

Academic Brochure

European Business School of Barcelona

In collaboration with:









Cum Laude Award 2023:



Welcome to ENEB

The World's Leading Business School

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

Why ENEB?

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

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

MAIN PARTNERS



TECH PARTNERS



+ 100 PARTNERS



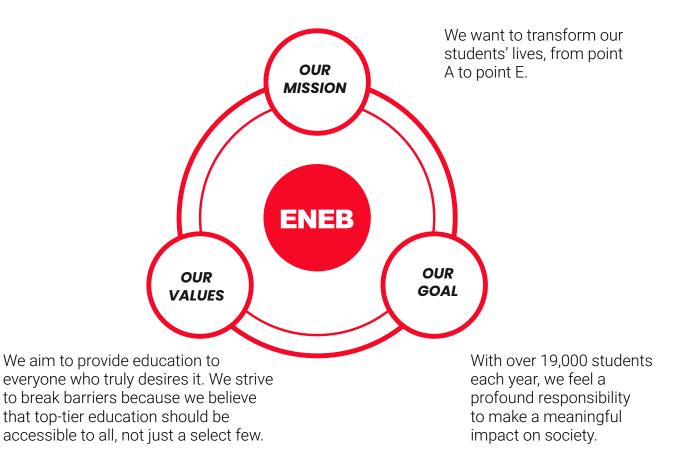






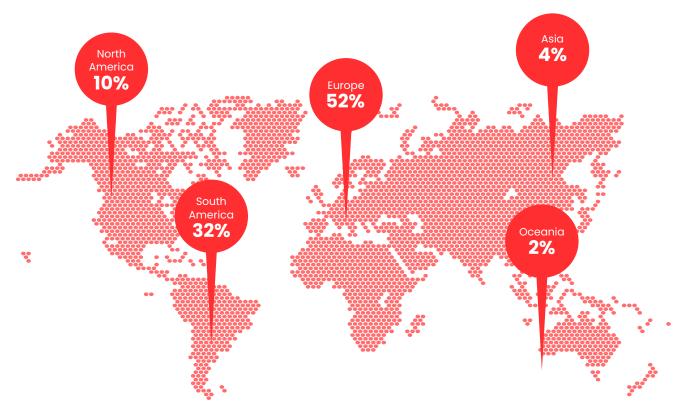
You are our mission, our values and our goals

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



ENEB in the world

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



ENEB in Numbers

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



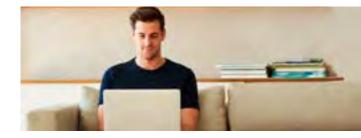
Accreditations

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



Remote learning

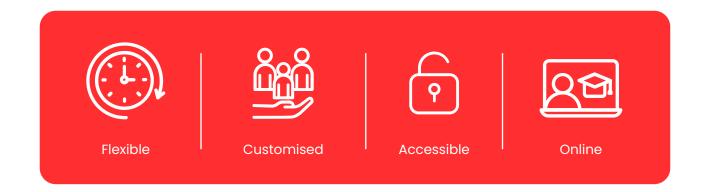
ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



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

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

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





Our Methodology

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



SPECIAL PROGRAMS

"The Food Truck Challenge"

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

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

With content from Harvard Business Publishing Education.





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

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

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

Flexible Learning

24/365 Access

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

Self-Assessment and Practical Assignments

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

Calendar

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

Thanks to our 7/24 Method

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

66

What we offer:

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



Class President

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

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

Connect, collaborate and grow with us!



Saqib Achakzai MBA

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



Richard Overton MBA + Master in Project Management

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



Roner Chichirita MBA + Master in Big Data and Business Intelligence

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



Steven Poole MBA + Master in Logistics

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



Samir Bouazzi MBA + Master in Team Management

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



What do we expect from students

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



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





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

Certifications

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





Certificate of completion







Internship program

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

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

International character

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

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

aberti	AIRBUS	Allianz (1)	BASF	SIEMENS
BBVA	citibank	9	E endesa	T Systems:
Ferrovial	FOX	FUJITSU	GRIFOLS	SONY
Hero	(D) ment	IBERIA	IBM	@
INDITEX	🍈 ındra	Logista	() LOGI	Telefonica
MANGO	HEDIAPHO	Nestle	TH HOTEL GROUP	e vodatone
~	🛎 PUIG	PALE ADIDAT	An Antonia Commercia	TOTEVIDNAL
	CREPTOL	Sanitas	Santander	vueling

Job Opportunities

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

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

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

Scholarships and grants

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

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

Scholarship for Academic Excellence:

Intended for those students whose academic and professional qualifications have a profile of excellence.

