Executive Master's Degree

MBA in Digital Transformation (CDO, Chief Digital Officer)

MBADTCDO

tech technological university

tech technological university

Executive Master's Degree
MBA in Digital Transformation (CDO, Chief Digital Officer)

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

Website: **www.techtitute.com/in/school-of-business/professional-master-degree/master-mba-digital-transformation-cdo-chief-digital-officer**

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01

Welcome

Digital Transformation is not a one-and-done process. The constant emergence of new technologies and the significant advances that occur every year, especially in the IT field, force companies to be immersed in a continuous renewal process. This is where the figure of the CDO, Chief Digital Officer, stands out, who must lead this Digital Transformation in order to seek the greatest benefit for their organization. To do so, they must have a complete mastery of business management processes, as well as the jurisdiction of Digital Transformation, analytical techniques, digital communication or Internet of Things, among others. This program delves precisely into all the skills that the CDO must develop to have a successful career, offering a 100% online format with which you can improve your professional and economic expectations without having to sacrifice work or personal responsibilities.

MBA in Digital Transformation (CDO, Chief Digital Officer).
TECH Technological University

The digital revolution has changed the business world forever. With this program, you will position yourself as that CDO technology leader who will keep the organization at the forefront of the computerized era"

02

Why Study at TECH?

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

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

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

Networking

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

100,000+
executives trained each year

200+
different nationalities

Empowerment

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

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

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities

Learn with the best

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

Teachers representing 20 different nationalities

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

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

Analysis

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

Academic Excellence

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

Economy of Scale

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

03

Why Our Program?

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

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

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision

03

Consolidate the student's senior management skills

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

You will work on more than 100 real senior management cases

04

Take on new responsibilities

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

45% of graduates are promoted internally

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career

08

Be part of an exclusive community

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

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

04

Objectives

Since the CDO must cover a multitude of technological fields in order to perform their role successfully, the objective of this program is to provide them with the appropriate tools, strategies and knowledge that will directly influence their daily work. For this purpose, extensive teaching material has been prepared, covering many areas of technology management, process control and leadership behavior in the field of the Chief Digital Officer.

You will have the best teaching material at your disposal, in a virtual classroom available 24 hours a day so that you can access it whenever you want"

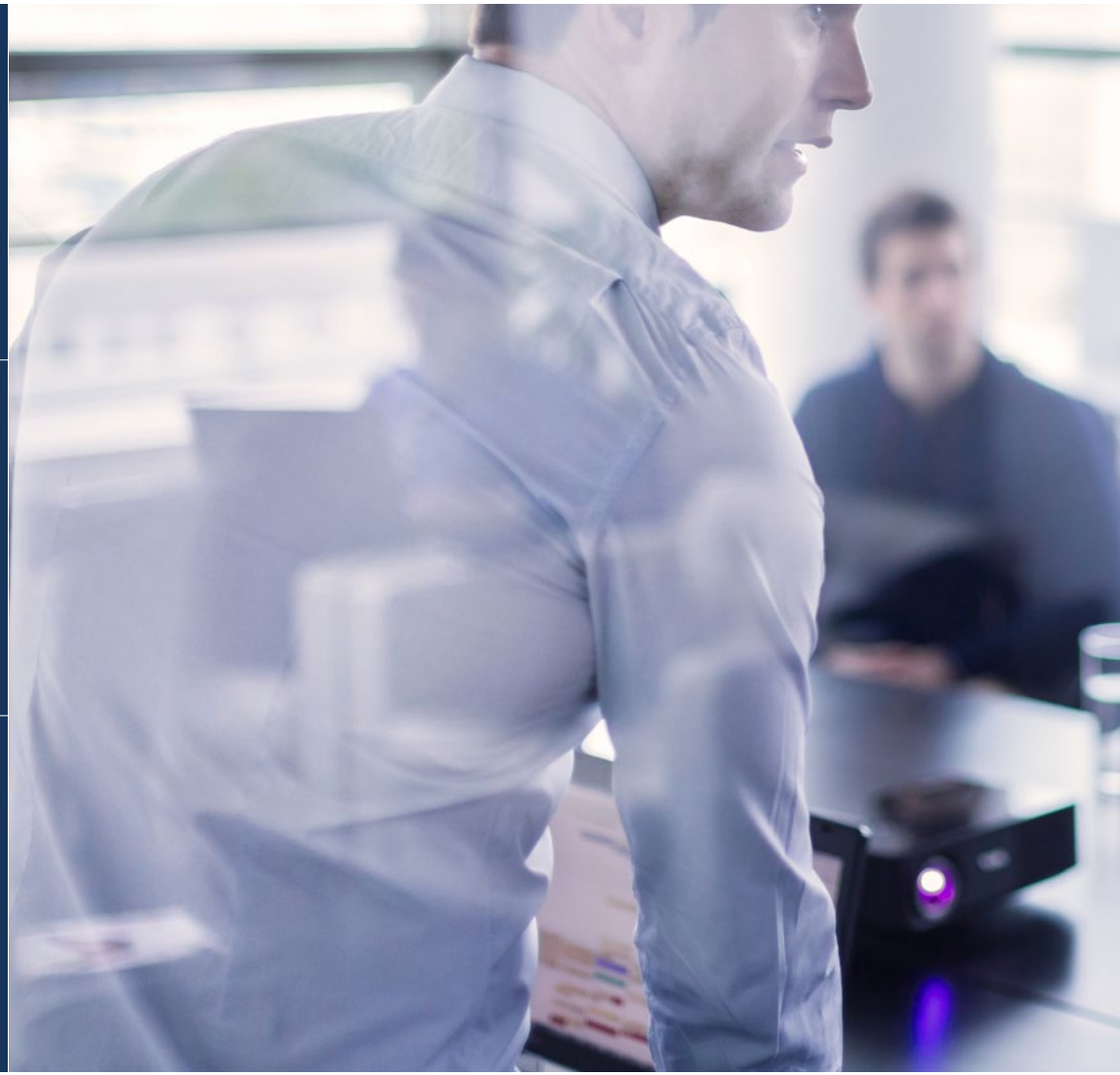
The students' objectives are the goals of TECH. We work together in order to achieve them.

The **Executive Master's Degree MBA in Digital Transformation (CDO, Chief Digital Officer)** will qualify you to:

01 Master the different BPM technological solutions and select the one that best suits each organization

02 Identify innovative processes that allow the creation of new technological products and services

03 Model and design business processes using BPM methodology, creating process maps and process documentation



04 Develop a conceptual framework for the analysis of digital maturity and the challenges at the level of strategy, processes, technology, culture and people faced by the organization in the new digital paradigm

05 Implement process automation and integration with customers, suppliers, workers, organizations, documents, systems and technology

06 Develop a strategic vision to lead the processes of change in innovation management and Digital Transformation

07 Master the different technological trends that are taking place so that you can have a strategic and global vision when applying them in your projects

08 Establish the Digital Strategy, understanding this with a 360º vision, applied to the customer experience as well as to the internal experience in the company.

