

ENEB

Empowering the
best leaders

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude
Award 2023:



Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.



Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

MAIN PARTNERS



TECH PARTNERS



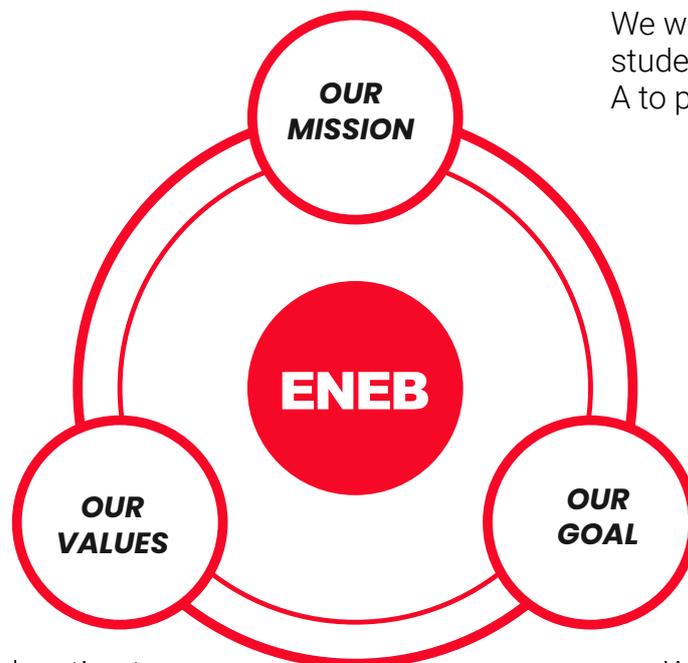
+ 100 PARTNERS





You are our mission, our values and our goals

Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



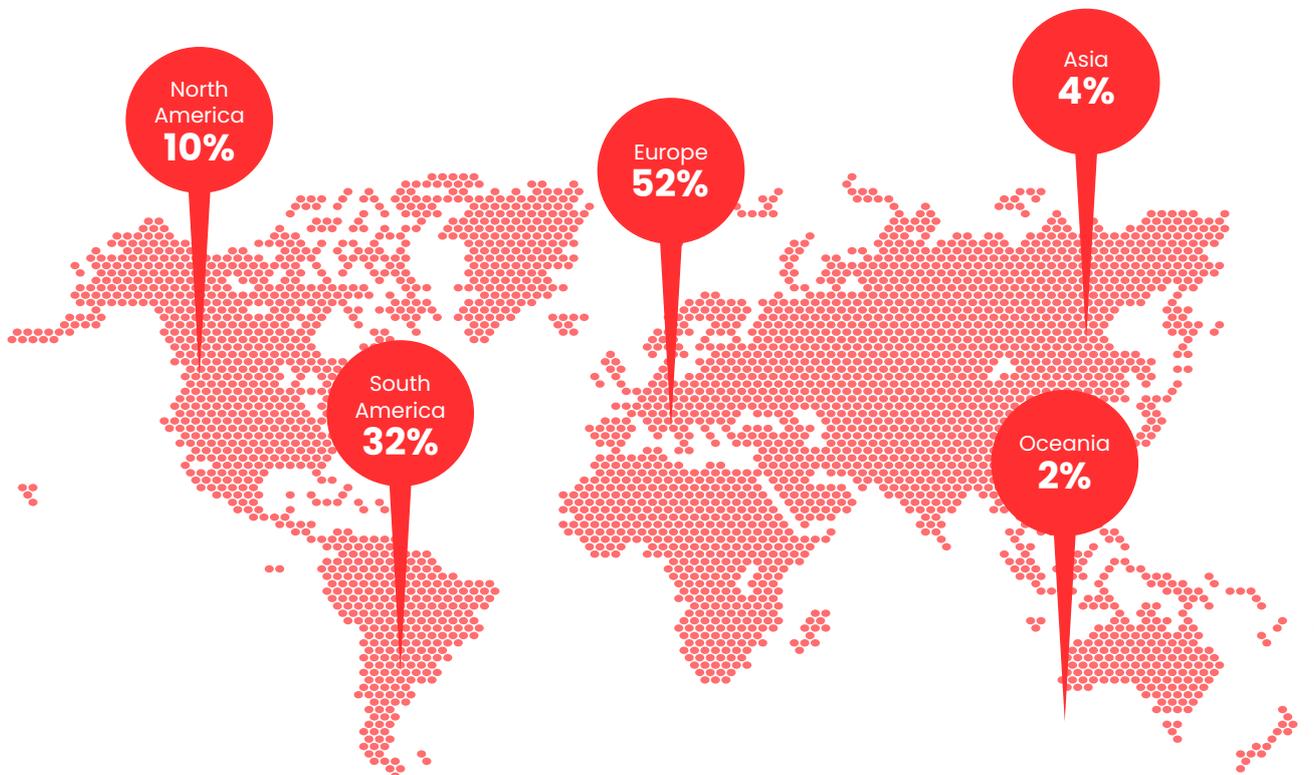
We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:

 <p>Universidad Isabel I</p> <p>All our training programmes are certified by Universidad Isabel I.</p>	 <p>Collaboration with IEE, for validations in USA and Canada.</p>	 <p>Member of the Spanish Confederation of Private Centres and Academies.</p>
 <p>Member of the Spanish National Association of e-Learning and Distance Learning Centres</p>	 <p>Collaborating Centre of the Trinity College London.</p>	 <p>Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.</p>
 <p>Certificate of educational excellence established</p>	 <p>Member of the Barcelona Chamber of Commerce</p>	 <p>Best business school rated by its students.</p>
 <p>Registered trademark with the number 3,543,757 within class 41 of Education and Training.</p>	 <p>Associated to the Latin American Council of Management Schools</p>	 <p>Asociación española de escuelas de negocios</p> <p>Associated with the Asociación Española de Escuelas de Negocios.</p>

Remote learning

ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.



Flexible



Customised



Accessible



Online



Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



SPECIAL PROGRAMS

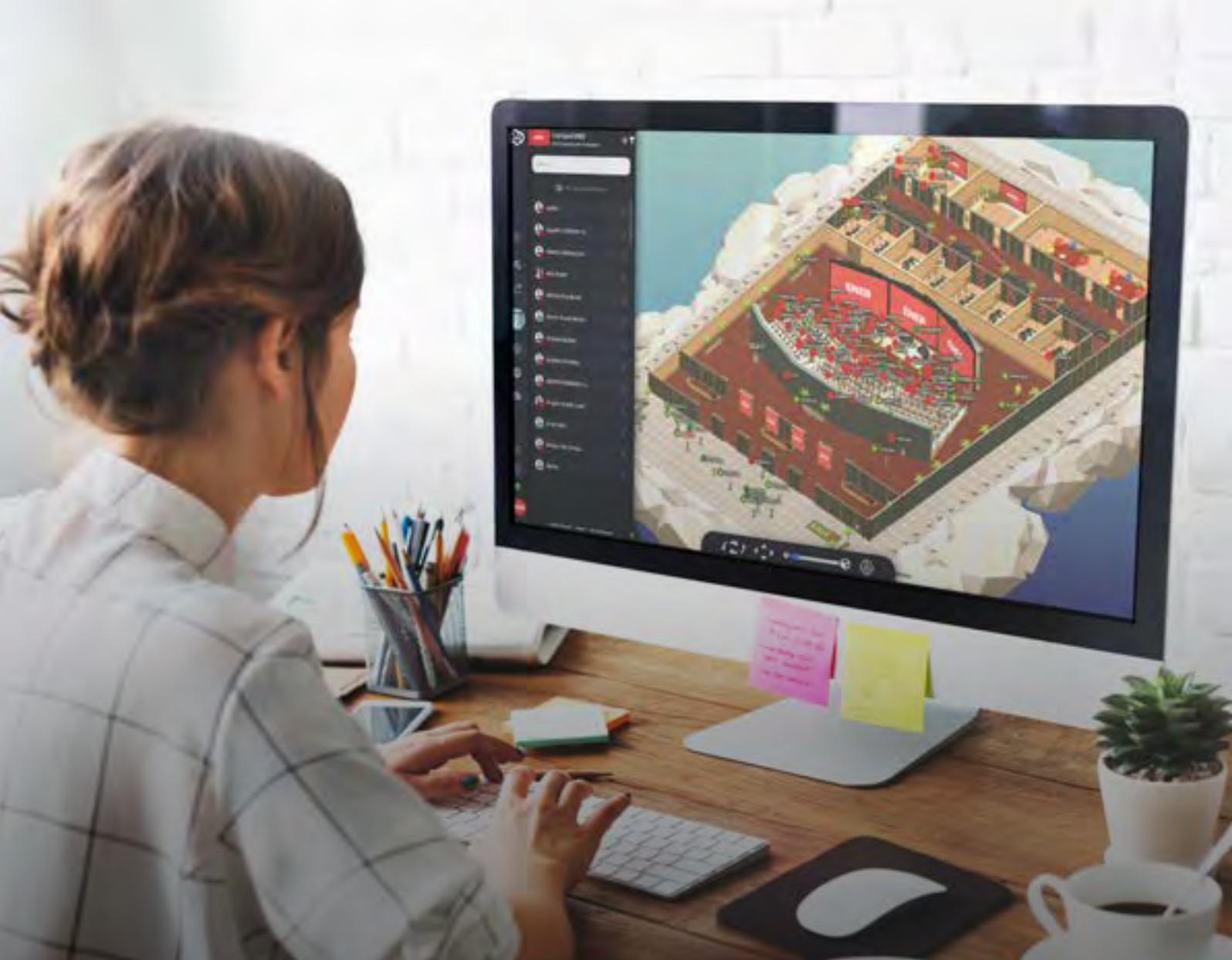
“The Food Truck Challenge”

Simulator in which you will manage a successful food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.

Flexible Learning

24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

Calendar

All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

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Thanks to our
7/24
Method

we will answer all your questions and doubts every day of the year through the Virtual Campus.