Entrepreneurial Talent Scholarship:

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

Women and Equality Scholarship:

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

Management Scholarship:

Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve.. **Corporate Scholarship:** DIntended for all those professionals who want to boost their career and opt for higher positions.

Scholarship for self-employed professionals:

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

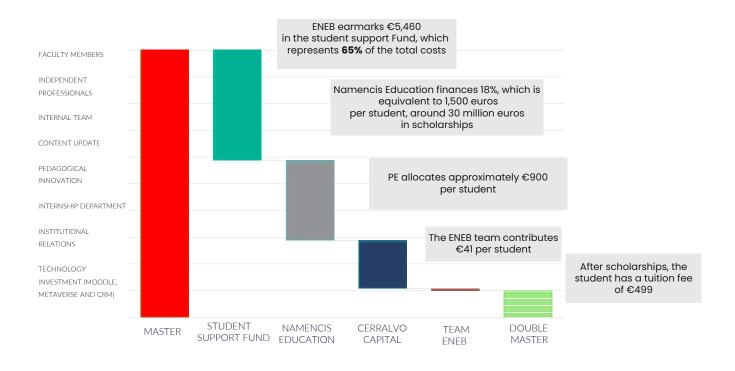
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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

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

We are committed to making education accessible to everyone

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





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

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



MBA - MASTER OF BUSINESS ADMINISTRATION + MASTER IN DIGITAL MARKETING AND ANALYTICS

INTRODUCTION

The MBA - Master of Business Administration + Master in Digital Marketing and Analytics is a dual degree program designed to provide students with a solid background in business management and the latest trends in digital marketing and data analytics. This program combines expertise in the business world with digital innovation to train business leaders capable of making strategic and tactical decisions in a dynamic and competitive business environment.

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

TWO DIPLOMAS

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

• MBA - Master of Business Administration + Master in Digital Marketing and Analytics

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 + Master in Digital Marketing and Analytics is aimed at:

- University graduates: The program is designed for university graduates who wish to acquire advanced skills in business management and digital marketing.
- Marketing professionals: The program is suitable for marketing professionals who wish to update their skills and knowledge in digital marketing and analytics.
- Business professionals: The program is aimed at business professionals who wish to acquire skills in leadership, strategy and team management.
- Entrepreneurs: The program is suitable for entrepreneurs who wish to acquire skills in digital marketing and analytics to manage their own businesses.
- Professionals in career transition: The program may be suitable for professionals in career transition who wish to change their career path towards business management and digital marketing.

OBJECTIVES

The curriculum of the MBA - Master of Business Administration + Master in Digital Marketing and Analytics aims to provide students with the following knowledge and skills:

- Acquire skills in leadership and business management to make effective strategic and tactical decisions.
- Develop advanced knowledge in digital marketing and data analytics to make the most of online opportunities.
- Learn to manage complex business projects effectively.
- Develop communication and presentation skills to present and sell ideas to others.
- Improve analytical and decision-making skills through the use of data and digital technologies.
- Develop teamwork and collaboration skills to work effectively in business environments.
- Understand the latest trends and best practices in digital marketing and apply them to real business situations.
- Improve understanding of markets and customers and their behavior through data analysis.
- Develop skills to design and execute effective online and offline marketing strategies.

CAREER OPPORTUNITIES

- **Digital Marketing Manager**: An MBA with a specialization in Digital Marketing and Analytics can provide advanced skills in digital marketing strategies, data analysis, leadership and team management. A digital marketing manager can work in companies in various industries to design and implement effective digital marketing strategies that help increase the company's online presence and attract new customers.
- Data Analytics Specialist: With an MBA and specialization in Digital Marketing and Analytics, one can acquire advanced skills in data analytics, data mining, artificial intelligence and machine learning. A data analytics specialist can work in companies in various industries to analyze customer and market data, identify patterns and trends, and provide valuable insights to improve marketing strategies and decision making.
- **Digital Marketing Consultant**: An MBA with a specialization in Digital Marketing and Analytics can provide advanced skills in business analytics, strategic planning, leadership, and team management. A digital marketing consultant can work in consulting firms to help companies improve team management efficiency, identify opportunities for improvement, and develop effective strategies for process optimization and organizational change management in the area of digital marketing.