09 Acquire a strategic vision and the ability to define a marketing plan, through an exhaustive analysis of the tools to be used in: social networks, influencer marketing, email marketing, SEO positioning, mobile marketing and ASO, paid-media campaigns, affiliate marketing, programmatic advertising, loyalty programs and co-branding actions

10 Learn about and reflect on the different behavioral trends in users, as well as the new communication that all companies will have to face

11 Implement Business Process Management in a timely and successful manner

12 Create process models taking into account the most used notation types, knowing their relevant aspects, in order to choose the appropriate modeling type for each scenario

13

Design the desired process and evaluate its performance, formulating management indicators according to the level of the organization

05

Skills

The Digital Transformation demands from managers a series of refined skills not only in the obvious technological field, but also in the management of constantly changing environments, analytics of business procedures or the optimization and control of these processes. For this reason, managers will find in this program an eminently practical content, focused on the direct improvement of their competencies even before completing it, being able to incorporate the most important skills of the CDO position into their daily work.

You will make your work, effort and leadership skills count thanks to the skills enhancement and digital management you will acquire in this program"

Skills:

01 Understand the impact of digital transformation on customers, processes, business models, human talent and work tools

02 Apply the use of new technological tools in your organization

03 Acquire a strategic vision to lead the change processes of innovation management and digital transformation

04 Create a digital transformation team by understanding which areas of the company and profiles should be involved

05 Analyze the business impact of the use of current technologies

06 Leading the changes that are transforming organizational processes

07 Analyze the digital environment: consequences, challenges and opportunities from a marketing perspective

08 Develop the vision and strategic capacity to define a marketing plan, as well as the tools that are currently being used

09 Lead and manage the digital marketing team on a business level

10 Master the advances in new advertising formats, thereby having the necessary knowledge to bet on them in your future strategy

11 Implement a digital strategy by seeing the impact it is having on different sectors today

12 Recognize if the company has the necessary elements for a successful implementation of the BPM project

13 Create business process models taking into account the most commonly used types of model notation

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

06

Structure and Content

Following the Relearning, pedagogical methodology, all the contents of this program favor a natural and effective teaching, which does not require an investment of huge hours of study to be able to overcome. On the contrary, the multiple multimedia resources, video summaries and simulated cases based on real examples make the academic experience much more enriching, even gaining access to a reference guide of great use in the day-to-day life of the most advanced CDO.

Definitely boost your career path to the highest positions of responsibility in the digital field with this Executive Master's Degree MBA in Digital Transformation (CDO, Chief Digital Officer)"

Syllabus

The MBA in Digital Transformation (CDO, Chief Digital Officer) of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of integrated project management. The content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 hours of study, the student will analyze a multitude of practical cases through individual work, which will allow them to learn in a more contextual way, facilitating their understanding. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for students, focused on professional improvement and preparing them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company 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 competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 10 modules:

Module 1	The Digital Environment in Business Processes
Module 2	Digital Transformation in the Company
Module 3	The New Digital Era: Internet of Things (IoT)
Module 4	Digital Transformation as a 360º Strategy
Module 5	Marketing Channels in the Digital Era
Module 6	New Behavior in the Digital Transformation of Companies
Module 7	Business Process Management (BPM)
Module 8	Process Modeling and Analysis
Module 9	Process Control and Optimization
Module 10	Legal Aspects of the Digital Transformation

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 12 months of specialization, 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. The Digital Environment in Business Processes

1.1. The Digital World
1.1.1. Trends and Opportunities
1.1.2. Digital Transformation: Choice or Necessity
1.1.3. The Impact of the Digital Age on Customers

1.2. Impacts of Digital Transformation
1.2.1. Internal and External Communication
1.2.2. In Sales and Customer Channels
1.2.3. New Business Models

1.3. Process Management
1.3.1. Processes
1.3.2. Process and Cycle Deming
1.3.3. Business Process Mapping
1.3.3.1. Strategic Management
1.3.3.2. Operational or Value Chain
1.3.3.3. Support

1.4. Optimization in Process Management
1.4.1. Process Based Focus
1.4.2. Process Improvement Phases
1.4.3. Continuous Improvement and Organization

1.5. Process Innovation
1.5.1. Design Thinking
1.5.2. Agile Approach
1.5.3. Lean Start-up

1.6. Digital Strategy in the Company
1.6.1. Digital Marketing and E-Commerce
1.6.2. Integrating Traditional and Digital Marketing
1.6.3. Online Marketing Tools

1.7. Organizational Environment
1.7.1. Change Management
1.7.2. Strategy for the Management of Change
1.7.3. Organizational Change Implementation

1.8. Analysis and Management of Data
1.8.1. History, Evolution and Trends of Web Analytics
1.8.2. The Importance of Data Analytics
1.8.3. Big Data and Business Intelligence
1.8.3.1. Big Data
1.8.3.2. Business Intelligence (BI)

1.9. Innovation and Technology
1.9.1. Innovative Companies
1.9.2. Competitiveness Factors. Creativity and Innovation
1.9.3. Innovation and Process Management

1.10. Applications and Success Stories
1.10.1. Path of Digital Transformation
1.10.2. Projecting Digital Transformation
1.10.3. How to Succeed in Digital Transformation

Module 2. Digital Transformation in the Company

2.1. Digital and Business Transformation
2.1.1. Digitization vs. Digital Transformation
2.1.2. Social Business: Platforms, Processes and People
2.1.3. Organizational Models

2.2. Smart Company or Company 4.0
2.2.1. Difference between Smart Company, Digital Company and Traditional Company
2.2.2. Keys to Management in Digital Native Companies
2.2.3. Design, Manufacturing, Logistics and Distribution of the Company 4.0

2.3. Digital Transformation
2.3.1. Challenges of Digital Transformation
2.3.2. Advantages of Digital Transformation
2.3.3. Barriers of Digital Transformation

2.4. Typology of Digital Transformation
2.4.1. Digital Transformation by Type of Business
2.4.2. Digital Transformation by Models of business
2.4.3. Digital Transformation by User Profile

2.5. Profiles Leading the Digital Transformation by Area
2.5.1. Technology
2.5.2. Marketing and Growth
2.5.3. Human resources
2.5.4. Management

2.6. TI/ IS Strategic Planning
2.6.1. The IT/IS Plan
2.6.2. Structure of an IT/IS Plan
2.6.3. Phases of an IT/IS Plan

2.7. Information Systems Project Management
2.7.1. Functional and Non-Functional Requirements
2.7.2. Typology of Information Systems
2.7.3. Entity-Relationship Model

2.8. Differences Between Methodologies
2.8.1. Differences between Design Thinking, Lean Startup, Agile, Growth Hacking
2.8.2. Delving into the Methodology of Growth Hacking

2.8.3. Other Methodologies Design Sprint, Kanban and Six Sigma

2.9. Digital Competencies
2.9.1. Strategic, Communicative and Agile Vision
2.9.2. Data Analytics
2.9.3. Creativity Management
2.9.4. Security/Safety

2.10. Consequences of Digital Transformation
2.10.1. Digitization of Society
2.10.2. Digital Division
2.10.3. Flexible Work, Work by Objectives and Teleworking

Module 3. The New Digital Era: Internet of Things (IoT)

3.1. Internet Of Things
3.1.1. Analysis of Internet Of Things
3.1.2. Scope and Evolution
3.1.3. Transformation Implications for Companies

3.2. Big Data
3.2.1. Big Data and Small Data
3.2.2. The 4 V´s of Big Data
3.2.3. Predictive Analytics
3.2.4. Focus Data Driven

3.3. Cloud Productivity
3.3.1. Features
3.3.2. Implementation models
3.3.3. Levels or Layers

3.4. Technology Blockchain
3.4.1. Blockchain.
3.4.2. Benefits of Blockchain
3.4.3. Blockchain Applications in the Business World

