

## **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 highquality 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





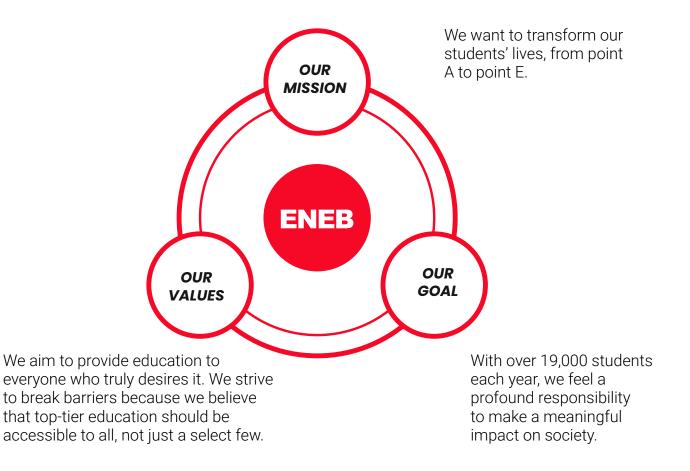






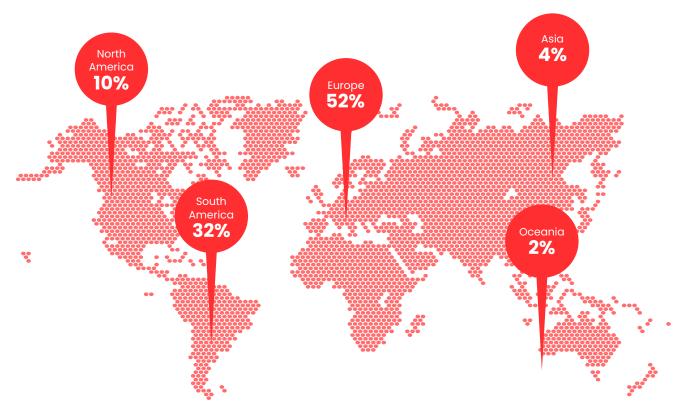
### You are our mission, our values and our goals

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.



## **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.



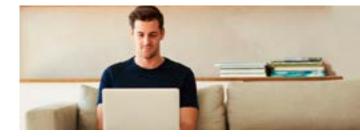
## Accreditations

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:



## **Remote learning**

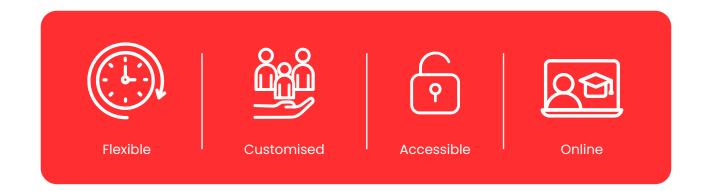
ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



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.





## **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 succesfull 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.





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 stressfree 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.

## Thanks to our 7/24 Method

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

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# 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.



"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:** DIntended 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.

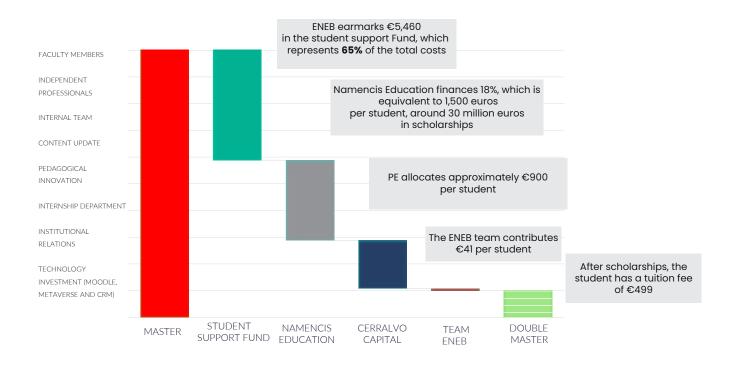
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**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 SALES MANAGEMENT AND MARKETING + MASTER IN DIGITAL BUSINESS

#### INTRODUCTION

The Master in Sales Management and Marketing + Master in Digital Business is a dual degree program that combines training in marketing and sales strategies with the latest trends in the digital sphere. With this program, students will be able to acquire the necessary skills to lead the sales and marketing department of any company, implementing successful strategies in increasingly digital and competitive environments.