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 + Master in Digital Marketing and Analytics
- 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 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
- Topic 7. Psychology in marketing

SYLLABUS

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: MARKETING STRATEGY

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

SECTION 14: MARKETING ANALYTICS

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

SECTION 15: SOCIAL MEDIA STRATEGY

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

SECTION 16: DATA ANALYSIS AND INTERPRETATION

Topic 1. Data representation Topic 2. Measurements Topic 3. Regression and correlation Topic 4. Probability Topic 5. Distributions Topic 6. Confidence intervals Topic 7. Introduction to Hypothesis Testing Topic 8. Statistics with R

SECTION 17: AGILE METHODOLOGIES

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

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

Marketing is central to a business's ability to connect with customers, build strong brands, and drive growth. This section covers foundational marketing principles and advanced strategies for effective digital marketing.

Topic 1: New Role of the Consumer

In this topic, the focus is on how consumers have transitioned from being passive recipients of marketing messages to active participants in the marketplace. This shift is driven by the increased access to information through digital platforms and social media. Modern consumers now have the ability to research products, compare options, and share their opinions widely. As a result, businesses must adapt by fostering transparency, engaging in meaningful interactions, and responding to consumer feedback. This involves creating strategies that align with consumer expectations and leverage digital channels to build trust, solicit input, and enhance the overall customer experience.

Topic 2: The Brand

This topic explores the concept of a brand as more than just a logo or a product. It encompasses the entire experience a customer has with a company. Key elements of brand development include establishing a brand's core mission, vision, and values, which together form the foundation of a brand's identity. Effective brand management requires crafting a distinct brand image, maintaining consistency across all marketing efforts, and managing brand equity, which reflects the value a brand adds to a product or service. The focus is on creating a memorable and positive brand presence that resonates with consumers and sets the company apart from competitors.

Topic 3: The Ideal Customer

Identifying and understanding the ideal customer involves defining specific characteristics that represent the target audience for a business. This process begins with market research to segment customers based on demographics, psychographics, and behaviors. Developing detailed customer personas helps businesses tailor their marketing strategies to meet the needs and preferences of their ideal customers. The topic emphasizes the use of data to create accurate customer profiles and apply these insights to develop targeted marketing campaigns that engage and convert potential customers.

Topic 4: The Customer Journey

The customer journey is the path a customer takes from initial awareness of a product or service to the final purchase and beyond. This topic examines the different stages of the customer journey, including awareness, consideration, decision, and post-purchase evaluation. Understanding this journey involves mapping out each stage and identifying key touchpoints where interactions with the customer occur. Strategies for enhancing the customer journey focus on improving the overall experience at each stage, addressing customer needs and concerns, and fostering long-term relationships to encourage repeat business and brand loyalty.

Topic 5: Types of Marketing

Types of marketing cover a range of strategies and techniques used to promote products and services. This topic explores both traditional marketing methods, such as direct mail and print advertising, and contemporary approaches, including content marketing, influencer partnerships, and experiential marketing. The focus is on understanding different marketing strategies and their applications, allowing businesses to choose the most effective methods for reaching their target audiences and achieving their marketing objectives.

SECTION 2: E-COMMERCE

E-commerce refers to the buying and selling of goods and services over the internet. This section covers the various aspects of online business operations, from establishing an online presence to optimizing digital sales processes.

Topic 1: Online Sales

This topic examines the fundamentals of conducting sales online. It covers the setup and management of online sales channels, including e-commerce websites and digital marketplaces. The focus is on strategies for attracting customers, managing transactions, and optimizing the online sales process to increase revenue.

Topic 2: Web Store

A web store is an online platform where businesses sell products or services. This topic explores the components of a successful web store, including design, functionality, and user experience. It discusses best practices for creating an effective online store that meets customer needs and drives sales.

Topic 3: Mobile Applications

Mobile applications are essential tools for reaching customers on their smartphones and tablets. This topic covers the development and use of mobile apps for e-commerce, including app design, features, and functionality. It also explores strategies for engaging customers through mobile apps and leveraging them for business growth.

Topic 4: From Interested Lead to Buyer

Turning a lead into a buyer involves guiding potential customers through the sales funnel. This topic focuses on techniques for nurturing leads, addressing concerns, and converting interest into actual sales. It includes strategies for lead management, follow-ups, and closing sales.