3.5. Artificial Intelligence (AI)
3.5.1. Artificial Intelligence
3.5.2. Types of Artificial Intelligences
3.5.3. Applications of Artificial Intelligences
3.5.4. Machine Learning vs. Artificial Intelligence

3.6. Extended Reality (XR)
3.6.1. Extended Reality
3.6.2. Virtual Reality (VR)
3.6.3. Augmented Reality (AR)
3.6.4. Mixed Reality (MR)

3.7. Augmented Humans or Human 2.0
3.7.1. Human Enhancement Technologies (HET)
3.7.2. Biohacking
3.7.3. Accelerated Learning

3.8. 3D Printing
3.8.1. Evolution and Scope of 3D Printing
3.8.2. Types of 3D Printing
3.8.3. Applications of 3D Printing

3.9. Localization-Based Services (LBS)
3.9.1. Bluetooth Low Energy (BLE): Beacons
3.9.2. GPS Location
3.9.3. Wireless Location: Geofending and Geotagging (RFID and NFC, Barcodes, QR Scanners)

3.10. 5G Technology
3.10.1. Connectivity
3.10.2. Advantages of 5G
3.10.3. Applications

Module 4. Digital Transformation as a 360º Strategy

4.1. 360º Strategy
4.1.1. Brand Awareness
4.1.2. Content Mapping and Customer Journey
4.1.3. Always on Strategy

4.2. Rebranding
4.2.1. Rebranding
4.2.2. When to Apply a Rebranding Strategy?
4.2.3. How to Apply a Rebranding Strategy?

4.3. HR Marketing
4.3.1. Recruitment Marketing
4.3.2. Phases del HR Marketing
4.3.3. Communication Strategy

4.4. Relationship Marketing
4.4.1. Relationship Marketing
4.4.2. Inbound Marketing
4.4.3. Tools

4.5. Innovation Ecosystems and Communities
4.5.1. Innovation Ecosystems
4.5.2. Types of Profiles
4.5.3. Keys for Having a Internal and External Community

4.6. Social Selling
4.6.1. Social Selling
4.6.2. How to Apply a Social Selling Strategy?
4.6.3. Applications based on Social Selling

4.7. Experience Marketing
4.7.1. Marketing Expertise
4.7.2. Objectives in an Experiential Marketing campaign
4.7.3. Use of Technology in Experiential Marketing

4.8. Branded Content and Native Advertising
4.8.1. Branded Content and Debranding
4.8.2. Content Marketing vs. Brand Journalism
4.8.3. Native Advertising

4.9. Real Time Marketing
4.9.1. Real Time Marketing
4.9.2. Preparation of a Real Time Marketing Campaign
4.9.3. Personalization as a Key Concept
4.9.4. Corporate Social Responsibility

4.10. Key Performance Indicators (KPIS) in the Digital Era
4.10.1. Organizational Indicators
4.10.2. Innovation Indicators
4.10.3. Marketing Indicators

Module 5. Marketing Channels in the Digital Era

5.1. Social Networks
5.1.1. Relationship
5.1.2. Entertainment
5.1.3. Professional
5.1.4. Niche

5.2. Influencer Marketing
5.2.1. Classification of Influencers
5.2.2. Design of Campaign with Influencers
5.2.3. Types of Campaign with Influencers

5.3. e-Mail Marketing
5.3.1. Objectives of e-Mail Marketing
5.3.2. Key Factors in e-Mail Marketing
5.3.3. Automated E-Mails

5.4. Website and SEO
5.4.1. Website
5.4.2. SEO On Page
5.4.3. SEO Off Page

5.5. Mobile Applications and ASO
5.5.1. Types of Applications
5.5.2. Key Concepts
5.5.3. ASO Positioning

5.6. Paid Campaigns
5.6.1. Paid Media Strategy
5.6.2. Google Ads
5.6.3. Facebook Ads

5.7. Affiliate Marketing
5.7.1. Affiliate Marketing Analysis
5.7.2. Affiliate Marketing Types
5.7.3. Key Aspects

5.8. Programmed Advertising
5.8.1. Programmed Advertising
5.8.2. Fundamental Actors
5.8.3. Benefits of Programmed Advertising
5.8.4. Real Time Bidding (RTB)

5.9. Loyalty Programs
5.9.1. Loyalty Programs
5.9.2. Importance of Gammification
5.9.3. Types of Loyalty Programs

5.10. Co-Branding vs.
5.10.1. Co-Branding Campaign
5.10.2. Co-Branding Types
5.10.3. Co-Branding vs. Co-Marketing

Module 6. New Behavior in the Digital Transformation of Companies

6.1. New Adopted Behaviors
6.1.1. Social Distancing
6.1.2. A-commerce
6.1.3. Mentor-to-Protége (M2P)

6.2. Trends in Communication
6.2.1. Inclusive and Social Marketing
6.2.2. Ecology and Proximity
6.2.3. Humanization
6.2.4. Differentiation.

6.3. Evolution of the Contents
6.3.1. Evolution of Fast Content
6.3.2. Immediate Content
6.3.3. From Storytelling to Storydoing
6.3.4. The Increase in Premium Content

6.4. The Evolution of Searches
6.4.1. The Intention of Searches
6.4.2. Voice Marketing
6.4.3. Visual Search
6.4.4. Interactive Search

6.5. Support Advances
6.5.1. OOH Digital Advertising
6.5.2. Connected TV and Over-the-Top (OTT) Video
6.5.3. Podcasting and Online Audio
6.5.4. Streaming

6.6. Customer Centric
6.6.1. Customer Centric vs. Customer Experience vs. Product Centric
6.6.2. User Generated Content
6.6.3. Share of Voice
6.6.4. Personalization

6.7. The Evolution of E-commerce
6.7.1. Evolution and Perspectives
6.7.2. System Types
6.7.3. Types of e-commerce

6.8. Behavioral Economics
6.8.1. Behavioral Economics
6.8.2. Types of Biases and Nudges
6.8.3. CRO
6.8.4. UX vs. UI

6.9. Digital Transformation: Physical + Digital
6.9.1. Era of Digitalization
6.9.2. Social, Location and Mobile (SoLoMo)
6.9.3. Evolution of Payment Methods
6.9.4. New Challenges for Retail

6.10. Evolution of Sectors in the Digital environment
6.10.1. Tourism
6.10.2. Mobility
6.10.3. Health

Module 7. Business Process Management (BPM)

7.1. Enterprise Architecture
7.1.1. Holistic View of Business Architecture
7.1.2. Value Chain
7.1.3. Process Architecture

7.2. Diagnosis of BPM
7.2.1. Business Process Management
7.2.2. Business Drivers
7.2.3. Necessary Elements for a Successful Implementation
7.2.4. Maturity Cycle

7.3. BPM Principles
7.3.1. Context Adaptability
7.3.2. Continuity
7.3.3. Development of Competencies
7.3.4. Holism
7.3.5. Institutionalization
7.3.6. Participation of Key Stakeholders
7.3.7. Common Language
7.3.8. Intention
7.3.9. Simplicity
7.3.10. Adoption of technology

7.4. Benefits of BPM
7.4.1. Corporate
7.4.2. Customers:
7.4.3. Management
7.4.4. Stakeholders
7.4.5. BPM Applications
7.4.5.1. Business Process Improvement (BPI)
7.4.5.2. Enterprise Process Management (EPM)
7.4.5.3. Continuous Refinement (CR)

