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**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-digital-business**

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01

Introduction

Digital Business is central to the adoption of transformative solutions such as process automation, big data analytics, digital marketing and the development of innovative models. These tools boost efficiency, extend reach and enable personalized customer experiences. In an environment where artificial intelligence redefines the business-consumer relationship, this discipline becomes a pillar to maintain competitiveness and foster growth in an ever-changing technological market. With the aim of training leaders in this field, TECH has designed an innovative university program focused on Digital Business.

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Thanks to this 100% online Executive Master's Degree, you will design business strategies adapted to the digital environment using tools for process optimization"

Digital Business professionals are responsible for driving innovation, leading multidisciplinary teams, developing robust digital strategies and managing the digitization of products and services.

Of the companies that most lead the implementation of this style of discipline tend to be technology companies, such as Google, Amazon or Microsoft, which constantly seek to innovate their business models and offer cutting-edge digital solutions. There are also technology consulting firms such as Accenture, Deloitte, and Capgemini, which advise other companies in their digitization process, as well as digital marketing agencies and e-commerce companies.

A key achievement it can reach is the optimization of the customer experience through the implementation of personalization technologies such as artificial intelligence or data analytics. Another important achievement is the management and optimization of large volumes of data to make more informed and strategic business decisions, which in turn allows the company to adapt more quickly to market changes and consumer needs.

For this reason, the curriculum of this Executive Master's Degree MBA in Digital Business delves into general aspects of digital transformation and, subsequently, addresses specific modules on the application of strategies and technological tools in the business environment. Through these contents, professionals will be able to develop and implement digital business models, optimize processes through automation and data analysis, as well as lead innovation projects in highly competitive environments.

In addition, this program has a 100% online methodology, which allows students to combine their work, personal and academic responsibilities. In addition, the program incorporates the Relearning method, an innovative methodology that facilitates the assimilation of key knowledge through strategic repetition, thus optimizing the learning process and ensuring a more effective understanding of fundamental concepts.

In addition, a prestigious International Guest Director will offer 10 exclusive Masterclasses.

This **Executive Master's Degree MBA in Digital Business** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in Digital Business
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in the field of Digital Business
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

A renowned International Guest Director will offer 10 rigorous Masterclasses on the latest trends in Digital Business management"

" *With TECH's didactic methodology you will learn to transform data and ideas into solutions, and digital strategies into tangible results"*

Thanks to the Relearning method, you will develop the ability to lead companies that not only adapt to the future, but also create it.

You will manage the organizational change derived from the adoption of new technologies and digital business models.

It includes in its teaching staff professionals belonging to the field of Digital Business, who pour into this program the experience of their work, in addition to recognized specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future"

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in eleven different languages, making us the largest educational institution in the world.

Forbes
Mejor universidad online del mundo

Plan
de estudios más completo

Profesorado
TOP
Internacional

La metodología más eficaz

n°**1**
Mundial
Mayor universidad online del mundo

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

G Google Partner
PREMIER 2023

Universidad online oficial de la **NBA**

4.9/5
★★★★★
global score

99%
Garantía de máxima empleabilidad

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

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Syllabus

Throughout the program, students acquired strategic mastery in key areas such as digital marketing, e-commerce, data analysis and artificial intelligence applied to business, enabling them to design business models adapted to the digital era. In addition, they delve into the management of digital transformation, leadership in technological environments, cybersecurity and digital project management, providing comprehensive training to meet the challenges of today's market. The program combines theory and practice through real cases, simulations and advanced digital tools, strengthening strategic decision making.