What we offer:

- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



Class President

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai

MBA

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton

MBA + Master in Project Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita

MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole

MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi

MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.



What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.



Certificate of completion



Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:





Job Opportunities

ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.



Scholarships and grants

ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

Direct Scholarship: Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

Scholarship for Academic Excellence: Intended for those students whose academic and professional qualifications have a profile of excellence.

Entrepreneurial Talent Scholarship: Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

Women and Equality Scholarship: Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

Management Scholarship: Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

Corporate Scholarship: Intended for all those professionals who want to boost their career and opt for higher positions.

Scholarship for self-employed professionals: Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

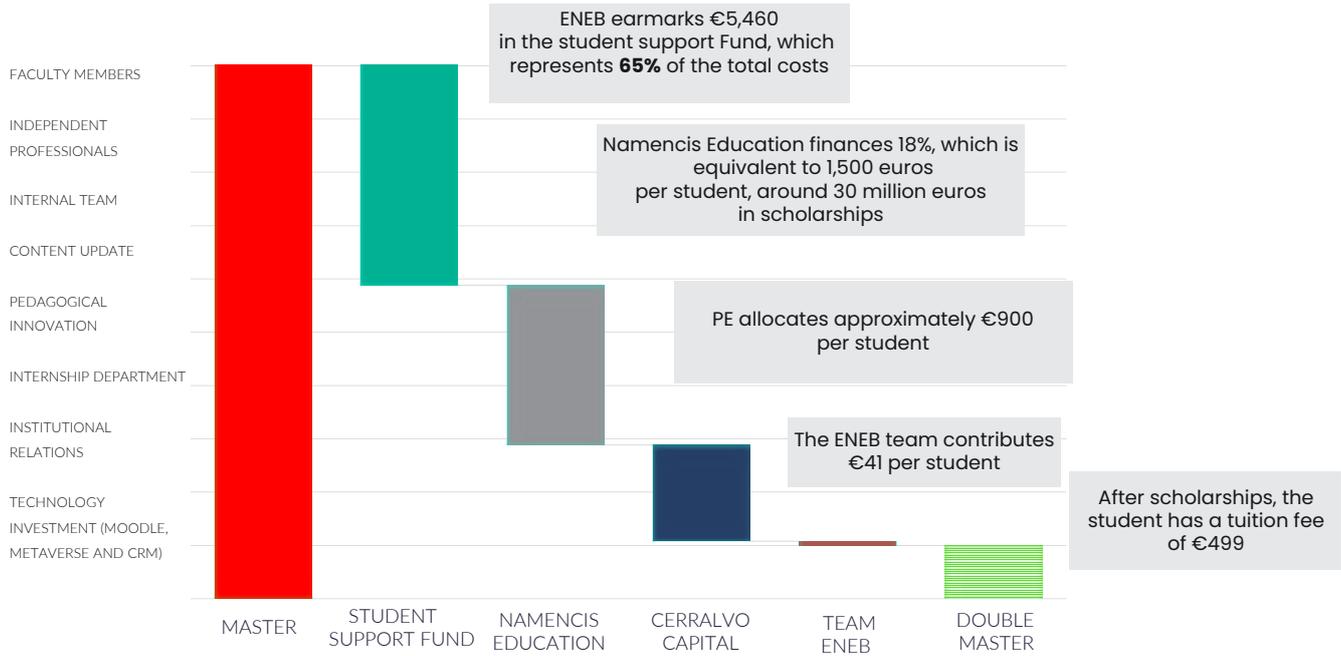
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

Scholarship for the unemployed: Intended for all those who wish to pursue further studies in order to re-enter the job market.

Geographical Mobility Scholarship: Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.



“ENEB not only offered me the chance to complete my master’s degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways.”

“I found everything I needed at ENEB: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford.”





**MASTER IN PROJECT
MANAGEMENT +
MASTER IN TEAM
MANAGEMENT AND
LEADERSHIP**

INTRODUCTION

The Master in Project Management + Master in Team Management and Leadership combines two fundamental areas of knowledge for success in project management: project management and team management. This dual degree program provides students with the skills and tools necessary to effectively lead projects and manage highly efficient teams. The focus is on planning, executing and supervising projects in different areas and sectors, as well as managing teams and creating a collaborative and productive work environment.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

TWO DIPLOMAS

Upon completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

- Master in Project Management + Master in Team Management and Leadership

Additionally, you will obtain a Diploma of Specialization in Innovation and Project Management issued by the European Business School of Barcelona. This diploma certifies the acquisition of key competencies in these strategic areas, significantly enhancing your professional profile and improving your employment opportunities in today's competitive job market.

WHO IS IT FOR?

This Master in Project Management + Master in Team Management and Leadership is aimed at:

- Professionals who wish to acquire skills and knowledge to lead projects in any type of organization, whether public or private.
- People interested in managing work teams efficiently and achieving maximum performance from them.
- University graduates who wish to specialize in project management and team leadership.
- Professionals with experience in the area of project management who are looking to update their knowledge and skills.
- Entrepreneurs who wish to learn the necessary tools to successfully carry out their projects.