7.5. Sectoral Application of BPM
7.5.1. Financial Entities
7.5.2. Telecommunications
7.5.3. Health
7.5.4. Insurance
7.5.5. Manufacturing Industry

7.6. Process Reference Models
7.6.1. APQC Model
7.6.2. SCOR Model

7.7. Process Center of Excellence (COE)
7.7.1. COE Functions and Benefits
7.7.2. Steps to Establish a COE and Governance Model

7.8. Steps to BPM Success
7.8.1. Discover and Simplify
7.8.2. Capture and Document
7.8.3. Publish and Animate
7.8.4. Design and Improve
7.8.5. Simulate and Optimize
7.8.6. Generate and Execute
7.8.7. Monitor and Manage

7.9. Challenges of Business Process Management
7.9.1. Risks Depending on the Stage of the Process
7.9.2. Strategies to Overcome Risk
7.9.3. Implementation Errors

7.10. Considerations when Starting a BPM Project
7.10.1. Select the Correct Starting Point
7.10.2. Engaging with Users
7.10.3. Measuring from the Start

Module 8. Process Modeling and Analysis

8.1. Process Modeling
8.1.1. Purposes of Process Modeling
8.1.2. Benefits of Using a Standardized Notational Model
8.1.3. Considerations for Selecting a Notation Model

8.2. Business Process Modelling Notation (BPMN)
8.2.1. BPMN Components
8.2.2. Types of BPMN Charts
8.2.3. Advantages of a BPMN
8.2.4. Disadvantages of BPMN

8.3. Other Types of Process Modeling
8.3.1. Swim Lanes
8.3.2. Flow Charting
8.3.3. Event Process Chain (EPC)
8.3.4. Unified Modeling Language (UML)
8.3.5. Integrated Definition Language (IDEF)
8.3.6. Value Stream Mapping

8.4. Process Modeling Approaches
8.4.1. Value Chain
8.4.2. Supplier Input Process Output Customer (SIPOC)
8.4.3. System Dynamics

8.5. Process Modeling Levels
8.5.1. Corporate Perspective
8.5.2. Business Perspective
8.5.3. Operational Perspective

8.6. Data Collection
8.6.1. Direct Observation
8.6.2. Interviews
8.6.3. Surveys
8.6.4. Structured Workshops
8.6.5. Web Conferences

8.7. Modeling Software (BPMS)
8.7.1. AuraPortal
8.7.2. Bizagi Modeler
8.7.3. Trisotech
8.7.4. iGrafx
8.7.5. IBM Blueworks Live
8.7.6. OnBase by Hyland
8.7.7. Oracle BPM Suite
8.7.8. Signavio

8.8. Process Analysis
8.8.1. Implementation Phase
8.8.2. Roles in the Analysis
8.8.3. Factors for Process Analysis
8.8.4. Economic Analysis
8.8.5. Cause and Effect Tree
8.8.6. Risk Analysis
8.8.7. Resource Capacity Analysis
8.8.8. Human Talent Analysis

8.9. Considerations for Process Analysis
8.9.1. Leadership at the Managerial Level
8.9.2. Process Management Maturity
8.9.3. Avoid Troubleshooting during Analysis
8.9.4. Efficient Analysis
8.9.5. Potential Resistance
8.9.6. Omission of Culpability in Non-conformities
8.9.7. Understanding Organizational Culture
8.9.8. Customer Focus
8.9.9. Resources Availability

8.10. Simulation of Business Processes
8.10.1. Technical and Policy Considerations for Simulation
8.10.2. Business Process Simulation Step by Step
8.10.3. Simulation Tools

Module 9. Process Control and Optimization

9.1. Process Design
9.1.1. Fundamental Aspects of Process Design
9.1.2. Transition from "As-Is" to "To Be"
9.1.3. Economic Analysis of the "To Be" Process

9.2. Towards Process Performance Control
9.2.1. Taking into Account the Maturity Level of the Process
9.2.2. Performance Interpretations
9.2.3. Measurable Aspects
9.2.4. Performance Measurement Design

9.3. Process Performance Measurement and Control
9.3.1. Importance of Process Measurement
9.3.2. Process Management Indicators
9.3.3. Steps to Create Management Indicators

9.4. Methods to Measure and Control Performance
9.4.1. Value Stream Map (VSM)
9.4.2. Activity-based Costing Systems
9.4.3. Statistical Control

9.5. Statistical Process Control
9.5.1. Statistical Parameters
9.5.2. Variability Analysis
9.5.3. Control Charts
9.5.4. Sampling Plans

9.6. Process Mining
9.6.1. State of the Art of Process Mining
9.6.2. Process Mining Methodology
9.6.3. Factors to Consider for Implementation

9.7. Process Intelligence
9.7.1. Process Intelligence
9.7.2. BAM (Business Activity Monitoring) Tools
9.7.3. (Dashboards)

9.8. Change Management
9.8.1. Resistance to Change
9.8.2. Uncertainty Management of Human Talent
9.8.3. Change Management Process

9.9. Organizational Transformation
9.9.1. Beyond Improvement
9.9.2. Transforming the Organization
9.9.3. Continuous Optimization

9.10. A New Business Process Management
9.10.1. Aspects of a Process-Oriented Organization
9.10.2. Organizational Maturity Assessment
9.10.3. Implementation of the Governance Model
9.10.4. BPM Roadmap Design

Module 10. Legal Aspects of the Digital Transformation

10.1. Law in the Digital Transformation
10.1.1. Relationship Between Law and Technology
10.1.2. Challenges of Law in the Digital Era
10.1.3. Forms of Association
10.1.4. Big Data
10.1.5. Legal Challenges of Artificial Intelligence
10.1.6. Tax Aspects

10.2. Corporate Recruitment
10.2.1. Conceptualization of Corporate Recruitment
10.2.2. Technology Transfer Contracts
10.2.3. Smart Contracts
10.2.4. Cloud Computing
10.2.5. The Digital Labor Contract
10.2.6. Remote Work

10.3. Intellectual Property
10.3.1. Copyright and Related Rights
10.3.2. Multimedia Content and Protection Measures in the Digital Environment
10.3.3. International Copyright System
10.3.4. Distinctive Signs (Trademarks, Names, Trade Names, Trade Ensigns and Appellations of Origin)
10.3.5. Patents (Inventions, Utility Models and Industrial Designs)
10.3.6. Domain Names

10.4. Legal Information Technology
10.4.1. Blockchain
10.4.2. Digital Signatures and Electronic Signatures
10.4.3. Computer Forensics

10.5. Competition/Antitrust
10.5.1. Market Analysis: Microeconomics
10.5.2. Competition Law in the Digital Age
10.5.3. Defense and Compliance Strategies

10.6. Free Trade Agreements
10.6.1. Fundamental Elements of Free Trade Agreements
10.6.2. Competitive Advantages of Free Trade Agreement Management
10.6.3. Main Free Trade Agreements in the Digital Area

10.7. Valuation of Intangible Assets
10.7.1. Classification of Intangible Assets
10.7.2. International Asset Valuation Standards
10.7.3. Current Trends in the Intangible Economy

10.8. Protection of Personal Data
10.8.1. Applicable Concepts
10.8.2. Databases
10.8.3. Big Data
10.8.4. Data Protection in the European Union and in the United States

