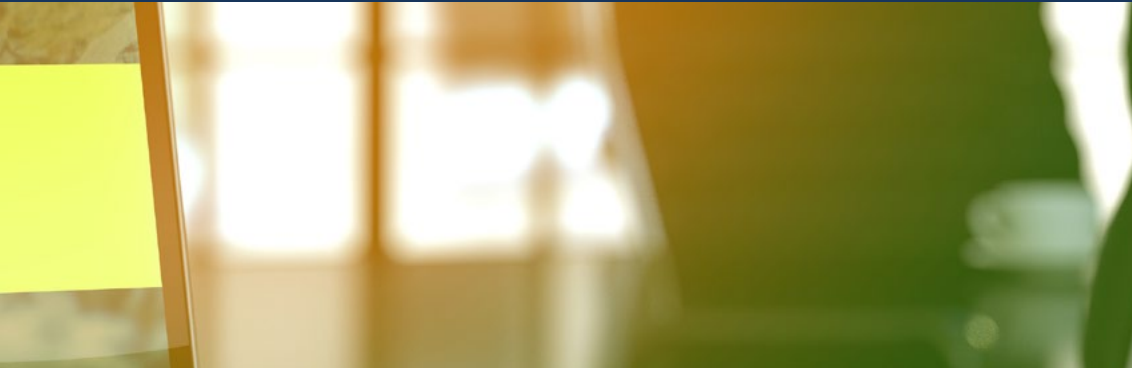
Business Essentials

BUSINESS

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"

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

07 Put search engine marketing techniques into practice

08 Use social networks as an indispensable tool to improve company awareness

09 Have a broad knowledge of consumers

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

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 Global 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 2,700 hours, the student analyzes a plethora of practical cases through individual and team work. 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 takes place over 12 months and is divided into 14 modules:

Module 1	Competitive Environment and Strategy
Module 2	Entrepreneurial Innovation and Initiative
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
Module 8	Innovation, e-Logistics, and Technology in the Supply Chain
Module 9	Mobile E-commerce
Module 10	New Digital Trends
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Executive Management

Where, When and How is it Taught?

TECH offers you the possibility to study this MBA 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.

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

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. Data Visualization
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

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-Fulfilment, 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. Computer Vision
10.8.4. Augmented Reality

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance
11.1.1. Governance and Corporate Governance
11.1.2. The Fundamentals of Corporate Governance in Companies
11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership
11.2.1. Leadership. A Conceptual Approach
11.2.2. Leadership in Companies
11.2.3. The Importance of Leaders in Business Management

11.3. Cross-Cultural Management
11.3.1. Concept of Cross-Cultural Management
11.3.2. Contributions to the Knowledge of National Cultures
11.3.3. Diversity Management

11.4. Management and Leadership Development
11.4.1. Concept of Management Development
11.4.2. Concept of Leadership
11.4.3. Leadership Theories
11.4.4. Leadership Styles
11.4.5. Intelligence in Leadership
11.4.6. The Challenges of Today's Leader

11.5. Business Ethics
11.5.1. Ethics and Morality
11.5.2. Business Ethics
11.5.3. Leadership and Ethics in Companies

11.6. Sustainability
11.6.1. Sustainability and Sustainable Development
11.6.2. The 2030 Agenda
11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility
11.7.1. International Dimensions of Corporate Social Responsibility
11.7.2. Implementing Corporate Social Responsibility
11.7.3. The Impact and Measurement of Corporate Social Responsibility

11.8. Responsible Management Systems and Tools
11.8.1. CSR: Corporate Social Responsibility
11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.8.4. Tools and Standards of CSR

11.9. Multinationals and Human Rights
11.9.1. Globalization, Multinational Corporations and Human Rights
11.9.2. Multinational Corporations and International Law
11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

11.10. Legal Environment and Corporate Governance
11.10.1. International Rules on Importation and Exportation
11.10.2. Intellectual and Industrial Property
11.10.3. International Labor Law

Module 12. People and Talent Management

12.1. Strategic People Management
12.1.1. Strategic Human Resources Management
12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies
12.2.1. Analysis of the Potential
12.2.2. Remuneration Policy
12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management
12.3.1. Performance Management
12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management
12.4.1. Strategic Talent Management Models
12.4.2. Talent Identification, Training and Development
12.4.3. Loyalty and Retention
12.4.4. Proactivity and Innovation