Topic 5: Web Analytics

Web analytics involves the collection and analysis of data from online interactions to understand customer behavior and measure the effectiveness of digital marketing efforts. This topic covers tools and techniques for tracking website performance, analyzing traffic sources, and interpreting data to make informed business decisions.

Topic 6: User Experience

User experience (UX) is crucial for ensuring that customers have a positive interaction with a website or app. This topic explores UX principles, including usability, design, and functionality. It focuses on creating user-friendly digital experiences that meet customer needs and enhance satisfaction.

Topic 7: Digital Campaigns

Digital campaigns are targeted marketing efforts designed to achieve specific objectives. This topic covers the planning, execution, and management of digital marketing campaigns across various online platforms. It includes strategies for creating effective campaigns, measuring results, and optimizing performance.

Topic 8: Mobile Payment

Mobile payment systems enable customers to make purchases using their smartphones. This topic examines different mobile payment methods, including digital wallets and mobile banking apps. It also explores best practices for implementing secure and convenient mobile payment solutions.

Topic 9: Landing Page

A landing page is a standalone web page designed to capture leads or drive conversions. This topic focuses on the design and optimization of landing pages to achieve marketing goals. It covers elements such as layout, calls to action, and content that effectively encourage visitors to take desired actions.

SECTION 3: TALENT MANAGEMENT

Talent management involves strategies for recruiting, developing, and retaining employees. This section covers essential aspects of managing a workforce to align with organizational goals and drive performance.

Topic 1: Personnel Selection

Personnel selection is the process of finding and hiring the right candidates for job positions. This topic covers techniques for creating job descriptions, conducting interviews, and evaluating candidates. It emphasizes methods for identifying the best candidates based on skills, experience, and fit with the company culture.

Topic 2: Team Planning and Evaluation

Team planning and evaluation involve organizing teams and assessing their performance. This topic explores methods for creating effective team structures, setting goals, and evaluating team outcomes. It focuses on techniques for managing team dynamics and ensuring that teams achieve their objectives.

Topic 3: Performance and Performance Management

Performance management involves setting goals, monitoring progress, and providing feedback to employees. This topic covers strategies for evaluating employee performance, identifying areas for improvement, and implementing performance enhancement plans. It also addresses methods for providing constructive feedback and recognizing achievements.

Topic 4: Personnel Training

Personnel training focuses on developing the skills and knowledge of employees. This topic explores training needs assessment, program design, and training delivery methods. It emphasizes creating effective training programs that support employee growth and align with organizational goals.

Topic 5: Personnel Metrics

Personnel metrics involve measuring and analyzing employee-related data to make informed decisions. This topic covers key performance indicators (KPIs) for tracking aspects such as employee satisfaction, productivity, and turnover rates. It also explores techniques for using metrics to improve HR practices.

Topic 6: Management Models

Management models are frameworks for guiding organizational practices and decision-making. This topic examines various management models, including transformational leadership, situational leadership, and strategic management. It focuses on understanding different approaches and their applications in business settings.

SECTION 4: OPERATIONS MANAGEMENT

Operations management involves overseeing the production and delivery of goods and services. This section covers strategies for managing operational processes to achieve efficiency and effectiveness.

Topic 1: Business Strategy

Business strategy involves long-term planning to achieve organizational goals. This topic explores the development of strategic plans, including setting objectives, identifying opportunities, and defining actions to achieve business success.

Topic 2: Operations Management

Operations management focuses on managing day-to-day activities to produce goods and services. This topic covers concepts such as process design, quality control, and supply chain management. It emphasizes strategies for improving operational efficiency and meeting customer demands.

Topic 3: Demand

Demand management involves forecasting and planning for customer needs. This topic explores techniques for predicting demand trends, managing inventory levels, and ensuring that production meets market requirements.

Topic 4: Product Development

Product development is the process of creating new products or improving existing ones. This topic covers stages of product development, from idea generation to market introduction. It emphasizes techniques for developing products that meet customer needs and align with business objectives.

Topic 5: Operating Systems

Operating systems in business refer to the frameworks and technologies used to manage operations. This topic examines different types of operating systems, including manufacturing and service operations, and their role in ensuring effective and efficient business processes.

Topic 6: Process Planning and Management

Process planning and management involve designing and overseeing business processes. This topic covers methods for mapping out processes, identifying inefficiencies, and implementing improvements to optimize operations.

Topic 7: Operational Planning

Operational planning involves creating detailed plans for implementing business strategies. This topic explores techniques for developing operational plans, setting performance targets, and managing resources to achieve business goals.