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.

#### **THREE 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 Sales Management and Marketing + Master in Digital Business

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?

The Master in Sales Management and Marketing + Master in Digital Business is aimed at:

- Marketing and advertising professionals who wish to update their skills and knowledge in the digital environment.
- Executives and managers who need to acquire a global vision of the company and improve their decision-making capacity.
- Professionals who want to specialize in digital marketing, sales and business management.
- Entrepreneurs who want to create and manage their own online business.
- University graduates who want to focus their career on marketing and business management.

#### **OBJECTIVES**

The curriculum of the Master in Sales Management and Marketing + Master in Digital Business aims to provide students with the following knowledge and skills:

• Develop management and leadership skills for the management of sales and marketing teams.

- Acquire knowledge in digital marketing and its application in the company's strategy.
- Know and apply tools for data management and analysis of marketing and sales results.
- Identify and analyze the different sales and communication channels to adapt strategies to each of them.
- Learn to develop integrated marketing plans that combine traditional and digital strategies.
- Understand the main trends in the market and in society, and adapt strategies to changes in the environment.
- Develop skills in strategic decision making and change management.
- Improve negotiation and persuasion skills.
- Develop project management skills.
- Enhance networking and communication skills.

#### **CAREER OPPORTUNITIES**

- **Digital Marketing Director**: In charge of designing and executing the company's online marketing strategy, using digital tools for customer acquisition and loyalty.
- **Digital Marketing Consultant**: Digital marketing specialist who works as an external consultant, helping companies to improve their online presence and increase their sales.
- **E-commerce Manager**: Responsible for managing the company's online store, maximizing its profitability by optimizing the user experience, design and management of the product portfolio.

#### **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 Sales Management and Marketing + Master in Digital Business
- 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

#### **SYLLABUS**

#### **SECTION 1: MARKETING**

Topic 1. New role of the consumer Topic 2. The brand Topic 3. The ideal customer Topic 4. The customer journey Topic 5. Types of marketing

#### **SECTION 2: MARKETING STRATEGY**

Topic 1. Marketing strategy Topic 2. The key to marketing Topic 3. Market analysis Topic 4. Advanced marketing strategy Topic 5. Action plan Topic 6. Marketing channels Topic 7. Target price

#### **SECTION 3: WEB POSITIONING**

Topic 1. How to attract customers Topic 2. SEO: Organic Optimization Topic 3. SEM: Payment optimization Topic 4. Automating sales Topic 5. Growth hacking Topic 6. Marketing automation Topic 7. Psychology in marketing

#### SECTION 4: MARKETING ANALYTICS

Topic 1. How to optimize your website Topic 2. Web traffic management Topic 3. Affiliate marketing and its measurement Topic 4. Google Data Studio

#### **SECTION 5: E-COMMERCE**

Topic 1. Online sales Topic 2. Web store Topic 3. Mobile applications Topic 4. From interested lead to buyer Topic 5. Web analytics Topic 6. User experience Topic 7. Digital campaigns Topic 8. Mobile payment Topic 9. Landing page

#### **SECTION 6: SOCIAL MEDIA STRATEGY**

Topic 1. Social networks Topic 2. Social Media Action Plan Topic 3. Social media strategy Topic 4. Tools Topic 5. Listening to your audience Topic 6. Generate sales with your networks

#### SECTION 7: COMMERCIAL DISTRIBUTION

Topic 1. Commercial Channels Topic 2. Commercial distribution and competition law Topic 3. Trade policy and regulations Topic 4. International trade Topic 5. Foreign trade Topic 6. Incoterms Management Topic 7. Internationalization of companies