" *You will optimize Digital Business models that are economically sustainable and scalable"*

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. Technology 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*
    2.1.2. The Blue Ocean Strategy
    2.1.3. Collaborative Innovation
    2.1.4. *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. Managing 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. The Canvas Model
    2.5.3. *Value Proposition Model*
    2.5.4. Content and Presentation

Module 3. Digital Marketing and e-Commerce

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.   Linkbuilding
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- Bread) 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
    5.4.4.   Twitter
5.5.   Video, Image and Mobility Platforms
    5.5.1.   YouTube
    5.5.2.   Instagram
    5.5.3.   Flickr
    5.5.4.   Vimeo

Module 6. Performance and Inbound Marketing

Module 7. Web Analytics and Marketing Analytics

7.1. Web Analysis
- 7.1.1. The Fundamentals of Web Analytics
- 7.1.2. Classic 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

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. Modeling and Simulation
　　10.6.1. Modeling using DEVS
　　10.6.2. Modeling 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. Cross Cultural Management Concept
　　11.3.2. Contributions to 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

Module 12. People and Talent Management

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 Budget Model
    13.4.2. The Capital Budget
    13.4.3. The Operating Budget
    13.4.5. Treasury Budget
    13.4.6. Budget Monitoring

13.5. Financial Management
    13.5.1. The Company's Financial Decisions
    13.5.2. Financial Department
    13.5.3. Cash Surpluses
    13.5.4. Risks Associated with Financial Management
    13.5.5. Financial Administration Risk 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 Table
    13.6.5. The Working Capital Table

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

13.8. Strategic Financing
    13.8.1. Self-Financing
    13.8.2. Increase in 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. Analyzing and Solving 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

04
Teaching Objectives

The MBA in Digital Business aims to train professionals capable of leading the digital transformation in the business environment, providing them with the necessary skills to manage innovative business models in a highly competitive environment. Through a multidisciplinary approach, the program provides strategic and technological tools to optimize processes, improve data-driven decision making and develop successful digital strategies.

You will manage the finances of a digital company, including the management of revenues, costs and investments in digital platforms"

General Objectives

- Develop a strategic vision for Digital Business management and business transformation in technological environments
- Apply artificial intelligence tools, data analysis and automation to make business decisions based on accurate information
- Design and implement innovative digital business models that improve the competitiveness and profitability of companies
- Integrate digital marketing and e-commerce strategies to optimize online presence and customer experience
- Foster leadership and change management in organizations seeking to adapt to the digital era
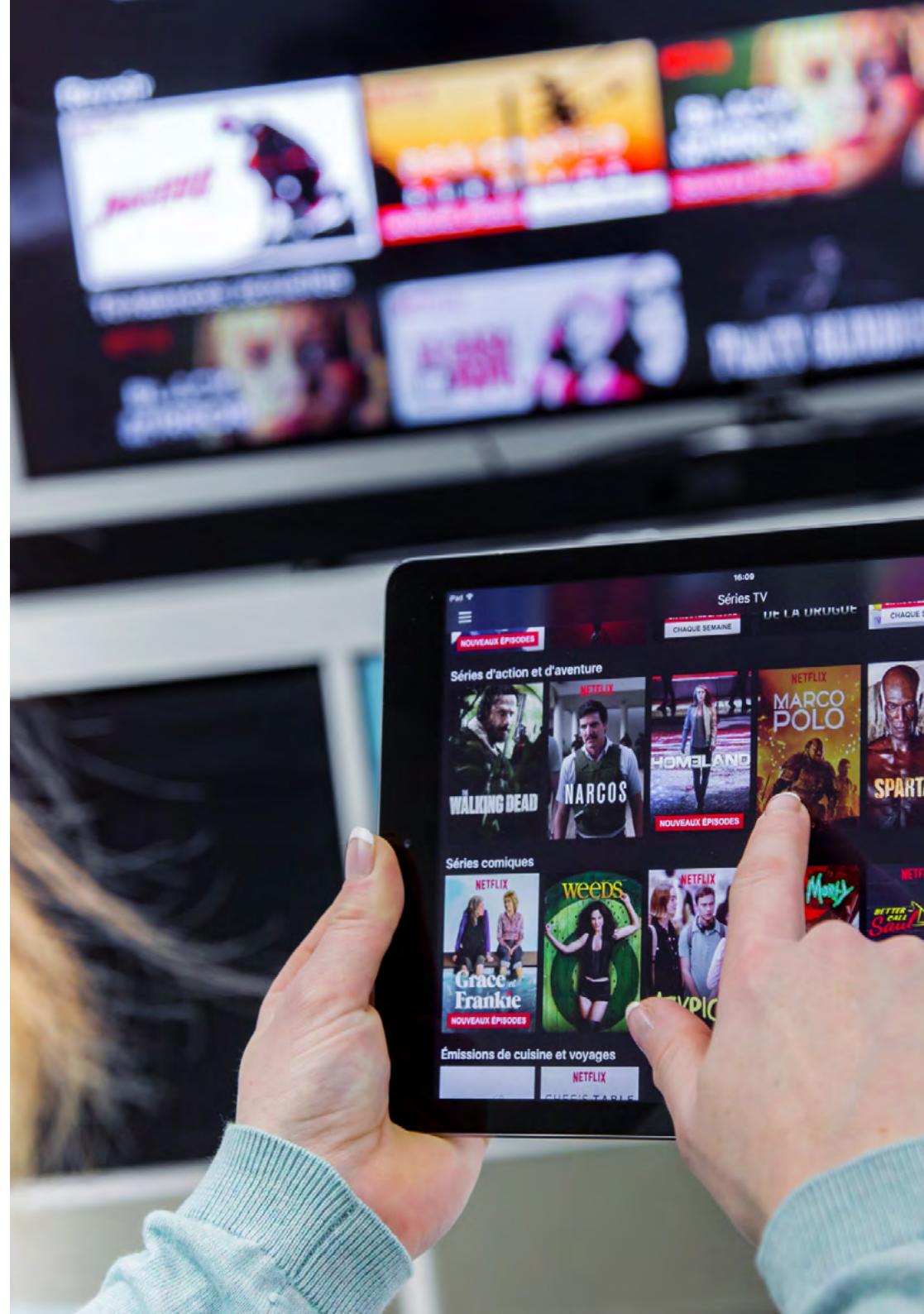
Specific Objectives