OBJECTIVES

The curriculum of the Master in Project Management + Master in Team Management and Leadership aims to equip students with the following knowledge and skills:

- Develop skills to lead and manage projects effectively and efficiently.
- Provide tools for managing work teams and creating a collaborative and productive work environment.
- To deepen in the planning and execution of projects in different areas and sectors.
- Train students to identify and manage the risks associated with projects.
- Improve students' ability to make strategic decisions and manage resources efficiently.
- Develop skills for change management and conflict resolution in a dynamic and changing work environment.

CAREER OPPORTUNITIES

- **Project Manager:** planning, executing and controlling projects in companies of any sector.
- **Team Leader:** leading work groups in organizations of different size and scope of activity.
- **Project Management Consultant:** advising companies and organizations in the planning, execution and control of projects, as well as in the management of work teams.

ADMISSION

To be eligible for any of our Master's programs, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

YOUR MASTER INCLUDES:

- Master in Project Management + Master in Team Management and Leadership
- Diploma of Specialization in Innovation and Project Management
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: BUSINESS PLAN

- Topic 1. Vision, mission and values
- Topic 2. Strategic plan
- Topic 3. Business model
- Topic 4. Strategic analysis
- Topic 5. Monitoring the strategic plan

SECTION 2: PROJECT MANAGEMENT

- Topic 1. Project management figure
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management

SECTION 3: DECISION MAKING

- Topic 1. Problem definition
- Topic 2. Selection of criteria and techniques
- Topic 3. Development of alternatives
- Topic 4. Analysis
- Topic 5. Decision
- Topic 6. Action plan
- Topic 7. Examples of problems

SECTION 4: AGILE METHODOLOGIES

- Topic 1. Product management
- Topic 2. Lean startup
- Topic 3. Agile management

SECTION 5: MANAGEMENT SKILLS

- Topic 1. Leadership
- Topic 2. Effective communication
- Topic 3. Coaching
- Topic 4. Empowering teams
- Topic 5. Change management

SECTION 6: DIGITAL BUSINESS

- Topic 1. E-commerce and its operations
- Topic 2. e-procurement: e-procurement
- Topic 3. Operational management of e-commerce: e-fulfillment
- Topic 4. Marketplaces
- Topic 5. The last mile
- Topic 6. Exponential structures
- Topic 7. Digital business

SECTION 7: DIGITAL TRANSFORMATION

- Topic 1. Business digitalization
- Topic 2. Artificial Intelligence (AI)
- Topic 3. The Internet of Things (IoT)
- Topic 4. Blockchain
- Topic 5. Big Data and Business Intelligence (BI)
- Topic 6. Cloud computing
- Topic 7. Industrial automation and robotics
- Topic 8. Cybersecurity

SECTION 8: SUPPLY CHAIN

- Topic 1. Supply chain
- Topic 2. Purchase management
- Topic 3. Warehouse management
- Topic 4. Logistic models
- Topic 5. Reverse logistics
- Topic 6. Amazon Model
- Topic 7. Innovation and sustainability

SECTION 9: BIG DATA

- Topic 1. Introduction to big data
- Topic 2. Big data in projects
- Topic 3. Agile methodologies
- Topic 4. Artificial Intelligence
- Topic 5. Use cases in industry

SECTION 10: DATA MANAGEMENT

- Topic 1. Open data
- Topic 2. Data management
- Topic 3. Data privacy
- Topic 4. Data storage
- Topic 5. Strategy and data

SECTION 11: HUMAN RESOURCES AND BUSINESS

- Topic 1. Organization and people
- Topic 2. Corporate culture
- Topic 3. The meaning of team
- Topic 4. Management of international teams
- Topic 5. The future of work

SECTION 12: STRATEGIC PEOPLE MANAGEMENT

- Topic 1. Strategic management in human resources
- Topic 2. Strategic communication
- Topic 3. Organizational culture
- Topic 4. Business ethics
- Topic 5. Labor flexibility

SECTION 13: TALENT MANAGEMENT

- Topic 1. Personnel selection
- Topic 2. Team planning and evaluation
- Topic 3. Performance and performance management
- Topic 4. Personnel training
- Topic 5. Personnel Metrics
- Topic 6. Management models

SECTION 14: COACHING

- Topic 1. What is coaching?
- Topic 2. Types of coaching
- Topic 3. Team coaching
- Topic 4. Methodologies and tools
- Topic 5. 360° Evaluation

SECTION 15: MENTORING

- Topic 1. What is mentoring?
- Topic 2. Coaching vs. mentoring
- Topic 3. Types of mentoring
- Topic 4. Personal development plan
- Topic 5. Action plan supervision
- Topic 6. Managing the Mentor/Mentee Relationship

SECTION 16: CORPORATE EMOTIONAL INTELLIGENCE

- Topic 1. Team leadership
- Topic 2. Values and ideology
- Topic 3. Talent development
- Topic 4. Profits, passion and purpose

SECTION 17: OCCUPATIONAL WELFARE

- Topic 1. What is wellbeing
- Topic 2. Embodiment
- Topic 3. Flowtime
- Topic 4. Methodologies

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: BUSINESS PLAN

This section provides a comprehensive understanding of the components and significance of a business plan. You will learn how to develop a vision, mission, and values that align with strategic goals. By mastering strategic planning, business modeling, and strategic analysis, you'll be equipped to monitor and adjust the strategic plan effectively.