10.9. Protection of Consumer Rights
10.9.1. Consumer Rights
10.9.2. International Regulation of Electronic Commerce
10.9.3. Consumer Arbitration
10.9.4. Tendencies

10.10. Legal TECH
10.10.1. Legal TECH for Documents
10.10.2. Legal TECH for Contracts
10.10.3. Legal TECH for Finance
10.10.4. Legal TECH for Design
10.10.5. Legal TECH for Evidence

07

Methodology

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

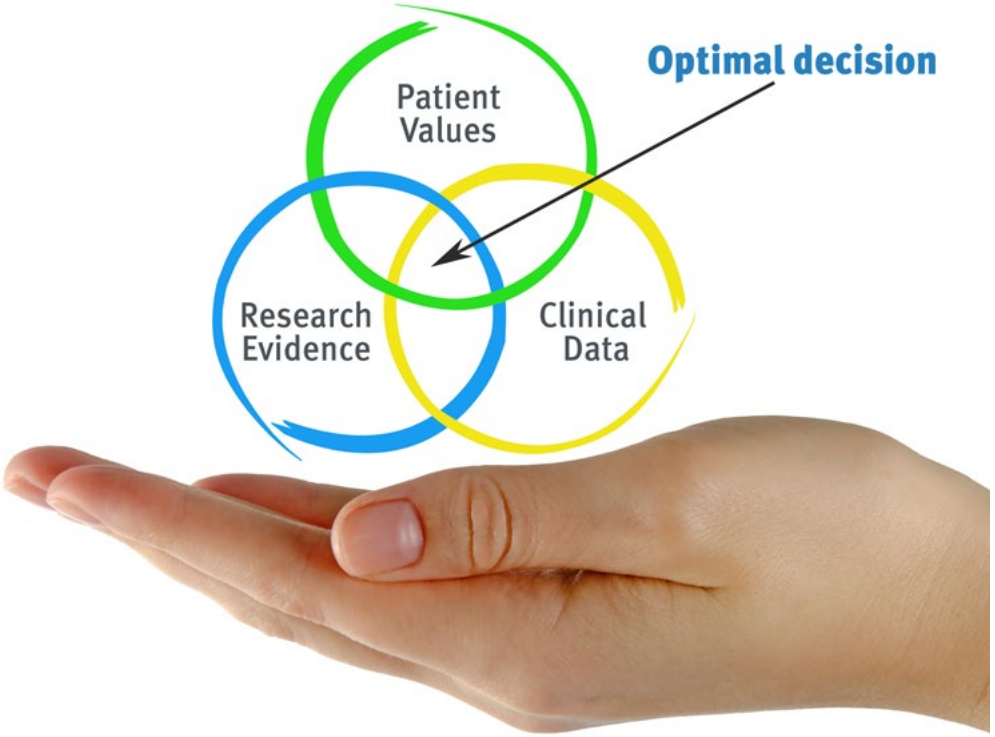
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective

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

TECH Business School uses the Case Study to contextualize all content

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

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



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

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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

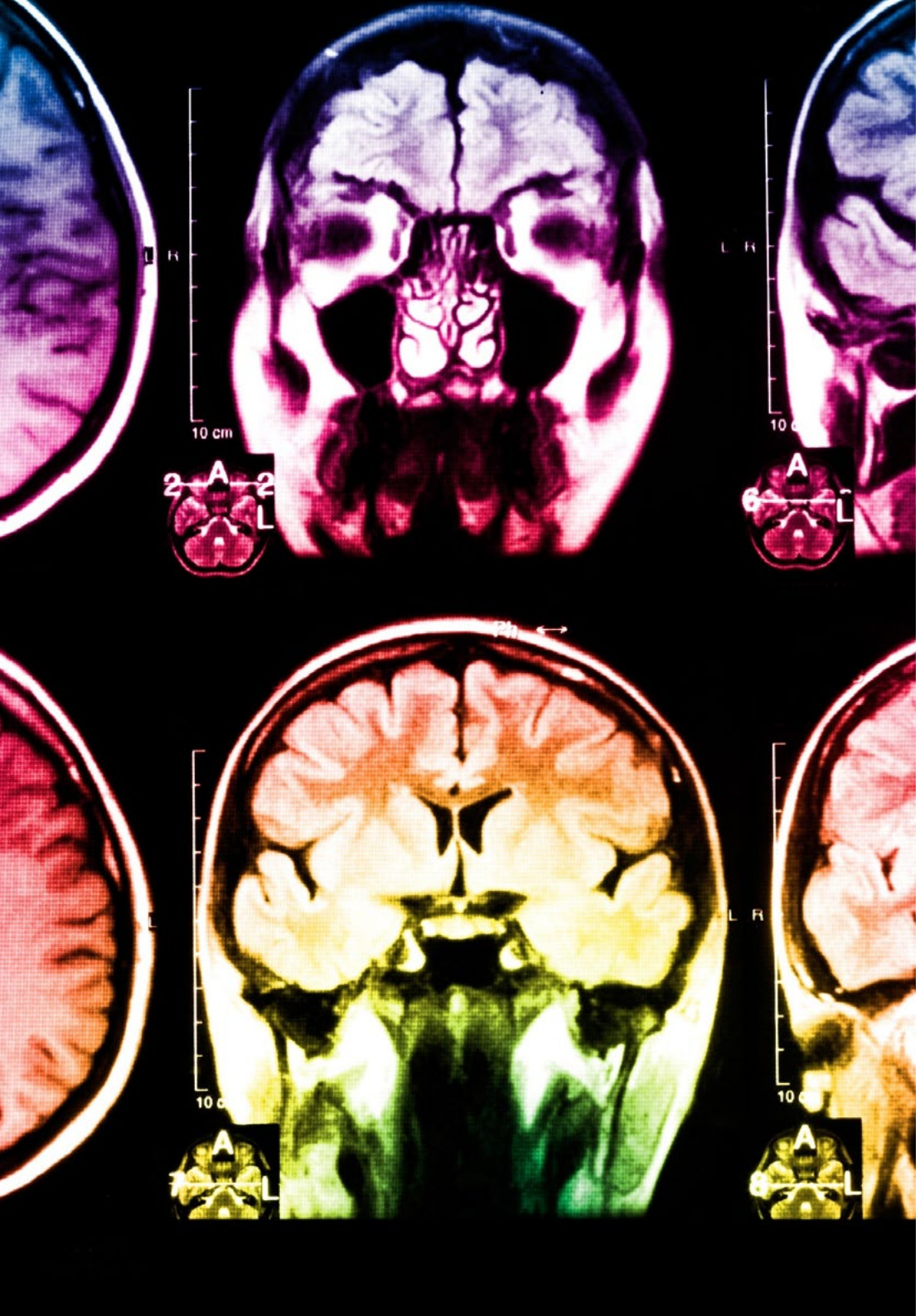
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years

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

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

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

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

Study Material

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

These contents are then adapted in 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.

