

## Academic Brochure

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# European Business School of Barcelona

In collaboration with:



Cum Laude  
Award 2023:



# Welcome to ENEB

The World's Leading Business School

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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?

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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

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Universidad  
Isabel I



Harvard  
Business  
Publishing  
Education

## TECH PARTNERS

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Numintec



hotmart



Z O H O



Power BI



Hawkings



power query



## + 100 PARTNERS

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UIN | UNIVERSIDAD  
INSURGENTES



Instituto  
Europeo  
de Posgrado



Universidad  
AUTONOMA  
DE NARIÑO

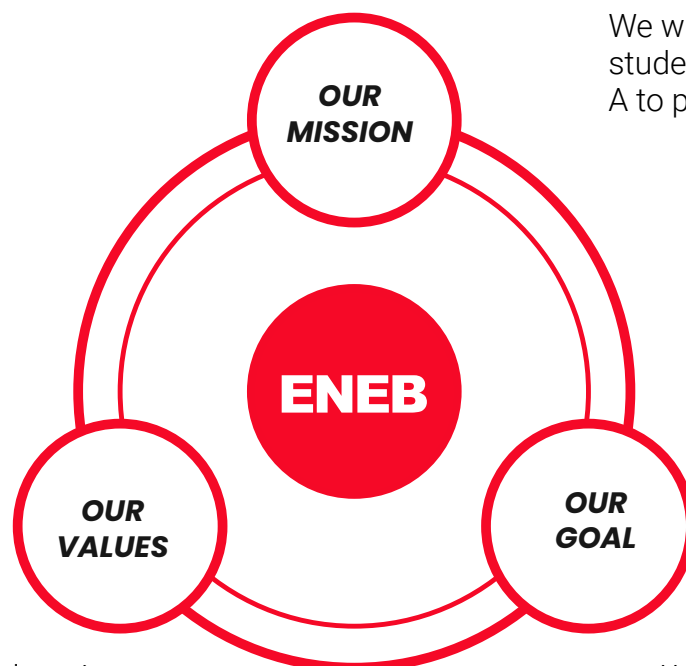




## You are our mission, our values and our goals

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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.

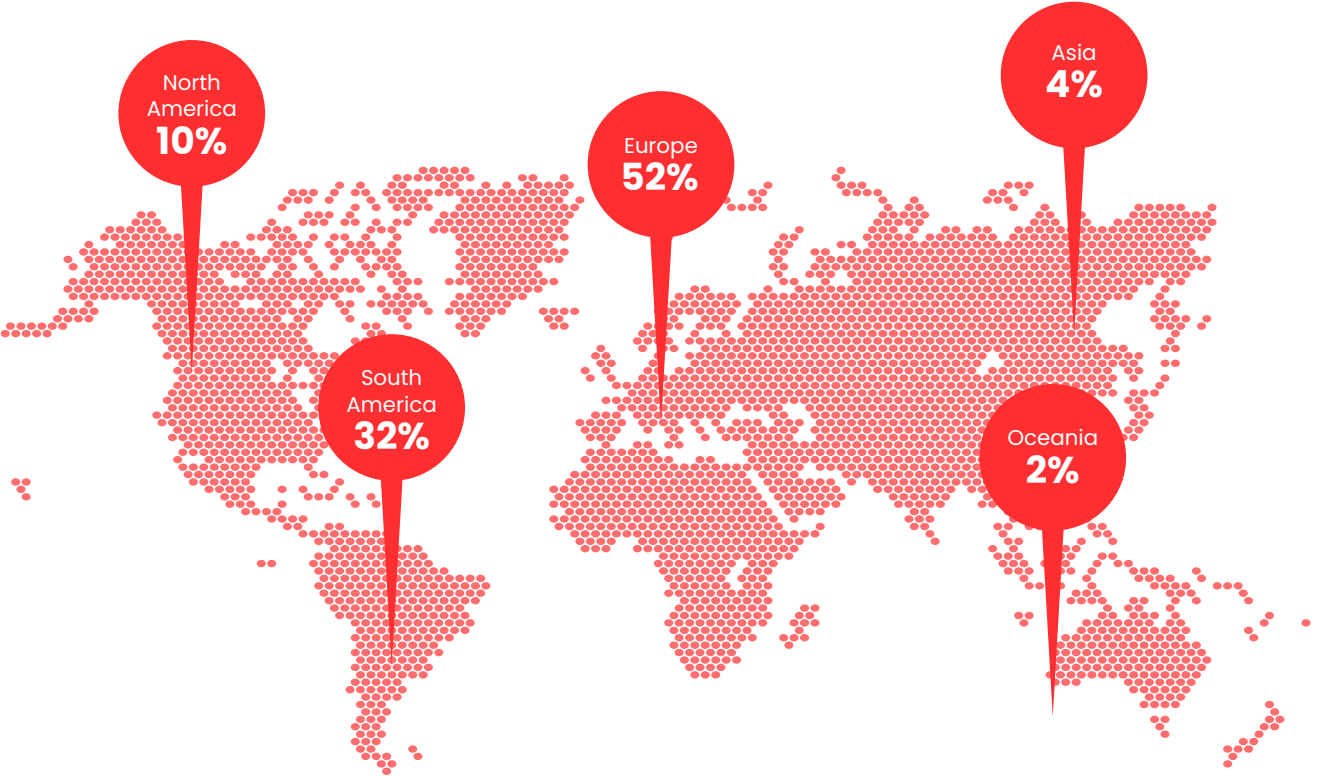
We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

