

## 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



Cooperación  
UNIVERSITARIA  
AUTONOMA  
DE NARIÑO

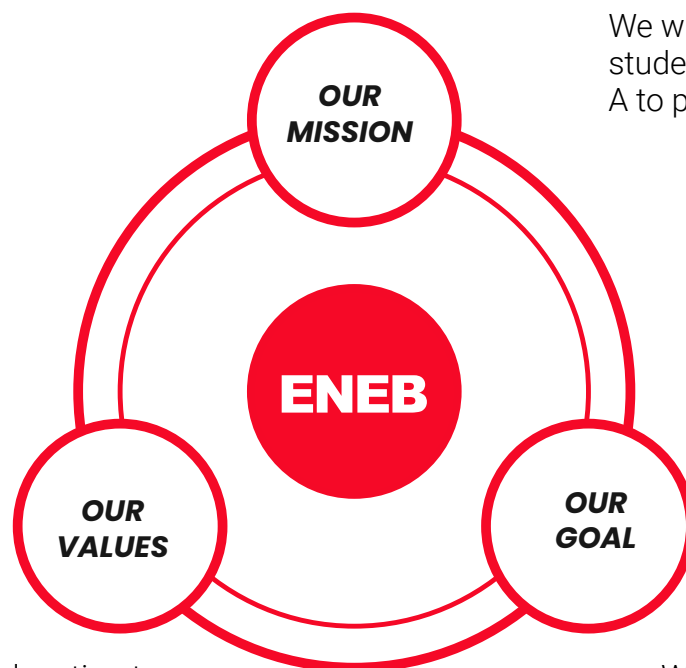




## You are our mission, our values and our goals

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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

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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

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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 wide stone steps in front of a modern building with a large glass facade. The woman on the left is holding a large folder or 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, partially covering the building and the women. The overall lighting is warm, suggesting late afternoon or early evening.

# **MASTER IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

## **INTRODUCTION**

The Master in Logistics and Supply Chain Management is a postgraduate program that aims to train professionals in the field of supply chain management and logistics, providing them with the necessary tools and skills to optimize efficiency and effectiveness in the management of logistics processes in companies.

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

## **TWO DIPLOMAS**

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

- Master in Logistics and Supply Chain Management

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 Logistics and Supply Chain Management is aimed at:

- Logistics and supply chain professionals who wish to acquire skills and knowledge in strategic supply chain management and logistics process optimization.
- Managers and executives who wish to improve their skills in supply chain management and strategic logistics management to lead teams and improve business performance.
- University graduates in any discipline who wish to acquire skills in supply chain management and strategic logistics management for their personal and professional development.
- Entrepreneurs who wish to acquire skills in supply chain management and strategic logistics management to launch and grow their business.
- Professionals from any area who wish to acquire knowledge in supply chain management and strategic logistics management to improve their professional performance and leadership.

## **OBJECTIVES**

The curriculum of the Master in Logistics and Supply Chain Management aims to provide students with the following knowledge and skills:

- Provide advanced training in supply chain management, enabling students to acquire advanced and up-to-date skills in the field.

- Develop a comprehensive understanding of current challenges and trends in logistics and supply chain.
- To train students for strategic decision making in supply chain management.
- Foster critical thinking and problem solving in students, enabling them to approach logistics challenges from an innovative perspective.
- Develop leadership skills in team management, enabling students to successfully lead and coordinate logistics operations.
- Provide students with the opportunity for internships in leading companies in the logistics sector, allowing them to gain practical experience and develop their network of professional contacts.

### **CAREER OPPORTUNITIES**

- **Logistics manager:** in charge of the strategic management of the company's logistics processes.
- **Supply chain manager:** in charge of managing the company's supply chain.
- **Purchasing and procurement specialist:** in charge of carrying out purchasing and procurement processes for materials and supplies.
- **Logistics and supply chain consultant:** in charge of advising companies on strategic management of the supply chain and optimization of logistics processes.

### **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 Logistics and Supply Chain Management
- 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: 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 2: SUPPLY CHAIN**

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

**SECTION 3: 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 4: DIGITAL BUSINESS**

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

**SECTION 5: 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 6: PROCESS QUALITY**

Topic 1. Quality as a management system  
Topic 2. Quality strategies  
Topic 3. Phases of a quality plan  
Topic 4. Quality control  
Topic 5. Quality analysis and continuous quality improvement  
Topic 6. Quality and environmental policy in the company  
Topic 7. ISO Standards

**SECTION 7: PROJECT MANAGEMENT**

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

**SECTION 8: AGILE METHODOLOGIES**

Topic 1. Product management  
Topic 2. Lean startup  
Topic 3. Agile 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: DATA MANAGEMENT**

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

## **A JOURNEY THROUGH THE SYLLABUS**

### **SECTION 1: OPERATIONS MANAGEMENT**

The Operations Management section introduces students to the core principles and practices of managing business operations. It focuses on strategic and tactical approaches to improve efficiency, effectiveness, and competitiveness in various operational contexts.