Topic 1. Vision, Mission, and Values

Understand the importance of defining a clear vision, mission, and values for an organization. Learn how these elements guide strategic decision-making and align organizational efforts.

Topic 2. Strategic Plan

Learn how to develop and implement a strategic plan. Explore the steps involved in setting objectives, formulating strategies, and creating action plans to achieve organizational goals.

Topic 3. Business Model

Explore different business models and their applications. Understand how to design and evaluate a business model that supports your strategic objectives and competitive advantage.

Topic 4. Strategic Analysis

Understand the tools and techniques for conducting strategic analysis. Learn how to analyze the internal and external environment to identify opportunities and threats, and to make informed strategic decisions.

Topic 5. Monitoring the Strategic Plan

Learn how to monitor and evaluate the implementation of the strategic plan. Explore methods for tracking progress, measuring performance, and making necessary adjustments to stay on course.

SECTION 2: PROJECT MANAGEMENT

This section focuses on the principles and practices of effective project management. You will learn about the role of the project manager, team management, and communication strategies. These skills are crucial for successfully managing projects from initiation to completion.

Topic 1. Project Management Figure

Understand the role and responsibilities of a project manager. Learn about the skills and competencies required to lead projects effectively and ensure successful outcomes.

Topic 2. Team Management

Explore the principles of team management within the context of projects. Learn how to build, motivate, and manage project teams to achieve high performance and meet project objectives.

Topic 3. Team Management and Communication

Learn about effective communication strategies for project teams. Understand the importance of clear communication, conflict resolution, and stakeholder engagement in project success.

Topic 4. Project Management

Gain a comprehensive understanding of project management processes and methodologies. Learn about project initiation, planning, execution, monitoring, and closing, and how to apply these processes to manage projects effectively.

SECTION 3: DECISION MAKING

This section delves into the process of decision making in a business context. You will learn how to define problems, select criteria and techniques, develop alternatives, analyze options, make decisions, and create action plans. Practical examples will enhance your understanding of these concepts.

Topic 1. Problem Definition

Learn how to accurately define and frame problems. Understand the importance of problem definition in the decision-making process and how to identify root causes.

Topic 2. Selection of Criteria and Techniques

Explore the criteria and techniques used in decision making. Learn how to select appropriate criteria and apply decision-making techniques to evaluate options and make informed choices.

Topic 3. Development of Alternatives

Understand how to generate and develop alternative solutions. Learn creative problem-solving techniques and how to evaluate the feasibility of different options.

Topic 4. Analysis

Learn how to analyze alternatives using various tools and techniques. Understand the importance of data analysis, risk assessment, and scenario planning in the decision-making process.

Topic 5. Decision

Explore the process of making decisions based on analysis. Learn about decision-making models, the role of intuition, and how to make decisions under uncertainty.

Topic 6. Action Plan

Learn how to create and implement an action plan. Understand the steps involved in translating decisions into actionable steps, assigning responsibilities, and setting timelines.

Topic 7. Examples of Problems

Examine real-world examples of business problems and the decision-making processes used to address them. Learn from case studies and practical scenarios to apply decision-making concepts effectively.

SECTION 4: AGILE METHODOLOGIES

This section focuses on agile methodologies and their applications in project management. You will learn about product management, lean startup principles, and agile management techniques. These concepts are essential for managing projects in a fast-paced, dynamic environment.

Topic 1. Product Management

Understand the principles of product management in an agile context. Learn about product lifecycle management, product development processes, and the role of the product manager.

Topic 2. Lean Startup

Explore the lean startup methodology and its applications. Learn about the principles of lean startup, including validated learning, rapid experimentation, and iterative product development.

Topic 3. Agile Management

Learn about agile management techniques and frameworks. Explore methodologies such as Scrum, Kanban, and XP, and understand how to apply agile principles to manage projects and teams effectively.

SECTION 5: MANAGEMENT SKILLS

This section focuses on developing essential management skills for effective leadership. You will learn about leadership styles, communication techniques, and strategies for managing change and empowering teams. These skills will help you lead teams and drive organizational success.

Topic 1. Leadership

Learn about different leadership styles and their applications. Explore effective leadership practices, including how to inspire, motivate, and guide teams toward achieving organizational goals.

Topic 2. Effective Communication

Understand the principles of effective communication in a management context. Learn how to convey messages clearly, listen actively, and manage conflicts to build strong professional relationships.

Topic 3. Coaching

Explore the role of coaching in employee development. Learn techniques for providing constructive feedback, setting goals, and supporting employees in their personal and professional growth.