12.5. Motivation
12.5.1. The Nature of Motivation
12.5.2. Expectations Theory
12.5.3. Needs Theory
12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams
12.6.1. High-Performance Teams: Self-Managing Teams
12.6.2. Methodologies for Managing High Performance Self-Managed Teams

12.7. Change Management
12.7.1. Change Management
12.7.2. Types of Change Management Processes
12.7.3. Stages or Phases in Change Management

12.8. Negotiation and Conflict Management
12.8.1. Negotiation
12.8.2. Conflict Management
12.8.3. Crisis Management

12.9. Executive Communication
12.9.1. Internal and External Communication in the Business Environment
12.9.2. Communication Departments
12.9.3. The Head of Communication of the Company. The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent
12.10.1. Productivity
12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment

13.1.1. Macroeconomic Environment and the National Financial System
13.1.2. Financial Institutions
13.1.3. Financial Markets
13.1.4. Financial Assets
13.1.5. Other Financial Sector Entities

13.2. Executive Accounting

13.2.1. Basic Concepts
13.2.2. The Company's Assets
13.2.3. The Company's Liabilities
13.2.4. The Company's Net Worth
13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence

13.3.1. Fundamentals and Classification
13.3.2. Cost Allocation Phases and Methods
13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control

13.4.1. The Budgetary Model
13.4.2. The Capital Budget
13.4.3. The Operating Budget
13.4.5. The Cash Budget
13.4.6. Budget Monitoring

13.5. Financial Management

13.5.1. The Company's Financial Decisions
13.5.2. The Financial Department
13.5.3. Cash Surpluses
13.5.4. Risks Associated with Financial Management
13.5.5. Risk Management of the Financial Management

13.6. Financial Planning

13.6.1. Definition of Financial Planning
13.6.2. Actions to Be Taken in Financial Planning
13.6.3. Creation and Establishment of the Business Strategy
13.6.4. The Cash Flow Chart
13.6.5. The Working Capital Chart

13.7. Corporate Financial Strategy

13.7.1. Corporate Strategy and Sources of Financing
13.7.2. Corporate Financing Financial Products

13.8. Strategic Financing

13.8.1. Self-financing
13.8.2. Increase in Shareholder's Equity
13.8.3. Hybrid Resources
13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning

13.9.1. Analysis of the Balance Sheet
13.9.2. Analysis of the Income Statement
13.9.3. Profitability Analysis

13.10. Analysis and Resolution of Cases/Problems

13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Executive Management

14.1. General Management
14.1.1. The Concept of General Management
14.1.2. The Role of the CEO
14.1.3. The CEO and their Responsibilities
14.1.4. Transforming the Work of Management

14.2. Manager Functions: Organizational Culture and Approaches
14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Operations Management
14.3.1. The Importance of Management
14.3.2. Value Chain
14.3.3. Quality Management

14.4. Public Speaking and Spokesperson Education
14.4.1. Interpersonal Communication
14.4.2. Communication Skills and Influence
14.4.3. Communication Barriers

14.5. Personal and Organizational Communication Tools
14.5.1. Interpersonal Communication
14.5.2. Interpersonal Communication Tools
14.5.3. Communication in the Organization
14.5.4. Tools in the Organization

14.6. Communication in Crisis Situations
14.6.1. Crisis
14.6.2. Phases of the Crisis
14.6.3. Messages: Contents and Moments

14.7. Preparation of a Crisis Plan
14.7.1. Analysis of Possible Problems
14.7.2. Planning
14.7.3. Adequacy of Personnel

14.8. Emotional Intelligence
14.8.1. Emotional Intelligence and Communication
14.8.2. Assertiveness, Empathy, and Active Listening
14.8.3. Self- Esteem and Emotional Communication

14.9. Personal Branding
14.9.1. Strategies for Personal Brand Development
14.9.2. Personal Branding Laws
14.9.3. Tools for Creating Personal Brands

14.10. Leadership and Team Management
14.10.1. Leadership and Leadership Styles
14.10.2. Leadership Skills and Challenges
14.10.3. Managing Change Processes
14.10.4. Managing Multicultural Teams

Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

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:
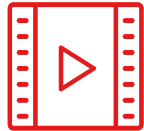
Study Material

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%
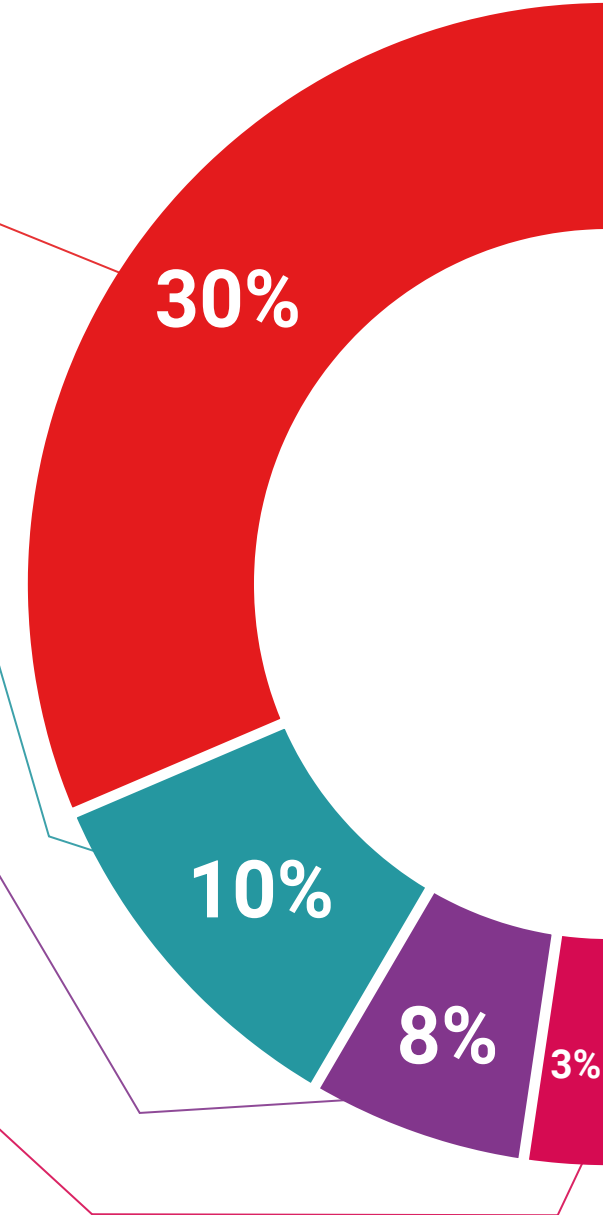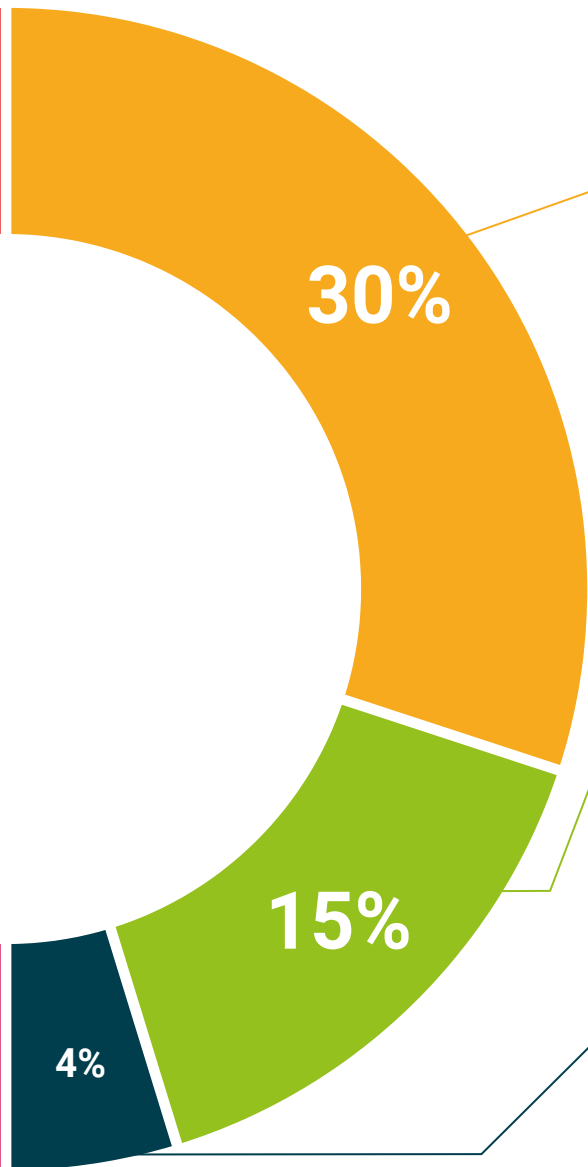
Case Studies