#### **Topic 1: Business Strategy**

Business Strategy explores the long-term goals and planning required for a company to achieve a competitive advantage. Students will learn about strategic planning processes, setting organizational objectives, and aligning business strategies with market opportunities and challenges.

#### **Topic 2: Operations Management**

Operations Management covers the design, execution, and optimization of business processes. It includes methods for managing production processes, improving operational efficiency, and ensuring that operations align with overall business goals.

#### **Topic 3: Demand**

This topic addresses techniques for forecasting and managing customer demand. Students will learn about demand planning, forecasting methods, and how to balance supply and demand to meet customer needs effectively.

#### **Topic 4: Product Development**

Product Development focuses on the process of bringing new products to market. Students will explore stages of product development, from idea generation and design to testing, launch, and post-launch evaluation.

#### **Topic 5: Operating Systems**

Operating Systems explores the systems and technologies used to manage and control business operations. Students will learn about various types of operating systems, their applications, and how they support operational processes.

#### **Topic 6: Process Planning and Management**

Process Planning and Management covers methods for designing and managing business processes. It includes techniques for process mapping, process improvement, and managing workflows to optimize efficiency and performance.

#### **Topic 7: Operational Planning**

Operational Planning focuses on the development of detailed plans for day-to-day business operations. Students will learn how to create operational plans, set performance targets, and manage resources to achieve operational goals.

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

This topic examines the role of human resources in operations management. Students will explore topics such as team dynamics, leadership, and employee motivation, and how these factors impact operational success.

### **SECTION 2: SUPPLY CHAIN**

The Supply Chain section covers the comprehensive management of the supply chain, from procurement to distribution. It explores various aspects of supply chain management, including logistics, purchase management, and innovative models.

### **Topic 1: Supply Chain**

Supply Chain covers the end-to-end process of managing the flow of goods and services. Students will learn about supply chain components, including procurement, production, distribution, and logistics, and how to optimize each link in the chain.

### **Topic 2: Purchase Management**

Purchase Management focuses on the strategies and processes for acquiring goods and services. Students will explore supplier selection, negotiation, and procurement practices aimed at achieving cost efficiency and quality.

### **Topic 3: Warehouse Management**

Warehouse Management covers the principles and practices of managing warehouse operations. Students will learn about warehouse design, inventory management, and techniques for optimizing warehouse processes to support the supply chain.

### **Topic 4: Logistic Models**

Logistic Models explores various models used to analyze and improve logistics operations. Students will study different logistic models, including those for distribution, transportation, and inventory management, and learn how to apply them in real-world scenarios.

### **Topic 5: Reverse Logistics**

Reverse Logistics covers the processes involved in managing the return and disposal of products. Students will explore techniques for handling product returns, recycling, and disposal in a cost-effective and environmentally responsible manner.

### **Topic 6: Amazon Model**

The Amazon Model examines Amazon's logistics and supply chain strategies. Students will learn about Amazon's approach to logistics, including its supply chain innovations, fulfillment centers, and delivery systems that have set industry standards.

### **Topic 7: Innovation and Sustainability**

Innovation and Sustainability explores trends and practices for creating sustainable supply chains. Students will learn about innovative technologies and strategies for reducing environmental impact and promoting sustainability in supply chain operations.

## **SECTION 3: COMMERCIAL DISTRIBUTION**

The Commercial Distribution section covers the strategies and regulations related to the distribution of goods. It explores commercial channels, legal considerations, and international trade practices.

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

Commercial Channels focuses on the various channels used to distribute products from manufacturers to consumers. Students will explore distribution channels, channel management, and strategies for optimizing the flow of goods to the market.

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

This topic covers the legal aspects of commercial distribution. Students will learn about competition laws, regulations affecting distribution practices, and how to ensure compliance with legal requirements in commercial transactions.

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

Trade Policy and Regulations explores the policies and regulations governing international trade. Students will study trade agreements, import/export regulations, and how trade policies impact global business operations.



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

International Trade covers the principles and practices of trading goods and services across borders. Students will learn about global trade dynamics, international market entry strategies, and managing cross-border transactions.

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

Foreign Trade focuses on the specific practices and regulations related to international trade activities. Students will explore the intricacies of foreign trade, including export procedures, international markets, and global trade relationships.