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



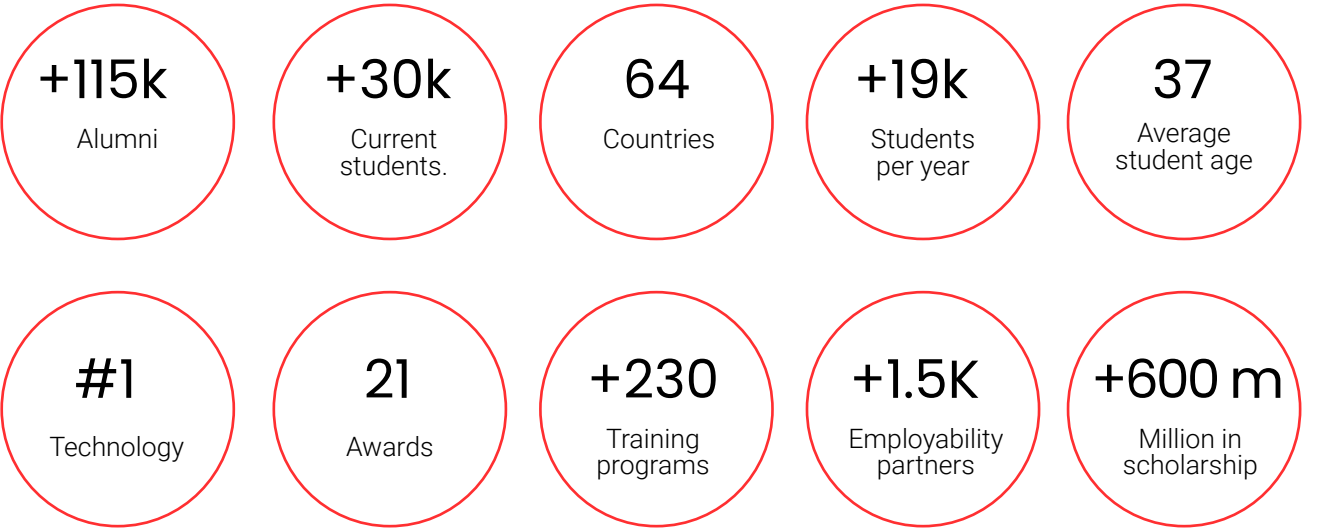
# ENEB in the world

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

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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:



All our training programmes are certified by Universidad Isabel I.