Topic 8: The Human Factor in Operations Management

This topic focuses on the role of employees in operations management. It examines how human factors, such as motivation, teamwork, and leadership, impact operational success. The emphasis is on creating a positive work environment that supports effective operations.

SECTION 5: WEB POSITIONING

Web positioning, or search engine optimization (SEO), involves strategies to improve a website's visibility on search engines. This section covers techniques for enhancing online presence and attracting customers.

Topic 1: How to Attract Customers

Attracting customers online involves strategies for increasing website traffic and engaging potential customers. This topic covers techniques such as content marketing, search engine optimization, and social media outreach to draw visitors to a website.

Topic 2: SEO: Organic Optimization

Organic optimization focuses on improving a website's ranking in search engine results without paid advertising. This topic explores methods for optimizing website content, structure, and keywords to achieve higher search engine rankings and attract more visitors.

Topic 3: SEM: Payment Optimization

Search engine marketing (SEM) involves using paid advertising to improve a website's visibility. This topic covers strategies for creating effective SEM campaigns, including keyword selection, ad creation, and budget management to achieve marketing objectives.

Topic 4: Automating Sales

Automating sales involves using technology to streamline sales processes. This topic explores tools and techniques for automating tasks such as lead generation, follow-ups, and sales reporting to increase efficiency and drive revenue.

Topic 5: Growth Hacking

Growth hacking is a strategic approach to achieving rapid business growth. This topic covers innovative techniques for scaling a business, including creative marketing strategies, data-driven experiments, and leveraging technology for growth.

Topic 6: Marketing Automation

Marketing automation involves using software to manage marketing tasks and campaigns. This topic explores tools for automating tasks such as email marketing, social media management, and lead nurturing to improve efficiency and effectiveness.

Topic 7: Psychology in Marketing

Psychology in marketing examines how consumer behavior and decision-making processes influence marketing strategies. This topic covers concepts such as consumer motivation, perception, and decision-making biases to develop effective marketing campaigns.

SECTION 6: DIGITAL TRANSFORMATION

Digital transformation involves integrating digital technologies into all aspects of a business. This section covers emerging technologies and their impact on business operations.

Topic 1: Business Digitalization

Business digitalization refers to the process of incorporating digital technologies into business operations. This topic explores strategies for adopting new technologies, such as cloud computing and digital tools, to improve business efficiency and competitiveness.

Topic 2: Artificial Intelligence (AI)

Artificial intelligence (AI) involves using technology to perform tasks that typically require human intelligence. This topic covers AI applications in business, including machine learning, natural language processing, and automation to enhance decision-making and operational efficiency.

Topic 3: The Internet of Things (IoT)

The Internet of Things (IoT) refers to the network of connected devices that collect and exchange data. This topic explores how IoT technologies can be used in business to monitor operations, improve products, and create new opportunities for growth.

Topic 4: Blockchain

Blockchain technology is a decentralized digital ledger for recording transactions. This topic covers the fundamentals of blockchain, including its applications in business for enhancing transparency, security, and efficiency in various processes.

Topic 5: Big Data and Business Intelligence (BI)

Big Data and Business Intelligence (BI) involve analyzing large volumes of data to make informed business decisions. This topic covers techniques for collecting, analyzing, and interpreting data to uncover insights and drive strategic decisions.

Topic 6: Cloud Computing

Cloud computing provides on-demand access to computing resources and services over the internet. This topic explores cloud computing models, such as SaaS, PaaS, and IaaS, and their benefits for businesses in terms of scalability, cost-efficiency, and flexibility.

Topic 7: Industrial Automation and Robotics

Industrial automation and robotics involve using technology to automate manufacturing processes. This topic covers the use of robots and automated systems to improve production efficiency, reduce costs, and enhance product quality.

Topic 8: Cybersecurity

Cybersecurity focuses on protecting digital systems and data from threats. This topic covers strategies for safeguarding information, including risk management, threat detection, and implementing security measures to protect against cyber-attacks.

SECTION 7: BUSINESS PLAN

A business plan is a comprehensive document that outlines a company's goals, strategies, and financial projections. This section covers the essential components of creating a successful business plan.

Topic 1: Vision, Mission, and Values

The vision, mission, and values are the foundational elements of a business plan. This topic explores how to define a company's long-term vision, articulate its mission statement, and establish core values that guide decision-making and operations.