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

Incoterms Management covers the international commercial terms used in contracts for the sale of goods. Students will learn about different Incoterms, their applications, and how to manage Incoterms in international trade agreements.

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

This topic explores strategies for expanding businesses into international markets. Students will learn about market entry strategies, international business development, and the challenges of operating in global markets.

### **SECTION 4: DIGITAL BUSINESS**

The Digital Business section covers the impact of digital technologies on business operations. It explores e-commerce practices, digital marketplaces, and innovations in digital business models.

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

E-Commerce and Its Operations focuses on the various aspects of conducting business online. Students will explore e-commerce models, online sales strategies, and the operational processes involved in managing an e-commerce business.

#### **Topic 2: e-Procurement**

e-Procurement covers the use of digital tools and technologies for managing procurement processes. Students will learn about e-procurement platforms, benefits of digital procurement, and methods for streamlining purchasing activities.

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

Operational Management of E-Commerce: e-Fulfillment explores the processes involved in fulfilling online orders. Students will learn about order processing, inventory management, and logistics for delivering products to customers.

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

Marketplaces examines digital platforms that connect buyers and sellers. Students will explore different types of online marketplaces, marketplace management, and strategies for succeeding in digital marketplace environments.

#### **Topic 5: The Last Mile**

The Last Mile focuses on the final stage of the delivery process, from distribution centers to customers. Students will learn about last-mile delivery challenges, solutions for improving delivery efficiency, and strategies for enhancing customer satisfaction.

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

Exponential Structures covers the concept of exponential growth in digital business models. Students will explore how digital technologies enable rapid scaling, growth strategies, and the principles of exponential business development.

## **Topic 7: Digital Business**

Digital Business explores the broader impact of digital technologies on business operations and models. Students will learn about digital transformation, digital business strategies, and the role of technology in shaping modern business practices.

## **SECTION 5: DIGITAL TRANSFORMATION**

The Digital Transformation section covers advanced technologies and their applications in transforming business operations. It explores emerging technologies and their potential to drive business innovation and efficiency.

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

Business Digitalization focuses on the process of integrating digital technologies into business operations. Students will learn about digital tools, strategies for digital transformation, and methods for achieving digital maturity.

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

Artificial Intelligence (AI) covers the application of AI technologies in business. Students will explore AI concepts, including machine learning, natural language processing, and AI-driven solutions for enhancing business operations.

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

The Internet of Things (IoT) explores the use of interconnected devices to collect data and improve business processes. Students will learn about IoT applications, technologies, and the impact of IoT on various business functions.

### **Topic 4: Blockchain**

Blockchain covers the technology behind decentralized ledgers and its applications beyond cryptocurrencies. Students will explore blockchain fundamentals, potential use cases, and how blockchain can be applied in supply chain and business operations.

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

Big Data and Business Intelligence (BI) explores techniques for analyzing large datasets to inform business decisions. Students will learn about BI tools, data analysis methods, and strategies for leveraging big data for strategic insights.

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

Cloud Computing covers the use of cloud services for business operations. Students will explore cloud service models (IaaS, PaaS, SaaS), benefits of cloud computing, and best practices for implementing cloud solutions.

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

Industrial Automation and Robotics focuses on technologies for automating manufacturing and business processes. Students will learn about robotics applications, automation systems, and their role in improving operational efficiency.

### **Topic 8: Cybersecurity**

Cybersecurity covers strategies for protecting digital assets from threats and vulnerabilities. Students will explore information security principles, risk management techniques, and methods for safeguarding data and systems.

## **SECTION 6: PROCESS QUALITY**

The Process Quality section focuses on quality management practices and strategies. It covers quality control, quality improvement techniques, and the implementation of quality management systems.

### **Topic 1: Quality as a Management System**

Quality as a Management System explores the principles of managing quality as an integral part of business operations. Students will learn about quality management systems, their components, and how to implement them to achieve quality objectives.

### **Topic 2: Quality Strategies**

Quality Strategies covers methods for developing and implementing strategies to ensure high-quality products and services. Students will explore strategic approaches to quality management and techniques for achieving quality excellence.

### **Topic 3: Phases of a Quality Plan**

Phases of a Quality Plan focuses on the steps involved in creating and executing a quality management plan. Students will learn about the phases of quality planning, including planning, implementation, and review.

### **Topic 4: Quality Control**

Quality Control explores techniques for monitoring and ensuring that products and services meet quality standards. Students will learn about quality control processes, tools for quality measurement, and methods for addressing quality issues.