**International  
Education  
Evaluations**

Collaboration with IEE, for validations in USA and Canada.



Member of the Spanish Confederation of Private Centres and Academies.



Member of the Spanish National Association of e-Learning and Distance Learning Centres



Collaborating Centre of the Trinity College London.



Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.



Certificate of educational excellence established



**Cambra Barcelona**  
"doing business"

Member of the Barcelona Chamber of Commerce



Best business school rated by its students.



Registered trademark with the number 3,543,757 within class 41 of Education and Training.



Associated to the Latin American Council of Management Schools



asociación española de escuelas de negocios  
Associated with the Asociación Española de Escuelas de Negocios.



# Remote learning

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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

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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

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### “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.







## Live Classes in the Metaverse

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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.

A blurred background image showing a person's face on a laptop screen, with the laptop keyboard visible in the foreground.

## Flexible Learning

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### 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

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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:

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- 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

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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

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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

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"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



**Harvard  
Business  
Publishing  
Education**



# 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.

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:



## 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.





## Job Opportunities

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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.

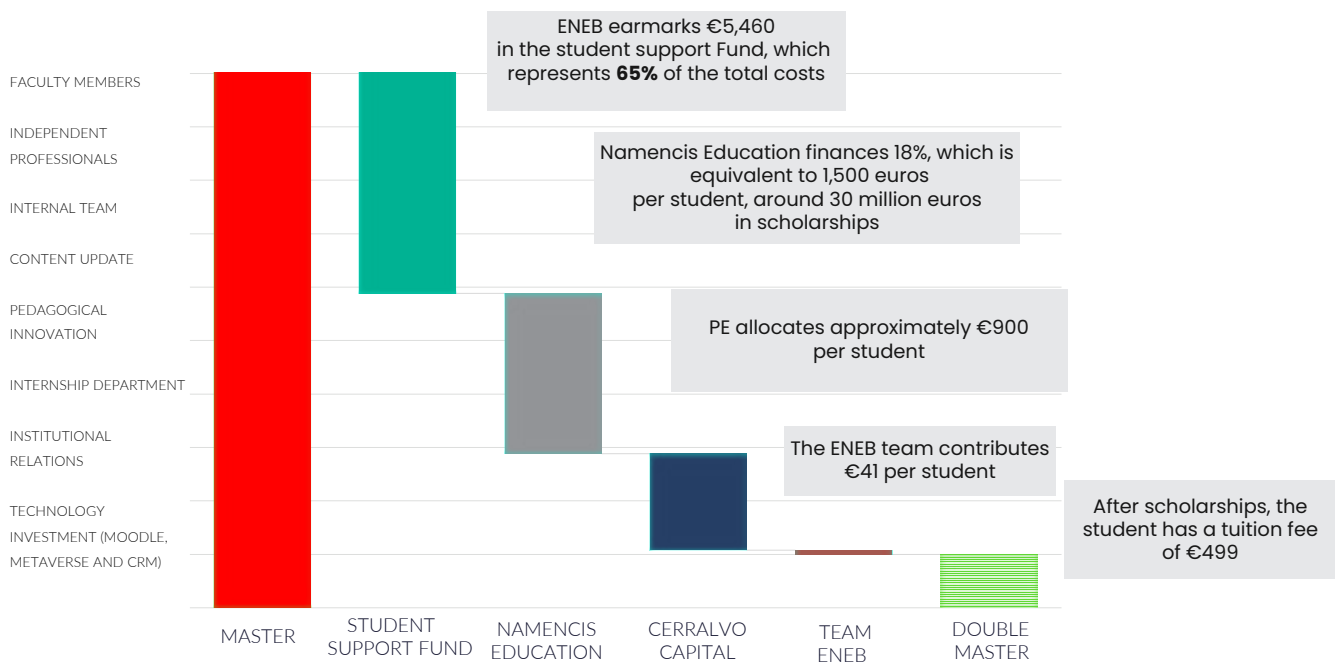
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**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.”