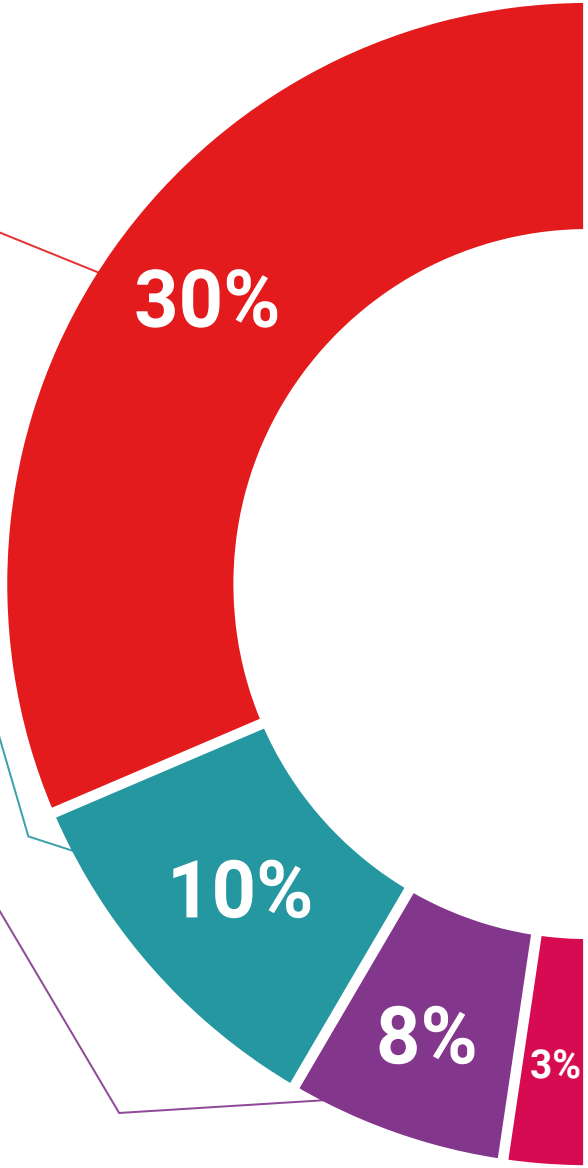
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

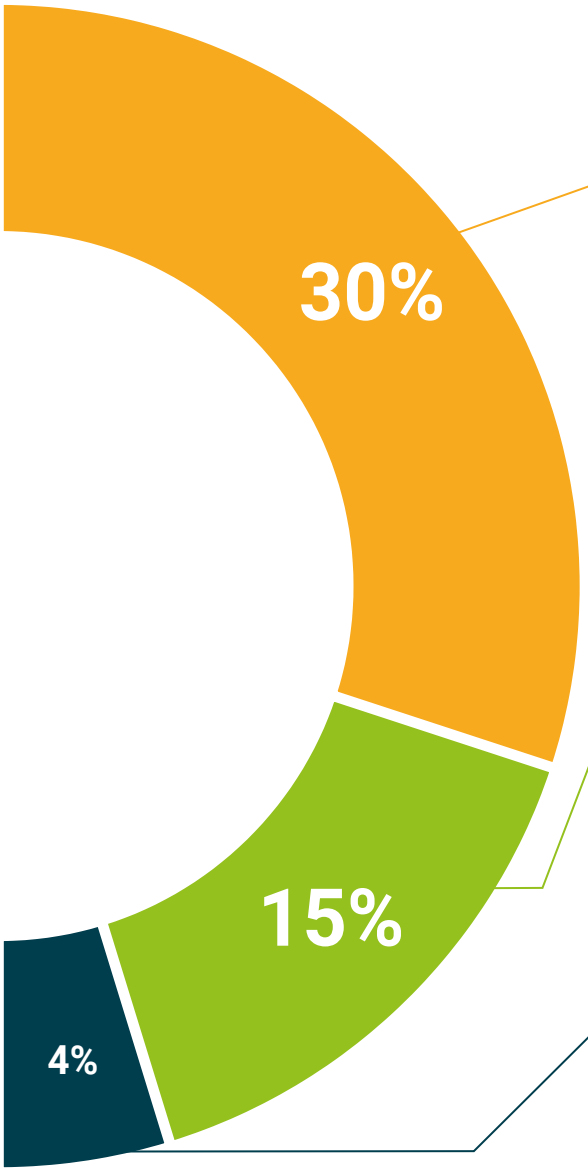
Management Skills Exercises

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

Additional Reading

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





Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

08

Our Students’ Profiles

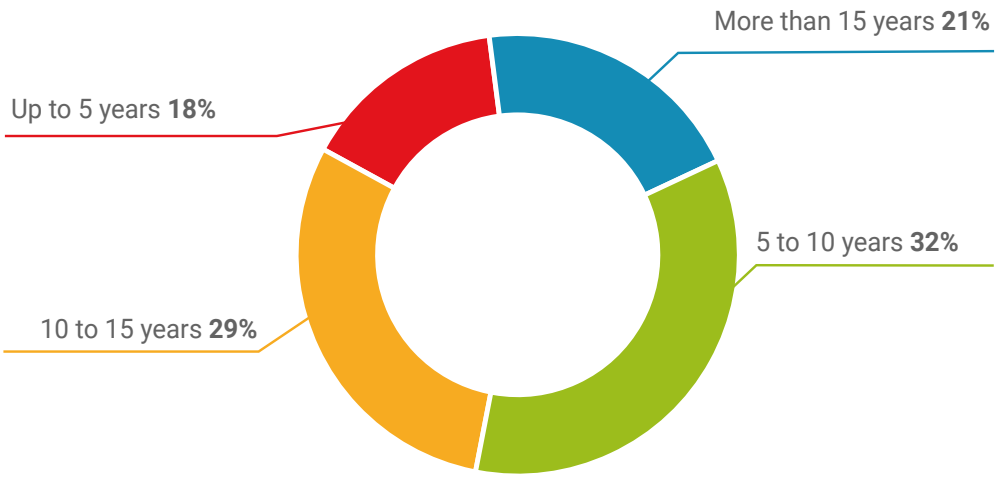
The Executive Master’s Degree MBA in Digital Transformation (CDO, Chief Digital Officer) is a program aimed at the executives or entrepreneurs who want to update their knowledge, discover new ways to innovate and advance their careers. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

If you are looking for an interesting improvement in your career path while continuing to work, this is the program for you"