Topic 4. Empowering Teams

Learn how to empower teams to achieve high performance. Explore strategies for delegating responsibilities, fostering autonomy, and creating an environment that encourages team members to excel.

Topic 5. Change Management

Understand the principles of change management and how to lead organizational change. Learn about change models, overcoming resistance, and guiding teams through transitions to achieve successful outcomes.

SECTION 6: DIGITAL BUSINESS

This section covers the fundamentals of digital business and its various components. You will learn about e-commerce operations, digital procurement, and strategies for thriving in the digital marketplace. This knowledge is essential for managing and growing a digital business.

Topic 1. E-Commerce and Its Operations

Explore the core operations of e-commerce businesses. Learn about the processes involved in managing online sales, customer service, and logistics to ensure a successful e-commerce operation.

Topic 2. E-Procurement

Understand the concept of e-procurement and its role in digital business. Learn about online procurement processes, supplier management, and the benefits of e-procurement for business efficiency.

Topic 3. Operational Management of E-Commerce: E-Fulfillment

Learn about the operational aspects of e-fulfillment in e-commerce. Explore strategies for managing order processing, inventory management, and delivery to meet customer expectations.

Topic 4. Marketplaces

Explore different types of online marketplaces and their roles in digital business. Learn about marketplace models, market trends, and strategies for success in online market environments.

Topic 5. The Last Mile

Understand the challenges and solutions associated with the “last mile” in e-commerce logistics. Learn about delivery methods, customer satisfaction, and strategies for optimizing last-mile delivery.

Topic 6. Exponential Structures

Learn about exponential business models and their impact on digital business. Explore how to leverage exponential growth strategies, technology, and innovation to drive business success.

Topic 7. Digital Business

Explore the broader concept of digital business and its strategic implications. Learn about digital transformation, technology trends, and how to develop strategies for a successful digital business.

SECTION 7: DIGITAL TRANSFORMATION

This section covers the key concepts and technologies driving digital transformation in businesses. You will learn about business digitalization, artificial intelligence, IoT, blockchain, big data, and other emerging technologies. These insights will help you navigate and leverage digital transformation for business success.

Topic 1. Business Digitalization

Understand the process of digitalizing business operations. Learn about the benefits, challenges, and strategies for implementing digital technologies to improve efficiency and competitiveness.

Topic 2. Artificial Intelligence (AI)

Explore the applications of artificial intelligence in business. Learn about AI technologies, such as machine learning and natural language processing, and how they can be used to enhance decision-making and automate processes.

Topic 3. The Internet of Things (IoT)

Understand the role of IoT in digital transformation. Learn about IoT devices, connectivity, and how IoT can be used to collect data, monitor processes, and improve operational efficiency.

Topic 4. Blockchain

Learn about blockchain technology and its potential impact on business. Explore the principles of blockchain, its applications in various industries, and the benefits of using blockchain for secure and transparent transactions.

Topic 5. Big Data and Business Intelligence (BI)

Understand the importance of big data and business intelligence in digital transformation. Learn about data analytics, BI tools, and how to leverage data to gain insights and drive strategic decisions.

Topic 6. Cloud Computing

Explore the role of cloud computing in digital business. Learn about cloud services, deployment models, and how cloud computing can improve scalability, flexibility, and cost-efficiency.

Topic 7. Industrial Automation and Robotics

Understand the impact of industrial automation and robotics on business operations. Learn about the technologies involved, their applications, and the benefits of automating industrial processes.

Topic 8. Cybersecurity

Learn about the importance of cybersecurity in the digital age. Explore cybersecurity threats, best practices for protecting digital assets, and strategies for ensuring data security and compliance.

SECTION 8: SUPPLY CHAIN

This section focuses on supply chain management principles and practices. You will learn about supply chain operations, procurement, warehouse management, and logistics models. This knowledge is essential for optimizing supply chain efficiency and achieving business objectives.

Topic 1. Supply Chain

Understand the components and functions of a supply chain. Learn about supply chain management, key processes, and strategies for improving supply chain performance.

Topic 2. Purchase Management

Explore the principles of purchase management. Learn about procurement processes, supplier selection, and strategies for effective purchasing to ensure quality and cost-efficiency.

Topic 3. Warehouse Management

Understand the role of warehouse management in the supply chain. Learn about warehouse operations, inventory management, and best practices for optimizing warehouse efficiency.

Topic 4. Logistic Models

Learn about different logistic models and their applications. Explore strategies for designing and managing logistics systems to ensure timely and cost-effective delivery of goods.

Topic 5. Reverse Logistics

Explore the concept of reverse logistics. Learn about the processes involved in managing returns, recycling, and waste disposal, and the benefits of implementing reverse logistics strategies.

Topic 6. Amazon Model

Understand the logistics and supply chain strategies used by Amazon. Learn about the innovative practices that have made Amazon a leader in supply chain management and e-commerce logistics.

Topic 7. Innovation and Sustainability

Explore the role of innovation and sustainability in supply chain management. Learn about sustainable practices, green logistics, and strategies for integrating innovation to improve supply chain performance and environmental impact.