A photograph of two young women sitting on the steps of a modern building with large glass windows. The woman on the left is holding a large book, and the woman on the right is holding a tablet. They are both smiling and looking at each other. The building's glass reflects the surrounding cityscape. A large, semi-transparent red circle is overlaid on the left side of the image. The text 'MBA - MASTER OF BUSINESS ADMINISTRATION' is written in white, bold, sans-serif capital letters at the bottom right of the image.

# **MBA - MASTER OF BUSINESS ADMINISTRATION**

## **INTRODUCTION**

The MBA - Master of Business Administration is a training program that focuses on providing students with a solid background in the areas of business management, finance, marketing, human resources and strategy, with the aim of training professionals capable of leading and managing companies in an efficient and sustainable manner.

This master's degree is designed for people who wish to acquire specific skills and knowledge to develop in the business world. The program is aimed at professionals with experience in the business sector, as well as recent graduates who wish to specialize in this field. It is also suitable for those looking to change careers and acquire management and leadership skills.

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:

- MBA - Master of Business Administration

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 MBA - Master of Business Administration is aimed at:

- University graduates who wish to acquire skills and knowledge in business management.
- Professionals who wish to improve their leadership, management and decision-making skills.
- Entrepreneurs who wish to acquire knowledge for the creation and management of their own companies.
- People who wish to change careers and work in the business sector.
- Professionals who wish to obtain a certification in business management to increase their job opportunities.

## OBJECTIVES

The curriculum of the MBA - Master of Business aims to provide students with the following knowledge and skills:

- To provide students with a solid background in the areas of business management, finance, marketing, human resources and strategy.
- To develop students' leadership and management skills so that they can effectively run businesses.
- To enable students to make strategic and profitable business decisions.
- To provide students with a comprehensive understanding of current business dynamics and market trends.
- To foster critical thinking and problem solving in students.
- Provide students with a network of valuable business contacts and internship opportunities.

## CAREER OPPORTUNITIES

- **General Manager:** responsible for the overall management of the company and strategic decision making.
- **Chief Operating Officer:** in charge of managing the company's operational processes to ensure efficiency and effectiveness.
- **Marketing Director:** in charge of planning and executing the company's marketing strategies.
- **Business Consultant:** in charge of advising companies on how to improve their performance and increase their profitability.

## 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:

- MBA - Master of Business Administration
- 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: 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: 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 3: 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 4: OPERATIONS MANAGEMENT**

- Topic 1. Business Strategy
- Topic 2. Operations Management
- Topic 3. Demand
- Topic 4. Product development
- Topic 5. Operating systems
- Topic 6. Process planning and management
- Topic 7. Operational planning
- Topic 8. The human factor in operations management

**SECTION 5: 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 6: 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 7: 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 8: PROJECT MANAGEMENT**

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

**SECTION 9: 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 10: 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 11: ACCOUNTING MANAGEMENT**

- Topic 1. The Balance Sheet
- Topic 2. The profit and loss statement
- Topic 3. Cash flow statements
- Topic 4. Journal entries
- Topic 5. Advanced accounting
- Topic 6. Taxes

**SECTION 12: MANAGEMENT ACCOUNTING**

- Topic 1. Cost accounting
- Topic 2. Management Accounts
- Topic 3. Working capital
- Topic 4. Net financial debt

**SECTION 13: AGILE METHODOLOGIES**

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

## **A JOURNEY THROUGH THE SYLLABUS**

### **SECTION 1: MARKETING**

In the Marketing section, students explore the strategies and practices that drive successful marketing campaigns and brand development. This section emphasizes understanding consumer behavior, building strong brands, and navigating the customer journey. It provides students with tools to create effective marketing strategies that align with business objectives and meet market demands.