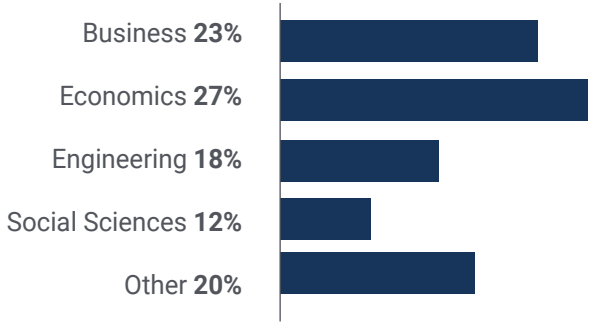
Average Age

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

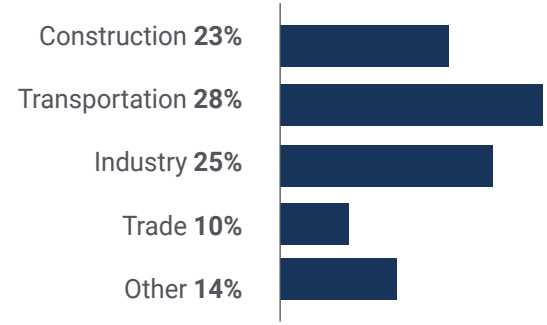
Years of Experience



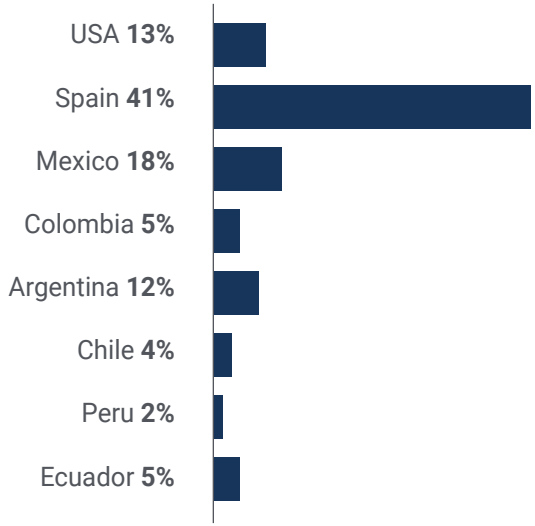
Training



Academic Profile



Geographical Distribution



Ricardo Rodio

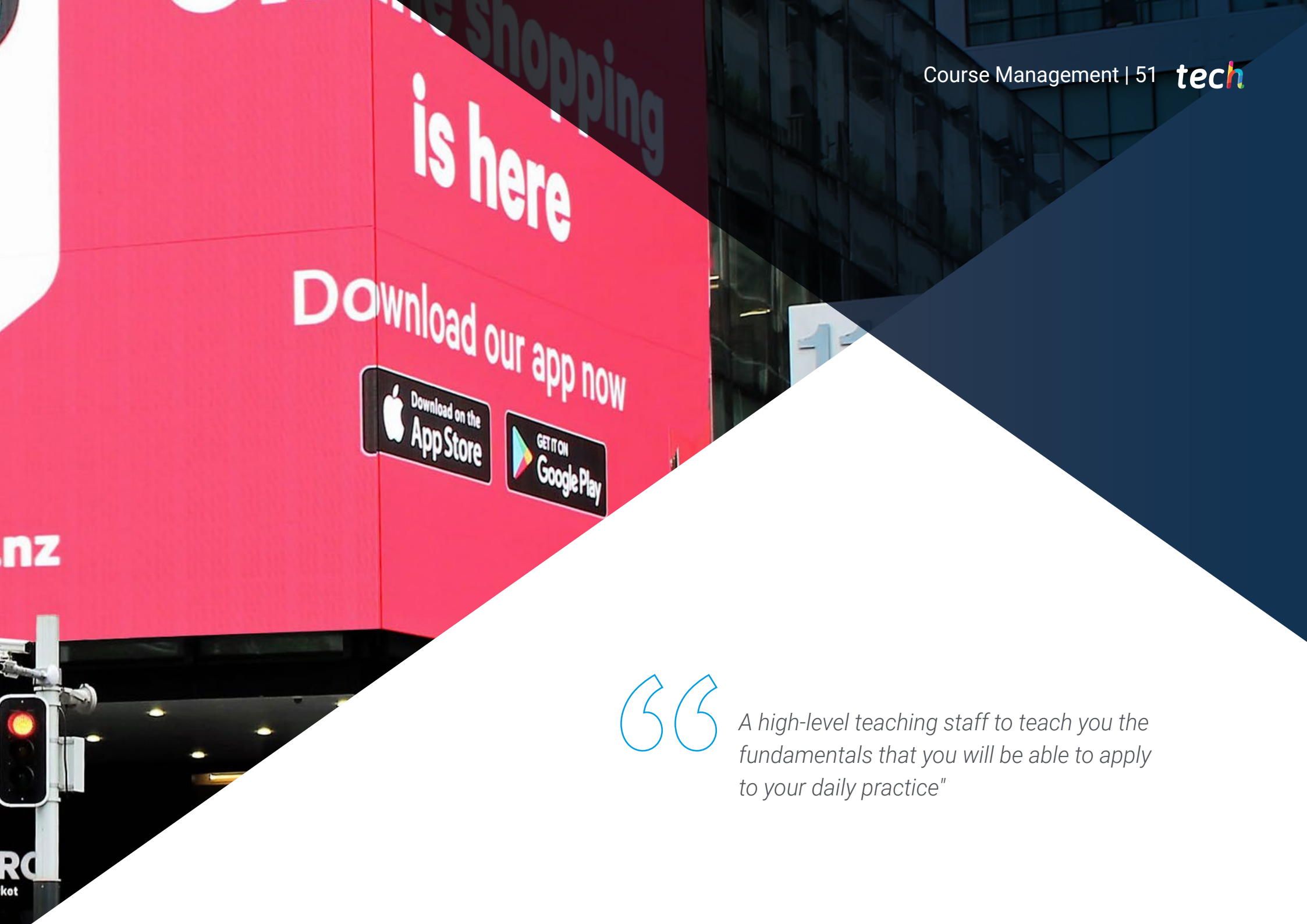
Project Manager

"I had been looking for a long time for a program that would allow me to enter the digital world in a comprehensive way, knowing the main advances that are handled in this field related to the management of processes and projects. Undoubtedly, TECH gave me the opportunity to complete my specialization in this field, achieving great benefits at a professional level"

09

Course Management

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



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

Management

Barrientos, Giancarlo

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

Mr. Nieto-Sandoval González- Nicolás, David

- Industrial Technical Engineer by the E.U.P of Málaga
- Industrial Engineer by the E.T.S.I.I. of Ciudad Real
- Data Protection Officer (DPO), Antonio Nebrija University
- Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels
- Writer of technological training content for both public and private entities
- Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Ms. García Salvador, Laura

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

Mr. Goenaga Peña, Andrés

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

Ms. Garrido, Stephanie

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

Ms. Gómez, María Daniela

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

10

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, all efforts and tools are made available to professionals to acquire the necessary skills and abilities to achieve this change.

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

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

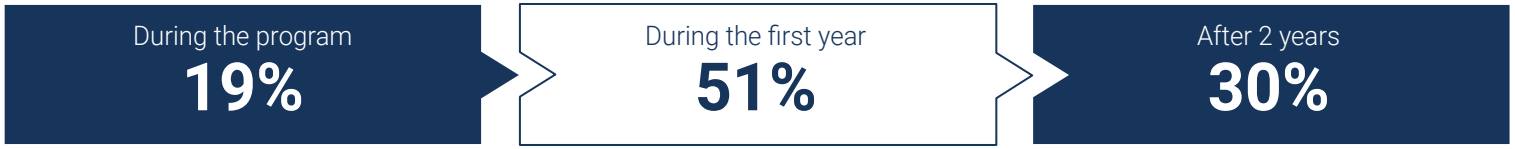
The Executive Master's Degree MBA in Digital Transformation (CDO, Chief Digital Officer) of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of Digital Transformation. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

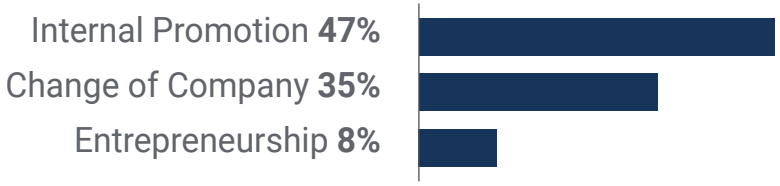
A unique opportunity to improve your job prospects.