SECTION 9: BIG DATA

This section covers the fundamentals and applications of big data in business. You will learn about big data technologies, agile methodologies for managing data projects, and the role of AI in big data analytics. Practical use cases will illustrate how big data can drive business success.

Topic 1. Introduction to Big Data

Understand the basics of big data and its significance in business. Learn about the characteristics of big data, data sources, and the technologies used for big data processing and analysis.

Topic 2. Big Data in Projects

Explore the role of big data in project management. Learn how to plan, execute, and manage big data projects to achieve business objectives and drive innovation.

Topic 3. Agile Methodologies

Learn about agile methodologies for managing big data projects. Explore frameworks such as Scrum and Kanban, and how to use these methodologies to enhance project efficiency and adaptability.

Topic 4. Artificial Intelligence

Understand the applications of artificial intelligence in big data analytics. Learn about AI techniques, such as machine learning and natural language processing, and how to apply these techniques to analyze and interpret big data.

Topic 5. Use Cases in Industry

Examine real-world use cases of big data in various industries. Learn about successful applications of big data technologies and strategies for leveraging data to solve industry-specific challenges.

SECTION 10: DATA MANAGEMENT

This section focuses on the principles and practices of data management. You will learn about open data, data privacy, data storage, and strategies for managing data effectively. This knowledge is crucial for ensuring data integrity, security, and accessibility.

Topic 1. Open Data

Understand the concept of open data and its benefits. Learn about the principles of open data, data sharing, and how to leverage open data for research, innovation, and business development.

Topic 2. Data Management

Explore the fundamentals of data management. Learn about data governance, data lifecycle management, and best practices for ensuring data quality and consistency.

Topic 3. Data Privacy

Learn about data privacy principles and regulations. Understand the importance of protecting personal and sensitive data, and explore strategies for ensuring compliance with data privacy laws.

Topic 4. Data Storage

Understand the different methods and technologies for data storage. Learn about cloud storage, databases, and data warehousing, and how to choose the right storage solutions for your data needs.

Topic 5. Strategy and Data

Explore the role of data in business strategy. Learn how to develop data strategies, align data initiatives with business objectives, and leverage data for competitive advantage.

SECTION 11: HUMAN RESOURCES AND BUSINESS

This section covers the relationship between human resources (HR) and business success. You will learn about organizational structures, corporate culture, team dynamics, and the future of work. These insights will help you manage people effectively and align HR strategies with business goals.

Topic 1. Organization and People

Understand the role of organizational structures and people management. Learn about different organizational models, the impact of organizational design on performance, and strategies for effective people management.

Topic 2. Corporate Culture

Explore the concept of corporate culture and its significance. Learn how to build and sustain a positive corporate culture that aligns with organizational values and drives employee engagement and performance.

Topic 3. The Meaning of Team

Understand the dynamics of team formation and functioning. Learn about team roles, team development stages, and strategies for building high-performing teams.

Topic 4. Management of International Teams

Explore the challenges and opportunities of managing international teams. Learn about cultural differences, communication strategies, and best practices for leading diverse and geographically dispersed teams.

Topic 5. The Future of Work

Examine trends and predictions about the future of work. Learn about the impact of technology, remote work, and changing workforce demographics on organizational structures and HR practices.

SECTION 12: STRATEGIC PEOPLE MANAGEMENT

This section focuses on strategic human resource management. You will learn about strategic communication, organizational culture, business ethics, and labor flexibility. These skills are essential for aligning HR strategies with organizational goals and driving business success.

Topic 1. Strategic Management in Human Resources

Understand the principles of strategic HR management. Learn how to align HR strategies with business objectives, plan for future workforce needs, and measure HR effectiveness.

Topic 2. Strategic Communication

Explore the importance of strategic communication in HR. Learn about communication planning, internal communication strategies, and how to effectively convey organizational messages to employees.

Topic 3. Organizational Culture

Understand the role of organizational culture in strategic HR management. Learn how to assess, shape, and maintain a culture that supports organizational goals and employee satisfaction.

Topic 4. Business Ethics

Learn about the principles of business ethics and their application in HR. Understand the importance of ethical behavior, compliance, and corporate social responsibility in managing people and organizations.

Topic 5. Labor Flexibility

Explore the concept of labor flexibility and its strategic implications. Learn about flexible work arrangements, labor market trends, and strategies for managing a flexible workforce to enhance organizational agility.

SECTION 13: TALENT MANAGEMENT

This section covers the principles and practices of talent management. You will learn about personnel selection, team planning, performance management, training, and personnel metrics. These skills are essential for attracting, developing, and retaining top talent.

Topic 1. Personnel Selection

Understand the process of personnel selection. Learn about recruitment strategies, selection methods, and best practices for identifying and hiring the right talent for your organization.

Topic 2. Team Planning and Evaluation

Explore the principles of team planning and evaluation. Learn how to assess team needs, plan for team development, and evaluate team performance to ensure alignment with organizational goals.