#### **SECTION 8: 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 9: PROJECT MANAGEMENT**

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

#### SECTION 10: AGILE METHODOLOGIES

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

#### **SECTION 11: 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 12: DIGITAL BUSINESS

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

#### **SECTION 13: 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 14: DATA MANAGEMENT**

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

#### **SECTION 15: FINTECH AND BLOCKCHAIN**

Topic 1. Introduction to the digital transformation of the financial system. Topic 2. Technology applied to fintech Topic 3. Blockchain Topic 4. Crypto Topic 5. Business models Topic 6. Startup Topic 7. Financial regulation

#### A JOURNEY THROUGH THE SYLLABUS

#### **SECTION 1: MARKETING**

**Marketing** is a dynamic field that focuses on understanding consumer behavior, building strong brands, and creating effective marketing strategies. This section lays the foundation for marketing concepts and practices essential for any sales or business professional.

#### **Topic 1: New Role of the Consumer**

Explore how the role of the consumer has evolved in the digital age. Understand the shift from passive recipients of marketing messages to active participants in the buying process. Consumers are now more informed, empowered, and engaged, impacting how businesses approach marketing strategies.

#### **Topic 2: The Brand**

Dive into the essence of branding, which encompasses creating and managing a brand's identity, values, and promise to the consumer. Learn how to build a strong brand that resonates with customers and stands out in a competitive market.

#### **Topic 3: The Ideal Customer**

Identify and analyze the characteristics of your ideal customer. This topic covers methods for creating customer profiles or personas to better understand target audiences, which helps in crafting tailored marketing messages and strategies.

#### **Topic 4: The Customer Journey**

Examine the stages a customer goes through from discovering a brand to making a purchase and beyond. Learn how to map out the customer journey to enhance the customer experience and increase conversion rates.

#### **Topic 5: Types of Marketing**

Explore various types of marketing strategies including traditional and digital methods. This topic covers diverse marketing approaches such as content marketing, influencer marketing, and direct marketing to understand their roles and effectiveness.

#### **SECTION 2: MARKETING STRATEGY**

**Marketing Strategy** focuses on developing comprehensive plans to achieve business objectives through targeted marketing efforts. This section teaches the strategic aspects of marketing and how to implement successful marketing campaigns.

#### **Topic 1: Marketing Strategy**

Learn how to develop a robust marketing strategy that aligns with business goals. This topic covers the creation of strategic plans that guide marketing efforts, including setting objectives, identifying target markets, and choosing appropriate tactics.

#### **Topic 2: The Key to Marketing**

Explore the core principles that underpin effective marketing. This topic emphasizes understanding customer needs, leveraging market research, and using insights to drive successful marketing initiatives.

#### **Topic 3: Market Analysis**

Learn techniques for analyzing market conditions, including competitor analysis, market trends, and customer needs. This topic teaches how to gather and interpret data to make informed marketing decisions.

#### **Topic 4: Advanced Marketing Strategy**

Delve into more sophisticated marketing strategies and techniques. This topic covers advanced concepts like market segmentation, positioning strategies, and strategic brand management for complex marketing environments.

#### **Topic 5: Action Plan**

Understand how to develop actionable marketing plans based on strategic objectives. This topic focuses on translating strategies into detailed action plans, including setting goals, allocating resources, and creating timelines.

#### **Topic 6: Marketing Channels**

Explore various marketing channels and how to choose the right ones for your business. This topic covers online and offline channels, such as social media, email marketing, and direct sales, to reach and engage with customers.

#### **Topic 7: Target Price**

Learn how to set and adjust pricing strategies to meet market demands and business objectives. This topic covers pricing models, market positioning, and strategies for price differentiation and optimization.

#### **SECTION 3: WEB POSITIONING**

**Web Positioning** focuses on optimizing a brand's online presence to attract and retain customers. This section covers techniques for improving website visibility and effectiveness in the digital landscape.

#### **Topic 1: How to Attract Customers**

Discover strategies for attracting customers to your website through various online channels. This topic covers techniques such as content creation, SEO, and social media marketing to increase traffic and engagement.