Topic 2: Strategic Plan

A strategic plan outlines the steps a business will take to achieve its goals. This topic covers the process of developing a strategic plan, including setting objectives, identifying opportunities and threats, and defining actionable strategies to reach desired outcomes.

Topic 3: Business Model

The business model describes how a company creates, delivers, and captures value. This topic explores different business model frameworks and their components, including revenue streams, value propositions, and customer relationships.

Topic 4: Strategic Analysis

Strategic analysis involves assessing a company's internal and external environment to inform decisionmaking. This topic covers tools and techniques for analyzing market trends, competitive dynamics, and organizational strengths and weaknesses.

Topic 5: Monitoring the Strategic Plan

Monitoring the strategic plan involves tracking progress towards goals and making adjustments as needed. This topic explores methods for measuring performance, evaluating outcomes, and revising strategies to ensure the success of the strategic plan.

SECTION 8: PROJECT MANAGEMENT

Project management involves planning, executing, and overseeing projects to achieve specific goals. This section covers key concepts and techniques for effective project management.

Topic 1: Project Management Figure

The project management figure refers to the roles and responsibilities of a project manager. This topic covers the skills and attributes required for effective project management, including leadership, communication, and problem-solving abilities.

Topic 2: Team Management

Team management involves organizing and guiding a group of individuals to achieve project objectives. This topic explores techniques for building effective teams, managing conflicts, and fostering collaboration to ensure successful project outcomes.

Topic 3: Team Management and Communication

Effective communication is essential for successful team management. This topic covers strategies for facilitating clear and open communication within a team, including methods for providing feedback, resolving issues, and maintaining team morale.

Topic 4: Project Management

Project management encompasses the processes and practices required to complete a project successfully. This topic covers project planning, execution, monitoring, and closure, with a focus on delivering projects on time, within budget, and to the satisfaction of stakeholders.

SECTION 9: DECISION MAKING

Decision making is a critical skill for leaders and managers. This section covers the processes and techniques for making effective decisions in complex business environments.

Topic 1: Problem Definition

Problem definition is the first step in the decision-making process. This topic explores techniques for identifying and clearly defining problems, including methods for gathering information, analyzing issues, and understanding the root causes.

Topic 2: Selection of Criteria and Techniques

Selecting criteria and techniques involves choosing the standards and methods for evaluating alternatives. This topic covers approaches for establishing evaluation criteria, such as cost, feasibility, and impact, and selecting techniques for decision analysis.

Topic 3: Development of Alternatives

Developing alternatives involves generating and evaluating different options for addressing a problem. This topic explores methods for brainstorming potential solutions, assessing their pros and cons, and selecting the best course of action.

Topic 4: Analysis

Analysis involves evaluating alternatives to make informed decisions. This topic covers techniques for analyzing data, comparing options, and assessing potential outcomes to determine the most effective solution.

Topic 5: Decision

Making a decision involves choosing the best alternative based on analysis. This topic explores methods for making final decisions, including techniques for weighing options, considering risks, and committing to a course of action.

Topic 6: Action Plan

An action plan outlines the steps required to implement a decision. This topic covers the creation of detailed action plans, including task assignments, timelines, and resource allocation to ensure successful execution.

Topic 7: Examples of Problems

This topic provides practical examples of common business problems and decision-making scenarios. It explores real-world cases to illustrate problem-solving techniques and decision-making processes in various business contexts.

SECTION 10: STRATEGIC PEOPLE MANAGEMENT

Strategic people management involves aligning human resources practices with organizational goals. This section covers advanced HR strategies for managing talent and fostering a positive work environment.

Topic 1: Strategic Management in Human Resources

Strategic management in human resources focuses on aligning HR practices with business objectives. This topic explores methods for developing HR strategies that support organizational goals, including workforce planning, talent management, and performance improvement.

Topic 2: Strategic Communication

Strategic communication involves crafting messages that align with organizational goals and resonate with stakeholders. This topic covers techniques for developing effective communication strategies, including messaging, media selection, and audience analysis.

Topic 3: Organizational Culture

Organizational culture refers to the shared values, beliefs, and practices within a company. This topic explores methods for shaping and maintaining a positive culture, including strategies for fostering collaboration, innovation, and employee engagement.

Topic 4: Business Ethics

Business ethics involves applying ethical principles to business practices. This topic covers concepts such as corporate social responsibility, ethical decision-making, and creating a culture of integrity within organizations.