### **Topic 5: Quality Analysis and Continuous Quality Improvement**

Quality Analysis and Continuous Quality Improvement focuses on methods for analyzing quality data and implementing continuous improvement initiatives. Students will explore techniques for identifying areas for improvement and driving quality enhancements.

### **Topic 6: Quality and Environmental Policy in the Company**

This topic covers the integration of quality management with environmental policies. Students will learn about developing and implementing environmental policies that support quality management and sustainability goals.

### **Topic 7: ISO Standards**

ISO Standards covers international standards for quality management systems. Students will explore key ISO standards, their requirements, and how to achieve and maintain ISO certification for quality management.

## **SECTION 7: PROJECT MANAGEMENT**

The Project Management section introduces methodologies and practices for managing projects from initiation to completion. It covers project planning, team management, and communication techniques.

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

Project Management Figure explores the role of the project manager and their responsibilities. Students will learn about the skills and competencies required for effective project management, including leadership and decision-making.

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

Team Management focuses on strategies for building and leading effective project teams. Students will learn about team dynamics, leadership techniques, and methods for managing team performance.

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

This topic emphasizes the importance of communication in managing project teams. Students will explore communication strategies, tools for effective team interactions, and techniques for resolving conflicts.

**Topic 4: Project Management**

Project Management covers methodologies and tools for managing projects. Students will learn about project planning, resource allocation, risk management, and techniques for delivering successful projects.

**SECTION 8: AGILE METHODOLOGIES**

The Agile Methodologies section covers flexible and iterative approaches to project management. It focuses on methods that support adaptive planning and continuous improvement.

**Topic 1: Product Management**

Product Management explores the processes involved in managing a product's lifecycle. Students will learn about product development, market analysis, and strategies for product positioning and management.

**Topic 2: Lean Startup**

Lean Startup covers methodologies for launching new products with minimal resources. Students will explore lean startup principles, including validated learning, rapid prototyping, and pivoting based on market feedback.

**Topic 3: Agile Management**

Agile Management explores frameworks and practices for managing projects using Agile methodologies. Students will learn about Agile principles, Scrum and Kanban frameworks, and techniques for implementing Agile practices.

**SECTION 9: DECISION MAKING**

The Decision Making section focuses on techniques and processes for making informed business decisions. It covers problem-solving methods, criteria selection, and the development of action plans.

**Topic 1: Problem Definition**

Problem Definition explores techniques for identifying and defining business problems. Students will learn how to analyze issues, gather information, and clearly define problems to facilitate effective decision-making.

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

Selection of Criteria and Techniques covers methods for choosing appropriate criteria and techniques for decision-making. Students will explore various criteria for evaluating options and techniques for making sound decisions.

**Topic 3: Development of Alternatives**

Development of Alternatives focuses on generating and evaluating potential solutions to business problems. Students will learn how to brainstorm alternatives, assess their feasibility, and select the best option.

**Topic 4: Analysis**

Analysis explores techniques for evaluating alternatives and making decisions. Students will learn about analytical methods, tools for decision analysis, and how to use data and insights to support decision-making processes.

**Topic 5: Decision**

Decision covers the process of making final decisions based on analysis. Students will explore decision-making frameworks, methods for choosing among alternatives, and strategies for implementing decisions.



**Topic 6: Action Plan**

Action Plan focuses on developing plans to implement decisions. Students will learn how to create actionable plans, set objectives, allocate resources, and manage the execution of decisions.

**Topic 7: Examples of Problems**

Examples of Problems provides practical examples of business problems and decision-making scenarios. Students will analyze real-world cases, apply decision-making techniques, and develop solutions to business challenges.

**SECTION 10: DATA MANAGEMENT**

The Data Management section explores the management of data for business purposes. It covers data privacy, storage solutions, and strategies for leveraging data to support business goals.

**Topic 1: Open Data**

Open Data covers the concept of making data publicly available for use by others. Students will explore the benefits of open data, its applications, and how to manage and share data in an open data environment.

**Topic 2: Data Management**

Data Management explores methods for organizing, storing, and managing data. Students will learn about data management systems, data governance, and best practices for maintaining data quality and accessibility.

**Topic 3: Data Privacy**

Data Privacy covers strategies for protecting sensitive data and ensuring compliance with privacy regulations. Students will learn about data protection laws, techniques for safeguarding personal information, and methods for managing data privacy risks.

**Topic 4: Data Storage**

Data Storage focuses on techniques and technologies for storing business data. Students will explore different data storage solutions, including cloud storage, on-premises storage, and hybrid approaches.

**Topic 5: Strategy and Data**

Strategy and Data explores how to use data to support business strategies. Students will learn about data-driven decision-making, aligning data strategies with business objectives, and leveraging data for strategic planning.