#### **Topic 2: SEO: Organic Optimization**

Learn the fundamentals of Search Engine Optimization (SEO) for improving your website's ranking on search engines. This topic covers keyword research, on-page optimization, and link-building techniques for organic growth.

#### **Topic 3: SEM: Paid Optimization**

Explore Search Engine Marketing (SEM) strategies for using paid advertisements to drive traffic to your website. This topic covers creating effective ad campaigns, managing budgets, and measuring ad performance.

#### **Topic 4: Automating Sales**

Learn how to automate sales processes to improve efficiency and effectiveness. This topic covers tools and techniques for automating tasks such as lead generation, follow-ups, and sales tracking.

#### **Topic 5: Growth Hacking**

Explore innovative and cost-effective techniques for rapidly growing your business. This topic focuses on unconventional strategies and creative approaches for achieving scalable growth.

#### **Topic 6: Marketing Automation**

Learn about marketing automation tools and techniques for streamlining marketing processes. This topic covers how to automate marketing campaigns, manage customer relationships, and track performance.

#### **Topic 7: Psychology in Marketing**

Understand how psychological principles influence consumer behavior and decision-making. This topic explores concepts like consumer motivation, perception, and persuasion to create effective marketing strategies.

#### SECTION 4: MARKETING ANALYTICS

**Marketing Analytics** involves using data and analytical techniques to evaluate marketing performance and make data-driven decisions. This section teaches how to measure and analyze marketing efforts for better results.

#### **Topic 1: How to Optimize Your Website**

Learn methods for improving website performance and user experience. This topic covers techniques for increasing site speed, usability, and conversion rates through data analysis and optimization strategies.

#### **Topic 2: Web Traffic Management**

Explore techniques for managing and analyzing web traffic. This topic covers tools and methods for tracking website visitors, analyzing traffic sources, and optimizing traffic flow.

#### **Topic 3: Affiliate Marketing and Its Measurement**

Understand affiliate marketing strategies and how to measure their effectiveness. This topic covers setting up affiliate programs, tracking performance, and analyzing ROI from affiliate partnerships.

#### **Topic 4: Google Data Studio**

Learn to use Google Data Studio for creating visual reports and dashboards. This topic covers how to integrate data from various sources, design reports, and analyze marketing metrics for informed decision-making.

#### **SECTION 5: E-COMMERCE**

**E-Commerce** focuses on the online aspects of buying and selling goods and services. This section covers the fundamentals of running an online business and optimizing e-commerce operations.

#### Topic 1: Online Sales

Explore strategies for increasing online sales through various e-commerce techniques. This topic covers online sales models, customer acquisition strategies, and methods for driving conversions.

#### Topic 2: Web Store

Learn how to set up and manage an effective online store. This topic covers e-commerce platform selection, store design, product listing, and managing online transactions.

#### **Topic 3: Mobile Applications**

Understand the role of mobile apps in e-commerce and how to develop and promote them. This topic covers app development processes, user experience design, and strategies for increasing app downloads and engagement.

#### **Topic 4: From Interested Lead to Buyer**

Learn techniques for converting leads into customers. This topic covers lead nurturing strategies, sales funnels, and methods for guiding potential customers through the buying process.

#### **Topic 5: Web Analytics**

Explore web analytics tools and techniques for measuring online business performance. This topic covers tracking key metrics, analyzing data, and using insights to improve e-commerce strategies.

#### **Topic 6: User Experience**

Understand the importance of user experience (UX) in e-commerce. This topic covers UX design principles, methods for improving customer satisfaction, and strategies for creating a seamless online shopping experience.

#### **Topic 7: Digital Campaigns**

Learn to create and manage digital marketing campaigns. This topic covers campaign planning, execution, and measurement for various digital channels including social media, email, and display advertising.

#### **Topic 8: Mobile Payment**

Explore mobile payment technologies and their impact on e-commerce. This topic covers mobile payment systems, security considerations, and trends in mobile payment adoption.

#### **Topic 9: Landing Page**

Learn to design effective landing pages for capturing leads and driving conversions. This topic covers best practices for landing page design, including layout, content, and call-to-action strategies.