Topic 5: Labor Flexibility

Labor flexibility refers to practices that allow businesses to adapt to changing conditions. This topic explores strategies for managing flexible work arrangements, such as remote work, flexible hours, and contract staffing, to meet organizational needs.

SECTION 11: ACCOUNTING MANAGEMENT

Accounting management involves overseeing financial records and ensuring accurate reporting. This section covers fundamental accounting principles and advanced techniques for managing financial information.

Topic 1: The Balance Sheet

The balance sheet provides a snapshot of a company's financial position. This topic explores the components of the balance sheet, including assets, liabilities, and equity, and how to analyze financial health through balance sheet analysis.

Topic 2: The Profit and Loss Statement

The profit and loss statement, or income statement, shows a company's financial performance over a period. This topic covers the preparation of the profit and loss statement, including revenue, expenses, and net income, and techniques for analyzing financial performance.

Topic 3: Cash Flow Statements

Cash flow statements track the movement of cash into and out of a business. This topic explores the components of cash flow statements, including operating, investing, and financing activities, and methods for managing cash flow to ensure liquidity.

Topic 4: Journal Entries

Journal entries are the foundation of financial accounting. This topic covers the principles of recording transactions, including debits and credits, and the process of maintaining accurate financial records through journal entries.

Topic 5: Advanced Accounting

Advanced accounting involves complex financial transactions and reporting. This topic explores topics such as consolidations, mergers and acquisitions, and international accounting standards, providing a deeper understanding of advanced accounting practices.

Topic 6: Taxes

Taxes are a significant aspect of financial management. This topic covers tax principles, including corporate tax obligations, tax planning strategies, and compliance with tax regulations to manage a company's tax liabilities.

SECTION 12: MANAGEMENT ACCOUNTING

Management accounting focuses on providing information for internal decision-making. This section covers techniques for analyzing costs, managing budgets, and supporting strategic planning.

Topic 1: Cost Accounting

Cost accounting involves tracking and analyzing costs associated with business activities. This topic covers methods for calculating costs, analyzing cost behavior, and using cost information for budgeting and decision-making.

Topic 2: Management Accounts

Management accounts provide financial information for internal use. This topic explores techniques for preparing and interpreting management accounts, including financial statements, performance reports, and variance analysis.

Topic 3: Working Capital

Working capital management involves managing a company's short-term assets and liabilities. This topic covers strategies for optimizing working capital, including inventory management, accounts receivable, and accounts payable.

Topic 4: Net Financial Debt

Net financial debt measures a company's financial obligations compared to its assets. This topic explores methods for calculating and managing net financial debt, including strategies for debt reduction and financial risk management.

SECTION 13: MARKETING STRATEGY

Marketing strategy involves creating plans to achieve marketing objectives. This section covers the development of comprehensive marketing strategies to drive business success.

Topic 1: Marketing Strategy

Marketing strategy encompasses the plans and actions used to promote products or services. This topic explores how to develop effective marketing strategies, including market research, target audience analysis, and competitive positioning.

Topic 2: The Key to Marketing

The key to marketing involves understanding the essential elements that drive successful marketing efforts. This topic covers concepts such as value propositions, marketing goals, and the alignment of marketing strategies with business objectives.

Topic 3: Market Analysis

Market analysis involves examining market conditions to identify opportunities and threats. This topic covers techniques for analyzing market trends, customer behavior, and competitive dynamics to inform marketing strategies.

Topic 4: Advanced Marketing Strategy

Advanced marketing strategy explores sophisticated techniques for achieving marketing goals. This topic covers topics such as strategic planning, competitive analysis, and innovative marketing approaches for complex business environments.

Topic 5: Action Plan

An action plan outlines specific steps for implementing marketing strategies. This topic covers the creation of detailed marketing plans, including objectives, tactics, timelines, and resource allocation to ensure successful execution.

Topic 6: Marketing Channels

Marketing channels are the routes through which products or services reach customers. This topic explores different marketing channels, including direct and indirect methods, and strategies for managing and optimizing these channels.

Topic 7: Target Price

Target price is the optimal price point for products or services. This topic covers techniques for setting target prices based on market conditions, cost structures, and competitive factors to achieve revenue and profitability goals.

SECTION 14: MARKETING ANALYTICS

Marketing analytics involves using data to measure and improve marketing efforts. This section covers techniques for analyzing marketing performance and optimizing strategies.