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 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

More than 15 years **25%**

Up to 5 years **18%**

5 to 15 years **30%**

5 to 10 years **27%**

Training

Business **35%**

Economics **30%**

Engineering **9%**

Social Sciences **26%**

Educational Profile

Senior Management **15%**

Middle Management **20%**

Technicians **25%**

Entrepreneurs **10%**

Other **30%**
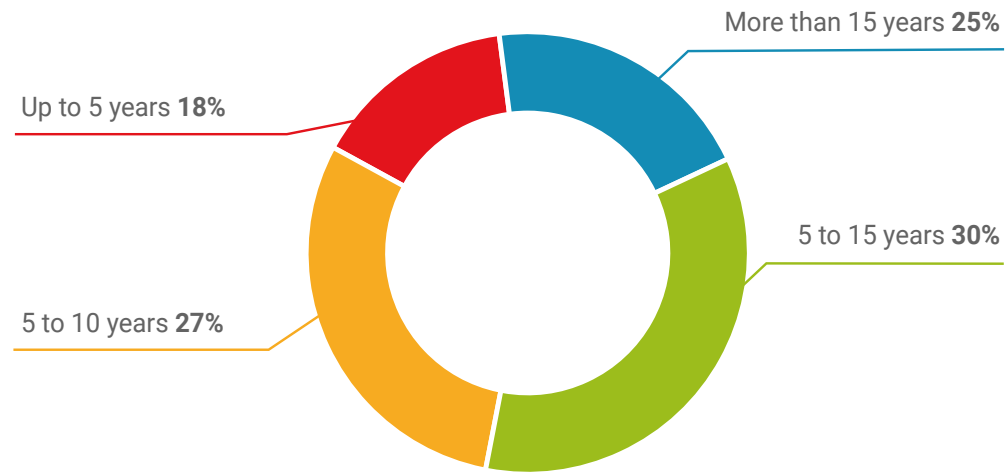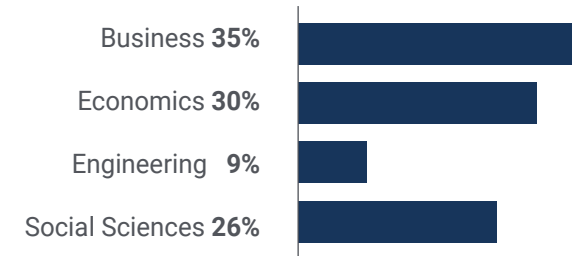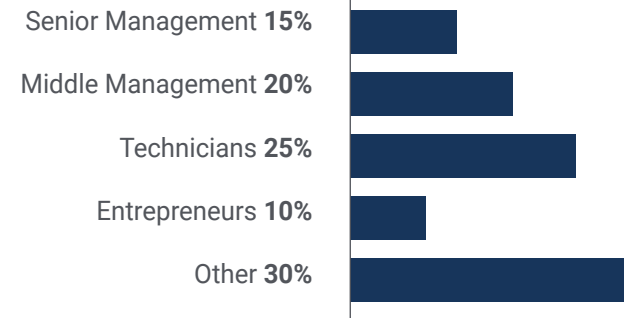
Geographical Distribution