#### **SECTION 6: SOCIAL MEDIA STRATEGY**

**Social Media Strategy** focuses on using social media platforms to engage with audiences and achieve business goals. This section covers the development and implementation of social media strategies.

#### **Topic 1: Social Networks**

Explore different social media platforms and their unique features. This topic covers major social networks like Facebook, Twitter, Instagram, and LinkedIn, and how to use them for marketing purposes.

#### **Topic 2: Social Media Action Plan**

Learn to create a comprehensive social media action plan. This topic covers setting objectives, defining strategies, and planning content to effectively engage with audiences on social media.

#### **Topic 3: Social Media Strategy**

Develop a strategic approach to social media marketing. This topic covers how to create and execute social media strategies that align with business goals and reach target audiences.

#### **Topic 4: Tools**

Explore tools and technologies for managing social media efforts. This topic covers social media management tools, analytics platforms, and content creation resources.

#### **Topic 5: Listening to Your Audience**

Learn techniques for monitoring and analyzing social media conversations. This topic covers methods for listening to customer feedback, identifying trends, and adjusting strategies based on audience insights.

#### **Topic 6: Generate Sales with Your Networks**

Understand how to drive sales through social media networks. This topic covers strategies for leveraging social media to generate leads, nurture relationships, and convert followers into customers.

#### SECTION 7: COMMERCIAL DISTRIBUTION

**Commercial Distribution** focuses on the processes and strategies involved in distributing products to customers. This section covers distribution channels, regulations, and international trade.

#### **Topic 1: Commercial Channels**

Explore different commercial distribution channels. This topic covers various methods for distributing products, including direct sales, wholesale, and retail, and their respective advantages and challenges.

#### **Topic 2: Commercial Distribution and Competition Law**

Learn about competition laws and regulations affecting commercial distribution. This topic covers legal aspects of distribution agreements, antitrust laws, and practices for maintaining fair competition.

#### **Topic 3: Trade Policy and Regulations**

Understand trade policies and regulations that impact international commerce. This topic covers trade agreements, import/export regulations, and compliance with international trade laws.

#### **Topic 4: International Trade**

Explore the principles and practices of international trade. This topic covers global trade dynamics, market entry strategies, and international trade agreements.

#### **Topic 5: Foreign Trade**

Learn about foreign trade practices and strategies. This topic covers importing and exporting goods, managing international transactions, and understanding global market opportunities.

#### **Topic 6: Incoterms Management**

Understand Incoterms (International Commercial Terms) and their role in international trade. This topic covers different Incoterms rules, their implications for buyers and sellers, and how to manage Incoterms in contracts.

#### **Topic 7: Internationalization of Companies**

Learn strategies for expanding businesses into international markets. This topic covers market research, entry strategies, and managing operations in foreign markets.

#### SECTION 8: DIGITAL TRANSFORMATION

**Digital Transformation** explores how businesses can leverage technology to improve operations and adapt to changing markets. This section covers emerging technologies and their applications.

#### **Topic 1: Business Digitalization**

Understand the process of digitalizing business operations. This topic covers the transformation of traditional business practices through digital tools and technologies.

#### **Topic 2: Artificial Intelligence (AI)**

Explore the applications of Artificial Intelligence in business. This topic covers AI technologies, such as machine learning and natural language processing, and their potential uses in various industries.

#### Topic 3: The Internet of Things (IoT)

Learn about the Internet of Things and its impact on businesses. This topic covers IoT technologies, applications, and the benefits of connecting devices for improved efficiency and data collection.

#### **Topic 4: Blockchain**

Understand the principles of blockchain technology and its business applications. This topic covers blockchain concepts, use cases in various industries, and potential for disrupting traditional business models.

#### Topic 5: Big Data and Business Intelligence (BI)

Explore how Big Data and Business Intelligence tools can be used for decision-making. This topic covers data collection, analysis, and visualization techniques to extract actionable insights from large data sets.

#### **Topic 6: Cloud Computing**

Learn about cloud computing technologies and services. This topic covers cloud computing models (laaS, PaaS, SaaS), benefits of cloud services, and strategies for adopting cloud solutions.