Topic 3. Performance and Performance Management

Understand the principles of performance management. Learn about setting performance expectations, providing feedback, conducting performance appraisals, and managing underperformance.

Topic 4. Personnel Training

Learn about the importance of personnel training and development. Explore training needs assessment, training program design, and methods for evaluating the effectiveness of training initiatives.

Topic 5. Personnel Metrics

Understand the role of personnel metrics in talent management. Learn about key HR metrics, data collection methods, and how to use metrics to make informed HR decisions and improve workforce management.

Topic 6. Management Models

Explore different management models and their applications in talent management. Learn about various approaches to managing people and teams, and how to choose the right model for your organization's needs.

SECTION 14: COACHING

This section focuses on the principles and practices of coaching in a business context. You will learn about different types of coaching, methodologies, tools, and the 360° evaluation process. These skills are essential for developing and supporting employees.

Topic 1. What is Coaching?

Understand the concept and purpose of coaching. Learn about the benefits of coaching for individuals and organizations, and the differences between coaching, mentoring, and other developmental approaches.

Topic 2. Types of Coaching

Explore different types of coaching, including executive coaching, career coaching, and life coaching. Learn about the specific goals, techniques, and applications of each coaching type.

Topic 3. Team Coaching

Learn about the principles and practices of team coaching. Understand how to coach teams to improve collaboration, performance, and achieve collective goals.

Topic 4. Methodologies and Tools

Explore various coaching methodologies and tools. Learn about popular coaching frameworks, techniques for effective coaching conversations, and tools for assessing and developing coaching skills.

Topic 5. 360° Evaluation

Understand the 360° evaluation process and its role in coaching. Learn how to conduct 360° evaluations, interpret feedback, and use the results to support individual and team development.

SECTION 15: MENTORING

This section covers the principles and practices of mentoring in a business context. You will learn about the differences between coaching and mentoring, types of mentoring, and strategies for managing mentor-mentee relationships. These skills are essential for supporting personal and professional development.

Topic 1. What is Mentoring?

Understand the concept and purpose of mentoring. Learn about the benefits of mentoring for individuals and organizations, and how mentoring differs from coaching and other developmental approaches.

Topic 2. Coaching vs. Mentoring

Explore the differences and similarities between coaching and mentoring. Learn about the unique roles, goals, and methods of each approach and how to choose the right one for specific developmental needs.

Topic 3. Types of Mentoring

Learn about different types of mentoring, including peer mentoring, group mentoring, and reverse mentoring. Understand the specific goals, techniques, and applications of each mentoring type.

Topic 4. Personal Development Plan

Understand the importance of personal development plans in mentoring. Learn how to create, implement, and monitor development plans to support mentees' growth and achievement of their goals.

Topic 5. Action Plan Supervision

Explore the role of action plan supervision in mentoring. Learn how to guide mentees in creating action plans, monitor their progress, and provide support and feedback to ensure success.

Topic 6. Managing the Mentor/Mentee Relationship

Learn about the principles of managing mentor-mentee relationships. Understand the dynamics of these relationships, strategies for effective communication, and best practices for building trust and achieving mentoring objectives.

SECTION 16: CORPORATE EMOTIONAL INTELLIGENCE

This section focuses on the role of emotional intelligence in corporate settings. You will learn about team leadership, values and ideology, talent development, and aligning profits with passion and purpose. These insights are essential for creating a positive and productive work environment.

Topic 1. Team Leadership

Understand the principles of emotionally intelligent team leadership. Learn about the impact of emotional intelligence on leadership effectiveness, team dynamics, and achieving organizational goals.

Topic 2. Values and Ideology

Explore the importance of values and ideology in the workplace. Learn how to align organizational values with employee values, and create a culture that supports ethical behavior and shared goals.

Topic 3. Talent Development

Learn about the role of emotional intelligence in talent development. Understand how to identify and develop emotional intelligence in employees to enhance their performance and career growth.

Topic 4. Profits, Passion, and Purpose

Understand the relationship between profits, passion, and purpose. Learn how to create a work environment that fosters passion and purpose, and aligns organizational goals with employees' personal values and motivations.

SECTION 17: OCCUPATIONAL WELFARE

This section focuses on the principles and practices of occupational welfare. You will learn about wellbeing, embodiment, flowtime, and methodologies for promoting employee welfare. These insights are essential for creating a healthy and supportive work environment.

Topic 1. What is Wellbeing?

Understand the concept of wellbeing and its importance in the workplace. Learn about the different dimensions of wellbeing, including physical, mental, and emotional health, and how to promote wellbeing among employees.

Topic 2. Embodiment

Explore the concept of embodiment and its impact on wellbeing. Learn about the connection between body and mind, and strategies for promoting physical health and mindfulness in the workplace.

Topic 3. Flowtime

Understand the concept of flowtime and its role in occupational welfare. Learn about the benefits of achieving a state of flow, and techniques for creating work environments that support focus, engagement, and productivity.

Topic 4. Methodologies

Learn about various methodologies for promoting occupational welfare. Explore best practices, programs, and initiatives for supporting employee health, wellbeing, and work-life balance.