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

This topic examines how the role of consumers has evolved in the digital age. Students will explore shifts in consumer behavior, including the impact of technology and social media on purchasing decisions and the increasing importance of consumer feedback and engagement.

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

Students will learn about brand creation and management. This topic covers the elements that contribute to a strong brand identity, including brand positioning, brand equity, and brand loyalty. The focus is on how to build and sustain a brand that resonates with consumers.

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

This topic teaches students how to identify and define the ideal customer for a business. Students will learn methods for creating customer profiles, understanding customer needs, and tailoring marketing strategies to target specific customer segments effectively.

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

Students will explore the concept of the customer journey, from initial awareness to post-purchase evaluation. This topic covers the stages of the customer journey and strategies for managing and optimizing each stage to enhance customer experience and satisfaction.

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

This topic provides an overview of different marketing types and strategies. Students will learn about traditional and digital marketing approaches, including content marketing, social media marketing, and influencer marketing, and how to choose the right marketing tactics for various business goals.

### **SECTION 2: E-COMMERCE**

The E-Commerce section focuses on the strategies and technologies involved in conducting business online. Students will learn about online sales processes, web store management, and methods for converting leads into customers. The section covers both the operational and strategic aspects of e-commerce.

#### **Topic 1: Online Sales**

This topic covers the fundamentals of online sales, including setting up an online store, managing product listings, and strategies for increasing online sales. Students will learn about e-commerce platforms and techniques for driving traffic and sales.

#### **Topic 2: Web Store**

Students will learn how to design and manage a web store, focusing on the technical and operational aspects of e-commerce websites. This topic includes website development, user interface design, and the management of online transactions.

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

This topic explores the role of mobile applications in e-commerce. Students will learn about mobile app development, user experience design for mobile platforms, and strategies for engaging customers through mobile applications.

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

Students will learn strategies for converting leads into paying customers. This topic covers lead generation techniques, nurturing leads, and using sales funnels and CRM systems to manage and close sales.

**Topic 5: Web Analytics**

This topic introduces web analytics tools and techniques for measuring website performance. Students will learn how to collect, analyze, and interpret web data to inform marketing decisions and optimize online sales strategies.

**Topic 6: User Experience**

Students will explore best practices for designing a positive user experience on e-commerce sites. This topic covers principles of user experience design, including usability, accessibility, and creating intuitive user interfaces.

**Topic 7: Digital Campaigns**

This topic covers the creation and management of digital marketing campaigns. Students will learn about campaign planning, execution, and measurement, including strategies for online advertising, email marketing, and social media promotions.

**Topic 8: Mobile Payment**

Students will learn about mobile payment systems and technologies. This topic covers various mobile payment methods, security considerations, and the integration of payment solutions into e-commerce platforms.

**Topic 9: Landing Page**

This topic focuses on designing effective landing pages for e-commerce and marketing campaigns. Students will learn about landing page best practices, including layout, content, and call-to-action strategies to maximize conversions.

**SECTION 3: TALENT MANAGEMENT**

The Talent Management section addresses strategies for recruiting, developing, and retaining employees. This section emphasizes the importance of effective human resource management in achieving organizational success.

**Topic 1: Personnel Selection**

This topic covers the processes and techniques for selecting the right candidates for job positions. Students will learn about recruitment methods, interview techniques, and selection criteria.

**Topic 2: Team Planning and Evaluation**

Students will learn about planning team structures and evaluating team performance. This topic covers methods for team organization, goal setting, and performance assessment.

**Topic 3: Performance and Performance Management**

This topic explores strategies for managing employee performance, including setting performance goals, providing feedback, and implementing performance improvement plans.

**Topic 4: Personnel Training**

Students will learn about the development and implementation of training programs for employees. This topic covers training needs assessment, program design, and evaluation of training effectiveness.