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

When the change occurs



Type of change



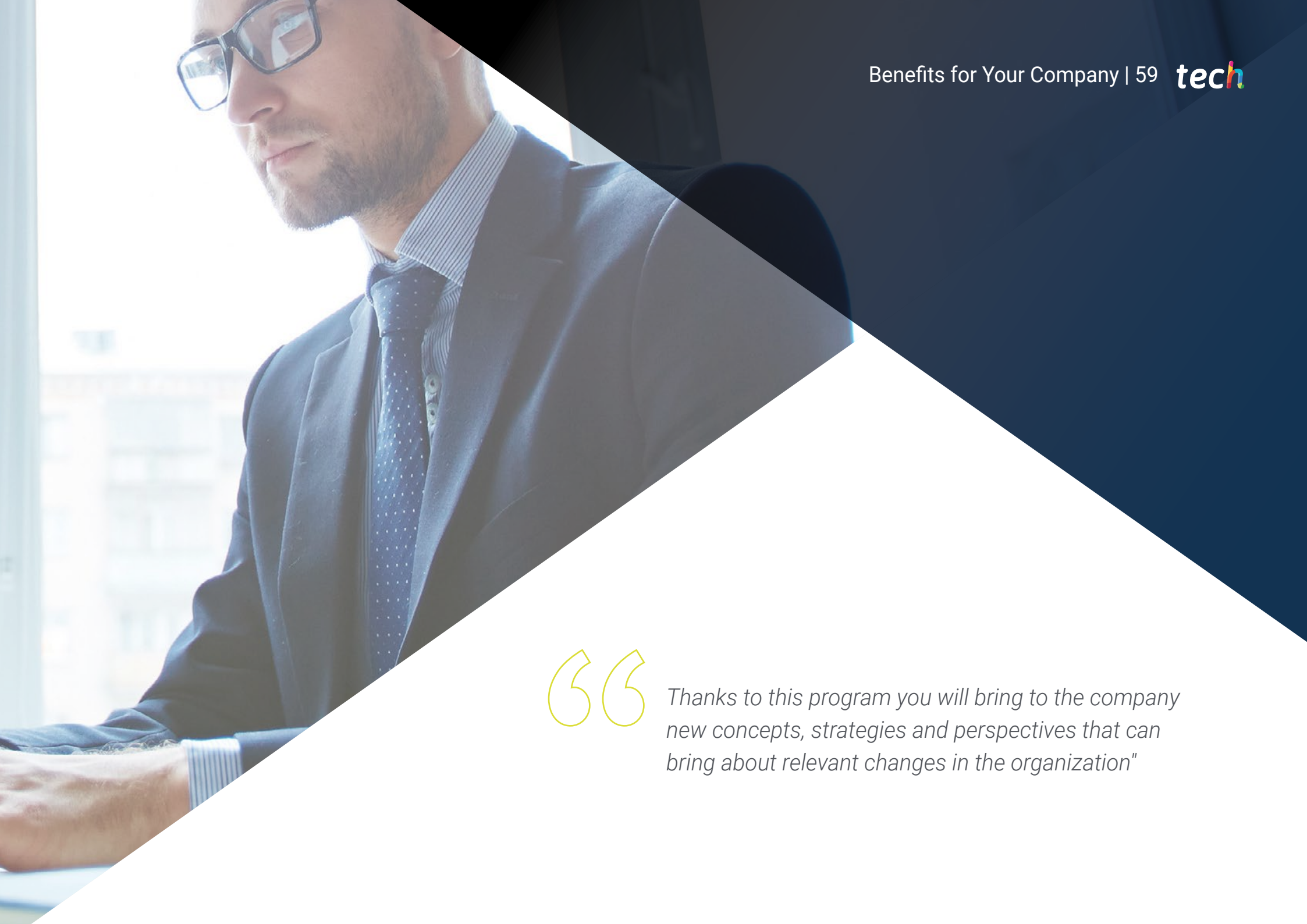
Salary increase

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

11

Benefits for Your Company

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



Thanks to this program you will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

05

Project Development

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company

06

Increased competitiveness

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

12

Certificate

The Executive Master's Degree MBA in Digital Transformation (CDO, Chief Digital Officer) guarantees you, in addition to the most rigorous and updated training, access to a Professional Master's Degree issued by TECH Technological University.

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

This **Executive Master's Degree MBA in Digital Transformation (CDO, Chief Digital Officer)** contains the most complete and up-to-dated program on the market.

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

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

Degree: **Executive Master's Degree MBA in Digital Transformation (CDO, Chief Technical Officer)**

Official Nº of hours: **1,500 h.**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Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE

in

MBA in Digital Transformation (CDO, Chief Technical Officer)

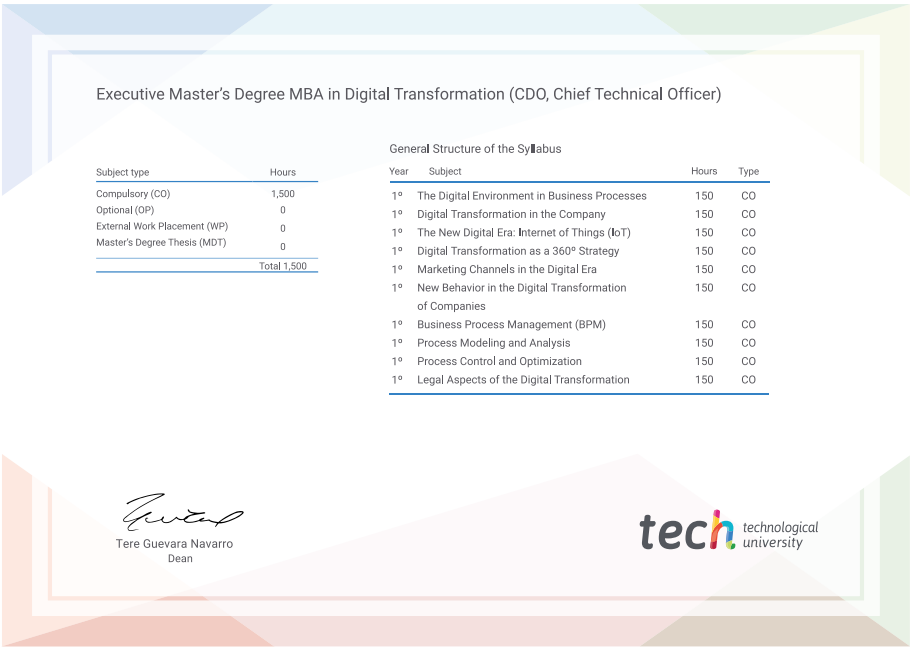
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates


Executive Master's Degree MBA in Digital Transformation (CDO, Chief Technical Officer)

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

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	The Digital Environment in Business Processes	150	CO
1º	Digital Transformation in the Company	150	CO
1º	The New Digital Era: Internet of Things (IoT)	150	CO
1º	Digital Transformation as a 360º Strategy	150	CO
1º	Marketing Channels in the Digital Era	150	CO
1º	New Behavior in the Digital Transformation of Companies	150	CO
1º	Business Process Management (BPM)	150	CO
1º	Process Modeling and Analysis	150	CO
1º	Process Control and Optimization	150	CO
1º	Legal Aspects of the Digital Transformation	150	CO

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Dean

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

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Executive Master's Degree

MBA in Digital Transformation (CDO, Chief Digital Officer)

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

Executive Master's Degree

MBA in Digital Transformation (CDO, Chief Digital Officer)

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