#### **Topic 7: Industrial Automation and Robotics**

Understand the role of automation and robotics in modern industry. This topic covers the technologies behind industrial automation, applications in manufacturing, and the impact on business processes.

#### **Topic 8: Cybersecurity**

Explore cybersecurity measures and best practices for protecting digital assets. This topic covers security threats, risk management strategies, and techniques for safeguarding information systems.

#### SECTION 9: PROJECT MANAGEMENT

**Project Management** covers the processes and skills needed to plan, execute, and complete projects successfully. This section focuses on project planning, team management, and project delivery.

#### **Topic 1: Project Management Figure**

Understand the role of the project manager and their responsibilities. This topic covers the key functions of a project manager, including planning, executing, and closing projects.

#### **Topic 2: Team Management**

Learn techniques for managing and leading project teams. This topic covers team building, leadership styles, and strategies for motivating team members and managing conflicts.

#### **Topic 3: Team Management and Communication**

Explore effective communication strategies for project teams. This topic covers communication techniques, tools for collaboration, and methods for ensuring clear and effective information exchange.

#### **Topic 4: Project Management**

Understand the fundamentals of project management methodologies. This topic covers project planning, scheduling, budgeting, and tracking progress to ensure successful project completion.

#### SECTION 10: AGILE METHODOLOGIES

**Agile Methodologies** focus on flexible and iterative approaches to project management and product development. This section covers agile principles and techniques for managing projects and products in dynamic environments.

#### **Topic 1: Product Management**

Learn about the role of a product manager in an agile environment. This topic covers product lifecycle management, from ideation to launch, and techniques for managing product development.

#### **Topic 2: Lean Startup**

Explore the Lean Startup methodology for creating and scaling new ventures. This topic covers principles of lean thinking, including rapid prototyping, validated learning, and pivoting strategies.

#### **Topic 3: Agile Management**

Understand agile management practices for project and product development. This topic covers agile frameworks such as Scrum and Kanban, and methods for implementing agile practices in teams.

#### SECTION 11: BUSINESS PLAN

**Business Planning** covers the process of creating strategic plans for starting and growing a business. This section teaches how to develop comprehensive business plans that outline vision, goals, and strategies.

#### **Topic 1: Vision, Mission, and Values**

Learn how to define a business's vision, mission, and core values. This topic covers the importance of these elements in guiding business strategy and decision-making.

#### Topic 2: Strategic Plan

Understand how to develop a strategic plan for achieving business objectives. This topic covers setting long-term goals, defining strategies, and creating actionable plans for success.

#### **Topic 3: Business Model**

Explore different business models and how to choose the right one for your business. This topic covers various business models, including subscription, freemium, and direct sales.

#### **Topic 4: Strategic Analysis**

Learn techniques for analyzing business opportunities and challenges. This topic covers SWOT analysis, market research, and competitive analysis to inform strategic planning.

#### **Topic 5: Monitoring the Strategic Plan**

Understand methods for tracking and assessing the progress of your strategic plan. This topic covers performance metrics, reporting methods, and techniques for adjusting plans based on results.

#### **SECTION 12: DIGITAL BUSINESS**

**Digital Business** focuses on the online aspects of running a business, including e-commerce, digital operations, and innovative business models. This section covers essential aspects of digital business management.

#### **Topic 1: E-Commerce and Its Operations**

Explore the operations and management of online businesses. This topic covers e-commerce business models, order fulfillment, and online store management.

#### **Topic 2: E-Procurement**

Learn about electronic procurement processes. This topic covers e-procurement systems, their benefits, and strategies for managing procurement activities online.

#### **Topic 3: Operational Management of E-Commerce: E-Fulfillment**

Understand e-fulfillment processes for managing online orders. This topic covers logistics, order processing, and inventory management for e-commerce businesses.

#### **Topic 4: Marketplaces**

Explore online marketplaces and their role in digital business. This topic covers popular marketplaces, such as Amazon and eBay, and strategies for selling products through these platforms.