Module 1. Competitive Environment and Strategy
- Understand the competitive environment in which companies operate in the digital market
- Develop skills to perform strategic analysis to identify opportunities and threats in the market

Module 2. Entrepreneurial Innovation and Initiative
- Foster creativity and innovative thinking for the development of new digital products and services
- Develop entrepreneurial skills to identify business opportunities in the digital environment

Module 3. Digital Marketing and e-Commerce
- Master the tools and techniques of digital marketing to drive online business growth
- Learn how to develop e-commerce strategies that maximize sales and conversion online

Module 4. Search Engine Marketing
- Understand how search engines work and how to improve web positioning
- Apply SEO and SEM techniques to increase online visibility for companies

Module 5. Digital Communication and Online Reputation
- Develop digital communication strategies that increase visibility and brand image
- Manage the online reputation of companies, monitoring mentions and managing public perception

Module 6. *Performance and Inbound Marketing*
- Design inbound marketing campaigns that attract, convert and retain customers
- Implement content marketing strategies to attract web traffic and generate qualified leads

Module 7. Web Analytics and Marketing Analytics
- Apply marketing analytics principles to interpret data and make informed decisions
- Create detailed reports on digital performance, analyzing key metrics such as web traffic, conversion, and user behavior

Module 8. Innovation, e-Logistics, and Technology in the Supply Chain
- Apply e-logistics solutions to improve operational efficiency and reduce costs in the product distribution process
- Develop strategies to integrate new technologies, such as IoT and blockchain, into digital supply chain management

Module 9. Mobile e-Commerce
- Optimize the shopping experience on mobile devices, ensuring a friendly and fluid interface
- Develop targeted marketing campaigns to drive sales on mobile applications and mobile e-commerce platforms

Module 10. New Digital Trends
- Explore the latest digital trends that are transforming business, such as artificial intelligence, augmented reality and blockchain
- Analyze the impact of these emerging technologies on marketing strategies and business models

Module 11. Leadership, Ethics and Social Responsibility in Companies
- Integrate sustainability and social responsibility practices into digital business strategies
- Encourage ethical decision-making in the digital environment, respecting user privacy and managing data security