USA	**11%**
Spain	**45%**
Brazil	**4%**
Mexico	**18%**
Colombia	**2%**
Chile	**3%**
Argentina	**11%**
Peru	**3%**
Ecuador	**2%**
Dominican Republic	**1%**
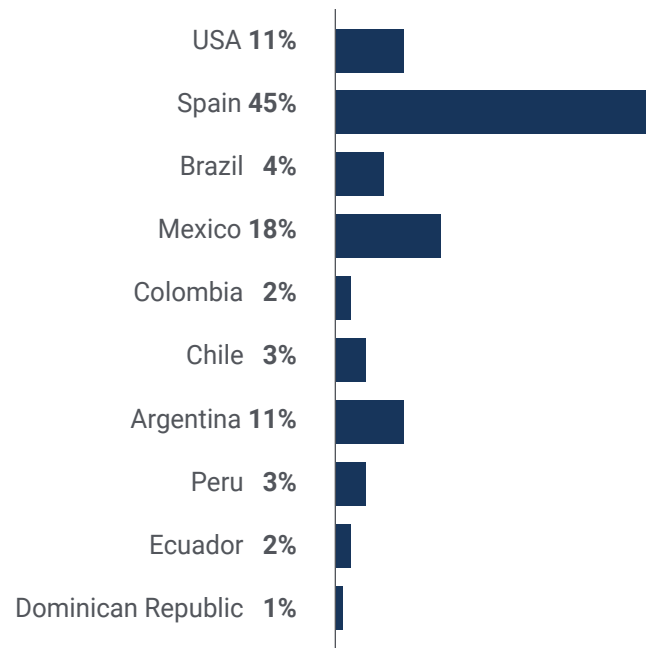
Susana Sánchez

e-Business Director

"The Digital Business MBA 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"

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.

A high-level teaching staff to teach professionals who seek excellence"

International Guest Director

Dr. Ben Marder is a leading figure in the field of Marketing, internationally recognized for his profound contributions to the understanding of consumer behavior in the digital age. As such, he has demonstrated exceptional leadership cementing his reputation as a scholar of unparalleled caliber.

Also, as part of hisresearch agenda is the exploration of social and commercial consumer behavior in the context of digital technologies, especially social networks. In fact, his prolific publication record boasts over 40 articles accepted by reputable journals, such as the Journal of Retailing, European Journal of Marketing and Journal of Business Research. In addition, his pioneering work on the "Chilling Effect" of social media has attracted international attention, with appearances in prestigious media such as The New York Times, Harvard Business Review and the BBC. In this way, the study has revealed how the use of social networks influences behavior in real life, a revelation that has resonated with both academics and the public.

Similarly, beyond his research efforts, he has excelled as Program Coordinator for Introduction to Business Research Programs, playing a pivotal role in shaping the educational landscape. He has also served as Director of Marketing Research Programs, overseeing research programs and promoting student and academic welfare, all at the University of Edinburgh Business School.

Finally, Dr. Ben Marder has been recognized for his innovative research presentations, including his exploration of the unintended consequences of marketing technologies. As such, through his exhaustive work, he continues to illuminate the complexities ofDigital Marketing and leave an indelible mark on both academia and industry.

Dr. Marder, Ben

- Director of Marketing Research Programs, University of Edinburgh, UK
- Program Coordinator for Introduction to Business Research Programs at the University of Edinburgh Business School
- Media appearances in The New York Times, Harvard Business Review and the BBC
- Publications in Journal of Retailing, European Journal of Marketing and Journal of Business Research
- Doctorate in Marketing and Information Systems from the University of Bath
- Master's Degree in Marketing from the University of Leicester
- BSc in Financial Economics from the University of Leicester

"Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams,** Jennifer Dove is an expert in **technology recruitment and strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Dr. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

"

TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the most leading companies in the global market"

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon h**as allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a "cost-effective decarbonization" and **overhauling** a fragmented **data, digital and technology landscape.** Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

"

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and **vendor prioritization.** He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award,** the **Search Leadership Award,** the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** Hamburg, Germany, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion.**

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization,** including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products**, **Merchandising** and **Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein,** among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani,** he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication** and **Sales departments.**

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin,** he has undertaken projects to boost the **structure,** and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.** He has also been in charge of the **terms, costs, processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

" *The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally.** His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform,** the largest of its kind in the world that is anchored in the cloud aimed at **Big Data analysis**. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy,** centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

"

Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers.**

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.** In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

"

Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College

"

Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management

Mr. Galán, José

- Director of E-Marketing at TECH Global University
- Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing)
- Director of Corporate Marketing, Médica Panamericana
- Degree in Advertising and Public Relations from the Complutense University of Madrid
- European Higher Program in Digital Marketing by 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.