**Topic 5: Personnel Metrics**

This topic focuses on the use of metrics and analytics in human resource management. Students will learn about key performance indicators, data collection methods, and using metrics to inform HR decisions.

**Topic 6: Management Models**

Students will explore various management models and frameworks for effective human resource management. This topic covers different approaches to managing people and organizational behavior.

**SECTION 4: OPERATIONS MANAGEMENT**

The Operations Management section explores the strategies and practices involved in managing business operations effectively. Students will learn about optimizing processes, developing products, and aligning operations with business strategy.

**Topic 1: Business Strategy**

This topic covers the development and implementation of business strategies. Students will learn about strategic planning processes, goal setting, and aligning operational activities with overall business objectives.

**Topic 2: Operations Management**

Students will explore the principles of operations management, including process design, resource management, and performance measurement. This topic covers the creation and management of efficient and effective operational processes.

**Topic 3: Demand**

This topic focuses on demand forecasting and management. Students will learn about techniques for predicting customer demand, analyzing market trends, and planning for future demand.

**Topic 4: Product Development**

Students will learn about the product development process, from idea generation to market launch. This topic covers product design, development methodologies, and managing product life cycles.

**Topic 5: Operating Systems**

This topic covers various operating systems and technologies used in business operations. Students will learn about system selection, implementation, and management for operational efficiency.

**Topic 6: Process Planning and Management**

Students will explore methods for planning and managing business processes. This topic includes process mapping, process improvement techniques, and the implementation of process changes.

**Topic 7: Operational Planning**

This topic covers the development of operational plans to support business strategies. Students will learn about resource allocation, scheduling, and operational planning techniques.

**Topic 8: The Human Factor in Operations Management**

Students will explore the role of human factors in operations management. This topic covers employee motivation, team dynamics, and managing people in operational settings.

**SECTION 5: WEB POSITIONING**

The Web Positioning section focuses on techniques for improving a website's visibility and effectiveness in attracting and engaging customers. Students will learn about search engine optimization, marketing strategies, and tools for enhancing online presence.

**Topic 1: How to Attract Customers**

This topic covers strategies for attracting customers to a website. Students will learn about online marketing techniques, including SEO, content marketing, and advertising.

**Topic 2: SEO: Organic Optimization**

Students will explore organic search engine optimization (SEO) techniques for improving website rankings. This topic covers keyword research, on-page SEO, and link-building strategies.

**Topic 3: SEM: Paid Optimization**

This topic focuses on paid search engine marketing (SEM) techniques. Students will learn about creating and managing PPC campaigns, ad targeting, and measuring ad performance.

**Topic 4: Automating Sales**

Students will learn about sales automation tools and techniques. This topic covers automation of sales processes, including lead generation, follow-ups, and sales tracking.

**Topic 5: Growth Hacking**

This topic explores growth hacking strategies for rapidly growing a business. Students will learn about innovative and low-cost methods for achieving significant business growth.

**Topic 6: Marketing Automation**

Students will explore tools and techniques for automating marketing tasks. This topic covers email marketing automation, campaign management, and using automation to streamline marketing processes.

**Topic 7: Psychology in Marketing**

This topic covers the application of psychological principles in marketing. Students will learn about consumer behavior, decision-making processes, and techniques for influencing customer choices.

**SECTION 6: DIGITAL TRANSFORMATION**

The Digital Transformation section examines the impact of digital technologies on business operations and strategies. Students will explore how to leverage these technologies for innovation and competitive advantage.

**Topic 1: Business Digitalization**

Students will learn about the process of digitalizing business operations. This topic covers strategies for integrating digital technologies into business processes and systems.

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

This topic introduces AI technologies and their applications in business. Students will learn about AI tools, machine learning algorithms, and how AI can be used for business solutions.

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

Students will explore the Internet of Things and its applications. This topic covers IoT devices, data collection, and how IoT can be used to create smart business solutions.