#### Topic 5: The Last Mile

Learn about the last mile of the delivery process. This topic covers challenges and solutions for delivering products to customers, including logistics, transportation, and customer service.

#### **Topic 6: Exponential Structures**

Understand the concept of exponential growth in digital businesses. This topic covers strategies for achieving rapid growth and scaling business operations.

#### **Topic 7: Digital Business**

Explore the foundations of digital business strategies. This topic covers online business models, digital transformation, and the role of technology in business success.

#### **SECTION 13: BIG DATA**

**Big Data** focuses on managing and leveraging large datasets for business insights and decision-making. This section covers techniques for handling big data and using it to drive business success.

#### **Topic 1: Introduction to Big Data**

Learn the basics of big data concepts and technologies. This topic covers the definition of big data, its characteristics, and its importance for businesses.

#### **Topic 2: Big Data in Projects**

Explore how to apply big data techniques to business projects. This topic covers project management strategies for big data initiatives, including data collection, analysis, and visualization.

#### **Topic 3: Agile Methodologies**

Understand how agile methodologies apply to big data projects. This topic covers agile practices for managing big data projects, including iterative development and continuous improvement.

#### **Topic 4: Artificial Intelligence**

Learn about the role of artificial intelligence in big data. This topic covers AI technologies that can be used for data analysis, pattern recognition, and decision-making.

#### **Topic 5: Use Cases in Industry**

Explore real-world use cases of big data in various industries. This topic covers examples of how big data is used in sectors such as finance, healthcare, and retail.

#### **SECTION 14: DATA MANAGEMENT**

**Data Management** covers the practices and technologies for effectively handling data in business environments. This section focuses on data collection, storage, and privacy.

#### Topic 1: Open Data

Understand the concept of open data and its applications. This topic covers the benefits of open data, how to access and use open data sources, and the impact on transparency and innovation.

#### **Topic 2: Data Management**

Learn best practices for managing business data. This topic covers data governance, data quality, and strategies for organizing and maintaining data assets.

#### **Topic 3: Data Privacy**

Explore principles and practices for protecting data privacy. This topic covers regulations like GDPR, techniques for ensuring data security, and strategies for managing privacy concerns.

#### Topic 4: Data Storage

Learn about data storage solutions and technologies. This topic covers storage options such as databases, cloud storage, and data backup strategies.

#### **Topic 5: Strategy and Data**

Understand how to develop data-driven strategies for business success. This topic covers techniques for using data to inform business decisions, drive innovation, and achieve strategic goals.

#### **SECTION 15: FINTECH AND BLOCKCHAIN**

**Fintech and Blockchain** explores the intersection of finance and technology. This section covers innovations in financial services and the technologies driving the future of finance.

#### Topic 1: Introduction to the Digital Transformation of the Financial System

Learn about the digital transformation of the financial industry. This topic covers trends, technologies, and challenges shaping the future of financial services.

#### **Topic 2: Technology Applied to Fintech**

Explore technologies used in fintech applications. This topic covers innovations such as mobile banking, digital wallets, and financial apps that are transforming the finance sector.

#### **Topic 3: Blockchain**

Understand blockchain technology and its financial applications. This topic covers blockchain fundamentals, use cases in finance, and the potential for blockchain to disrupt traditional financial systems.

#### **Topic 4: Crypto**

Learn about cryptocurrency and its role in fintech. This topic covers the basics of cryptocurrencies, including Bitcoin, Ethereum, and other digital currencies, as well as their uses and risks.

#### **Topic 5: Business Models**

Explore different business models in the fintech industry. This topic covers various approaches to creating and delivering financial services, including lending platforms, investment solutions, and payment systems.

#### **Topic 6: Startup**

Understand the process of launching and scaling fintech startups. This topic covers startup development, funding strategies, and growth techniques specific to the fintech sector.

#### **Topic 7: Financial Regulation**

Learn about financial regulations and compliance requirements. This topic covers regulatory frameworks for fintech companies, including legal considerations, compliance strategies, and industry standards.