Time of Change

During the program
26%

During the first year
50%

After 2 years
24%

Type of change

Internal Promotion **30%**

Change of Company **40%**

Entrepreneurship **30%**
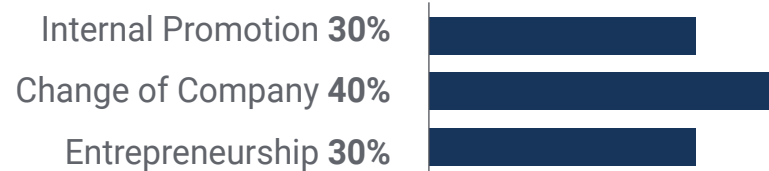
Salary increase

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

Salary before	A salary increase of	Salary after
$ 57,900	**25%**	**$ 72,500**

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

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

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

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

04

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

05

Project Development
The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

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

Certificate

The MBA 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 Global University

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

This private qualification will allow you to obtain an **MBA in Digital Business** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra **(official bulletin)**. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
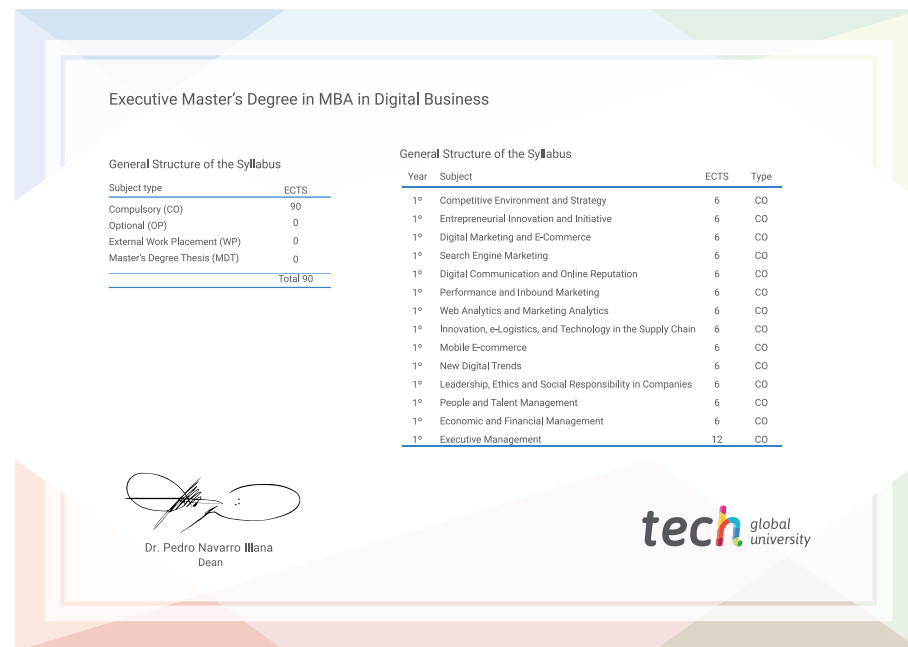
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Digital Business**
Modality: **online**
Duration: **12 months**
Accreditation: **90 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in MBA in Digital Business

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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Executive Master's Degree in MBA in Digital Business

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Competitive Environment and Strategy	6	CO
1°	Entrepreneurial Innovation and Initiative	6	CO
1°	Digital Marketing and E-Commerce	6	CO
1°	Search Engine Marketing	6	CO
1°	Digital Communication and Online Reputation	6	CO
1°	Performance and Inbound Marketing	6	CO
1°	Web Analytics and Marketing Analytics	6	CO
1°	Innovation, e-Logistics, and Technology in the Supply Chain	6	CO
1°	Mobile E-commerce	6	CO
1°	New Digital Trends	6	CO
1°	Leadership, Ethics and Social Responsibility in Companies	6	CO
1°	People and Talent Management	6	CO
1°	Economic and Financial Management	6	CO
1°	Executive Management	12	CO

Dr. Pedro Navarro Illana
Dean

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

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Executive Master's Degree
MBA in Digital Business

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
MBA in Digital Business

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