**Topic 4: Blockchain**

Students will learn about blockchain technology and its business applications. This topic covers blockchain principles, smart contracts, and the potential uses of blockchain in various industries.

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

This topic covers the use of big data and BI tools for decision-making. Students will explore data analysis techniques, BI tools, and how to use data for business insights and strategies.

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

Students will learn about cloud computing technologies and services. This topic covers cloud service models, deployment options, and how to leverage cloud computing for business needs.

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

This topic explores the role of automation and robotics in business. Students will learn about automation technologies, robotic systems, and their applications in industrial settings.

### **Topic 8: Cybersecurity**

Students will learn about cybersecurity principles and practices. This topic covers protecting digital assets, managing security risks, and implementing cybersecurity measures for business protection.

## **SECTION 7: BUSINESS PLAN**

The Business Plan section guides students through the process of developing a comprehensive business plan. This section focuses on creating a strategic vision for a business and planning for its future success.

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

This topic covers the creation of a business's vision, mission statement, and core values. Students will learn how to define these elements to guide business strategy and operations.

### **Topic 2: Strategic Plan**

Students will learn how to develop a strategic plan for a business. This topic covers goal setting, strategy formulation, and aligning business activities with long-term objectives.

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

This topic explores different business models and their components. Students will learn about revenue streams, value propositions, and how to design a sustainable business model.

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

Students will learn methods for analyzing business environments and opportunities. This topic covers SWOT analysis, market research, and competitive analysis techniques.

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

This topic focuses on methods for tracking and evaluating the progress of a strategic plan. Students will learn about performance metrics, monitoring tools, and strategies for making adjustments.

## **SECTION 8: PROJECT MANAGEMENT**

The Project Management section covers the principles and practices of managing projects effectively. Students will learn about project planning, team management, and project execution techniques.

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

Figure This topic introduces the role of a project manager. Students will learn about the responsibilities, skills, and competencies required for successful project management.

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

Students will explore techniques for managing project teams. This topic covers team dynamics, leadership strategies, and methods for fostering collaboration.

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

This topic focuses on effective communication within project teams. Students will learn about communication strategies, tools, and techniques for managing team interactions and resolving conflicts.

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

Students will learn about project management methodologies and frameworks. This topic covers project planning, execution, monitoring, and closing, including tools and techniques for managing project success.

## **SECTION 9: DECISION MAKING**

The Decision Making section focuses on methods and techniques for making effective business decisions. Students will learn about problem-solving processes, decision-making models, and practical decision-making skills.

### **Topic 1: Problem Definition**

Students will learn how to define business problems clearly. This topic covers techniques for identifying issues, understanding root causes, and framing problems for analysis.

### **Topic 2: Selection of Criteria and Techniques**

This topic explores methods for selecting criteria and techniques for decision-making. Students will learn about decision-making frameworks, evaluation criteria, and analytical techniques.

### **Topic 3: Development of Alternatives**

Students will learn how to generate and evaluate alternative solutions for business problems. This topic covers brainstorming methods, alternative evaluation, and creative problem-solving techniques.

### **Topic 4: Analysis**

This topic focuses on analyzing alternatives and making informed decisions. Students will learn about decision analysis tools, risk assessment, and cost-benefit analysis.

### **Topic 5: Decision**

Students will explore the decision-making process and techniques for making final decisions. This topic covers decision-making models, judgment techniques, and strategies for choosing the best course of action.

### **Topic 6: Action Plan**

Students will learn how to develop and implement action plans based on decisions made. This topic covers creating detailed plans, setting objectives, and managing the implementation of decisions.

### **Topic 7: Examples of Problems**

This topic provides case studies and examples of real-world business problems. Students will analyze these examples to apply decision-making techniques and develop solutions.