Module 12. People and Talent Management
- Develop leadership skills to manage multidisciplinary teams in digital environments
- Implement talent management strategies to attract, develop and retain the best professionals in the digital environment

Module 13. Economic and Financial Management
- Master the tools and techniques to manage the finances of a company in the digital environment
- Analyze and make strategic economic decisions that favor the sustainability and growth of Digital Businesses

Module 14. Executive Management
- Develop skills in the strategic and operational management of a company
- Lead teams in the implementation of effective business strategies focused on the digital environment

You will implement responsible business practices in the digital environment, keeping in mind ethical issues related to data use, privacy and sustainability"

05
Career Opportunities

Graduates of the Executive Master's Degree MBA in Digital Business will be able to work in a wide variety of sectors, both in technology companies and in traditional companies undergoing digital transformation. Among the main professional opportunities are leadership positions such as Digital Transformation Director, Innovation Manager, Digital Project Manager and Digital Strategy Consultant. In addition, you will be able to practice as a specialist in e-commerce, digital marketing and data analytics, developing strategies that optimize online presence and customer experience.

You will have comprehensive knowledge on the implementation of digital compliance and data protection policies"

Graduate Profile

The graduate of this program will be a highly qualified professional in the direction and management of Digital Business, technological transformation and business innovation. They will have a strategic vision for data-driven decision making, leadership of multidisciplinary teams and optimization of business models through the use of advanced digital tools. In addition, you will possess skills to identify growth opportunities in digital environments, implement marketing and e-commerce strategies, and manage innovation projects with agile methodologies.

You will apply agile methodologies in the management of digital projects ensuring the delivery of high quality products and services in fast times.

- **Customer Experience Development:** Ability to design optimized digital experiences that improve user satisfaction and loyalty

- **Financial Management and Digital Business Models:** Expertise in digital economy, fintech and monetization strategies to maximize the profitability of technology companies

- **Adaptability and Innovative Mindset:** Ability to anticipate technology trends and respond nimbly to market changes

- **Negotiation and Communication Skills:** Skills to lead multidisciplinary teams, manage relationships with stakeholders and make strategic decisions in the corporate environment

After completing the Executive Master's Degree, you will be able to use your knowledge and skills in the following positions:

1. **Director of Digital Transformation:** Responsible for leading the digitalization of a company, implementing technological strategies to optimize processes and improve competitiveness

2. **Innovation and Digital Strategy Manager:** Designs and drives innovative initiatives within an organization, integrating new technologies and digital business models

3. **Digital Business Consultant:** Advises companies on the adoption of digital strategies, helping them to improve their online presence, optimize their performance and adapt to the technological ecosystem

4. Digital Project Manager: Leads technology and digital projects, managing multidisciplinary teams and ensuring the implementation of innovative solutions using agile methodologies

5. **E-Commerce Specialist:** Responsible for managing and optimizing online sales platforms, developing strategies for conversion, loyalty and user experience

6. Data and Business Intelligence Analyst: Interprets large volumes of data for strategic decision making, improving operational efficiency and company profitability

7. **Cybersecurity and Data Protection Manager:** Oversees the company's IT security, ensuring compliance with regulations and the protection of sensitive information

8. **Director of Customer Experience:** Optimizes the interaction between the company and its customers, implementing digital strategies to improve customer satisfaction and loyalty

9. **Digital Transformation Leader in Traditional Companies:** Leads the technological evolution of companies seeking to digitize their operations and processes to stay competitive

10. **Fintech and Digital Economy Specialist:** Develops digital financial strategies, applying new technologies such as blockchain and electronic payments to improve business economic management

Combine knowledge of technology and business strategy, which will allow you to design innovative business models"

06
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

❝ *At TECH you will NOT have live classes (which you might not be able to attend)"*

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

"

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Global Score review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%

Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

Teaching Staff

This program has been designed by a team of experts in the field who, aware of the need for specialization of professionals in the field of Digital Business, has created an Executive Master's Degree MBA that will be essential to improve the competitiveness of professionals 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.