Topic 1: How to Optimize Your Website

Website optimization involves improving a website's performance and effectiveness. This topic covers techniques for enhancing website design, content, and functionality to increase user engagement and achieve marketing goals.

Topic 2: Web Traffic Management

Web traffic management focuses on increasing and managing website visitors. This topic explores strategies for driving traffic to a website, including search engine optimization, content marketing, and online advertising.

Topic 3: Affiliate Marketing and Its Measurement

Affiliate marketing involves partnering with affiliates to promote products or services. This topic covers methods for managing affiliate programs, measuring performance, and optimizing affiliate marketing efforts to drive sales.

Topic 4: Google Data Studio

Google Data Studio is a tool for creating data reports and visualizations. This topic explores how to use Google Data Studio for analyzing marketing data, creating reports, and sharing insights with stakeholders.

SECTION 15: SOCIAL MEDIA STRATEGY

Social media strategy involves planning and managing social media activities to achieve marketing goals. This section covers techniques for creating effective social media campaigns and engaging with audiences.

Topic 1: Social Networks

Social networks are platforms for connecting with users and sharing content. This topic explores different social media platforms, their features, and strategies for using them to build brand presence and engage with customers.

Topic 2: Social Media Action Plan

A social media action plan outlines the steps for executing social media strategies. This topic covers the creation of social media plans, including content calendars, campaign objectives, and performance metrics.

Topic 3: Social Media Strategy

Social media strategy involves developing plans for using social media effectively. This topic covers strategies for creating engaging content, building online communities, and achieving marketing objectives through social media.

Topic 4: Tools

Social media tools help manage and analyze social media activities. This topic explores various tools for scheduling posts, tracking performance, and analyzing social media metrics to optimize strategies.

Topic 5: Listening to Your Audience

Listening to your audience involves monitoring and responding to customer feedback. This topic covers techniques for using social media to gather insights, address concerns, and engage with customers.

Topic 6: Generate Sales with Your Networks

Generating sales through social networks involves leveraging social media platforms to drive sales. This topic explores strategies for creating promotional campaigns, building relationships, and converting followers into customers.

SECTION 16: DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation involve examining data to derive meaningful insights. This section covers techniques for analyzing data and making informed decisions based on statistical methods.

Topic 1: Data Representation

Data representation involves presenting data in visual formats. This topic covers techniques for creating charts, graphs, and other visual tools to communicate data insights effectively.

Topic 2: Measurements

Measurements involve quantifying data for analysis. This topic explores techniques for collecting and measuring data, including defining metrics, using measurement tools, and ensuring accuracy in data collection.

Topic 3: Regression and Correlation

Regression and correlation are statistical methods for analyzing relationships between variables. This topic covers techniques for performing regression analysis, interpreting correlation coefficients, and understanding their implications for business decisions.

Topic 4: Probability

Probability involves assessing the likelihood of events occurring. This topic covers basic probability concepts, including probability distributions, events, and outcomes, and their applications in data analysis.

Topic 5: Distributions

Distributions describe how data values are spread. This topic explores different types of data distributions, including normal distribution, and techniques for analyzing and interpreting distribution patterns.

Topic 6: Confidence Intervals

Confidence intervals provide a range of values for estimating population parameters. This topic covers techniques for calculating confidence intervals, interpreting results, and using them to make statistical inferences.

Topic 7: Introduction to Hypothesis Testing

Hypothesis testing is a method for evaluating claims about data. This topic covers the basics of hypothesis testing, including formulating hypotheses, performing tests, and interpreting results to make data-driven decisions.

Topic 8: Statistics with R

R is a programming language for statistical analysis. This topic explores the use of R for performing statistical analyses, including data manipulation, visualization, and hypothesis testing.

SECTION 17: AGILE METHODOLOGIES

Agile methodologies are approaches for managing projects and processes in a flexible, iterative manner. This section covers concepts and techniques for applying Agile practices to achieve project goals.

Topic 1: Product Management

Product management involves overseeing the development and success of products. This topic covers techniques for managing product lifecycles, including product planning, development, and market introduction.

Topic 2: Lean Startup

The Lean Startup methodology emphasizes iterative development and rapid experimentation. This topic explores principles of Lean Startup, including building minimum viable products, testing hypotheses, and pivoting based on feedback.

Topic 3: Agile Management

Agile management involves flexible and adaptive project management practices. This topic covers Agile frameworks, such as Scrum and Kanban, and techniques for managing projects with iterative cycles, continuous improvement, and team collaboration.