## **SECTION 10: STRATEGIC PEOPLE MANAGEMENT**

The Strategic People Management section focuses on aligning human resource practices with business strategy. Students will learn about strategic HR management, organizational culture, and ethical issues in HR.

### **Topic 1: Strategic Management in Human Resources**

Students will explore the strategic role of HR in organizations. This topic covers HR planning, aligning HR practices with business strategies, and contributing to organizational success.



## **Topic 2: Strategic Communication**

This topic covers communication strategies for HR professionals. Students will learn about effective communication methods, stakeholder management, and strategic messaging.

## **Topic 3: Organizational Culture**

Students will explore the concept of organizational culture and its impact on business. This topic covers culture development, cultural change initiatives, and managing organizational culture.

## **Topic 4: Business Ethics**

This topic addresses ethical issues in business and HR. Students will learn about ethical decision-making, creating ethical guidelines, and managing ethical dilemmas.

## **Topic 5: Labor Flexibility**

Students will explore strategies for managing labor flexibility. This topic covers workforce planning, flexible work arrangements, and adapting to changing labor market conditions.

## **SECTION 11: ACCOUNTING MANAGEMENT**

The Accounting Management section covers the principles and practices of financial accounting and reporting. Students will learn about financial statements, accounting processes, and financial regulations.

### **Topic 1: The Balance**

Students will learn how to prepare and analyze a balance sheet. This topic covers the components of the balance sheet, including assets, liabilities, and equity, and how to use the balance sheet for financial analysis.

### **Topic 2: The Profit and Loss Statement**

This topic focuses on the preparation and interpretation of the profit and loss statement. Students will learn about revenue, expenses, and net profit, and how to analyze financial performance.

### **Topic 3: Cash Flow Statements**

Students will learn how to prepare and analyze cash flow statements. This topic covers cash flow from operating, investing, and financing activities, and how to manage cash flow for business operations.

### **Topic 4: Journal Entries**

This topic covers the process of recording financial transactions in accounting journals. Students will learn about journal entries, ledger accounts, and the double-entry accounting system.

### **Topic 5: Advanced Accounting**

Students will explore advanced accounting topics, including complex financial transactions and accounting for specialized industries. This topic covers advanced concepts such as consolidations, mergers, and international accounting standards.

### **Topic 6: Taxes**

Students will learn about tax regulations and compliance. This topic covers different types of taxes, tax planning strategies, and the preparation of tax returns.

## **SECTION 12: MANAGEMENT ACCOUNTING**

The Management Accounting section focuses on the use of accounting information for internal decision-making. Students will learn about cost management, financial analysis, and working capital management.

**Topic 1: Cost Accounting**

Students will learn about cost accounting methods and techniques. This topic covers cost behavior, cost allocation, and cost control for managerial decision-making.

**Topic 2: Management Accounts**

This topic explores the preparation and use of management accounts. Students will learn about financial reports, performance measurement, and financial planning for management purposes.

**Topic 3: Working Capital**

Students will learn about the management of working capital. This topic covers strategies for managing current assets and liabilities to ensure sufficient liquidity and operational efficiency.

**Topic 4: Net Financial Debt**

This topic focuses on analyzing and managing net financial debt. Students will learn about debt management, financial leverage, and strategies for optimizing a company's capital structure.

**SECTION 13: AGILE METHODOLOGIES**

The Agile Methodologies section explores Agile principles and practices for project management. Students will learn about Agile frameworks, including Scrum and Lean, and how to apply Agile methods to achieve project success.

**Topic 1: Product Management**

Students will learn about product management in Agile environments. This topic covers product vision, roadmap development, and managing product life cycles.

**Topic 2: Lean Startup**

This topic introduces the Lean Startup methodology. Students will learn about iterative product development, validated learning, and lean principles for startup success.

**Topic 3: Agile Management**

Students will explore Agile management practices and frameworks. This topic covers Agile methodologies such as Scrum, Kanban, and XP, and how to implement Agile practices in project management.