"

Develop technology strategies that improve operational efficiency and create value with the best faculty in the university landscape"

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 his **research 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 of **Digital 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 **NBCUniversal** 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 **Human Resources** 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 has held management positions in recruitment for companies in various areas.

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.

Ms. Dove, Jennifer

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

" *A unique, key, and decisive educational experience to boost your professional development"*

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud** 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** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he 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 at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of 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
- Degree 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. Therefore, 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

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

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,** in 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, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best didactic 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 **Product**, **Merchandising** and **Communication**. All of this linked to 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 **accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, 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**..

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns.** 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 & Merchandising Director Armani Exchange 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
- Degree in Business and Economics from the University of Eastern Piedmont

" The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, 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 Café 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 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. Because of this, 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
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at 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 and Master's Degree in Mathematics and Statistics at the University of Copenhagen

"
Study at the best online university in the world 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

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

" *Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"*

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

"*Thanks to this 100% online university program, 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

Galán, José

- Specialist in Online Marketing
- 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

08 Certificate

The Executive Master's Degree MBA in Digital Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree diploma 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 a **Executive Master's Degree MBA diploma in Digital Business** endorsed by **TECH Global University**, the world's largest online university.
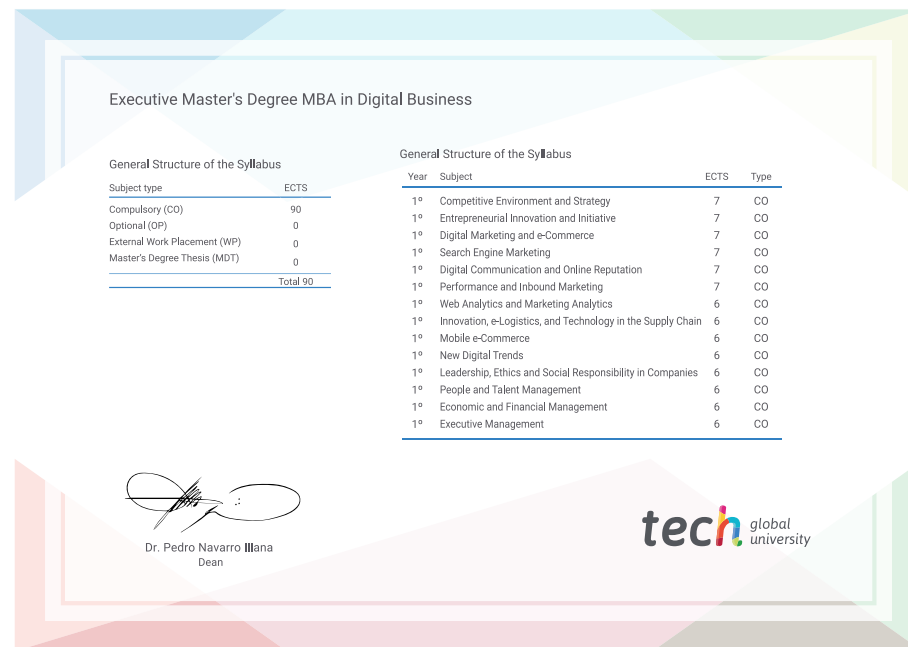
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree MBA in Digital Business**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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tech global university

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

Executive Master's Degree 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

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree 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
1º	Competitive Environment and Strategy	7	CO
1º	Entrepreneurial Innovation and Initiative	7	CO
1º	Digital Marketing and e-Commerce	7	CO
1º	Search Engine Marketing	7	CO
1º	Digital Communication and Online Reputation	7	CO
1º	Performance and Inbound Marketing	7	CO
1º	Web Analytics and Marketing Analytics	6	CO
1º	Innovation, e-Logistics, and Technology in the Supply Chain	6	CO
1º	Mobile e-Commerce	6	CO
1º	New Digital Trends	6	CO
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Executive Management	6	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.

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**

Executive Master's Degree
MBA in Digital Business

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