

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude
Award 2023:



Welcome to ENEB

The World's Leading Business School

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



Why ENEB?

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

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

MAIN PARTNERS



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Isabel I



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You are our mission, our values and our goals

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



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

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

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

ENEB in the world

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



ENEB in Numbers

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



Accreditations

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



Remote learning

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



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

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

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



Flexible



Customised



Accessible



Online



Our Methodology

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



SPECIAL PROGRAMS

“The Food Truck Challenge”

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

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

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

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

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

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

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

Flexible Learning

24/365 Access

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

Self-Assessment and Practical Assignments

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

Calendar

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

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Thanks to our
7/24
Method

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



What we offer:

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



Class President

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

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

Connect, collaborate and grow with us!



Saqib Achakzai
MBA

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



Richard Overton
MBA + Master in Project Management

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



Roner Chichirita
MBA + Master in Big Data and Business Intelligence

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



Steven Poole
MBA + Master in Logistics

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



Samir Bouazzi
MBA + Master in Team Management

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



What do we expect from students

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



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

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



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

Certifications

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



Certificate of completion



Internship program

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

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

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

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

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

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



Scholarships and grants

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

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

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

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

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

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

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

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

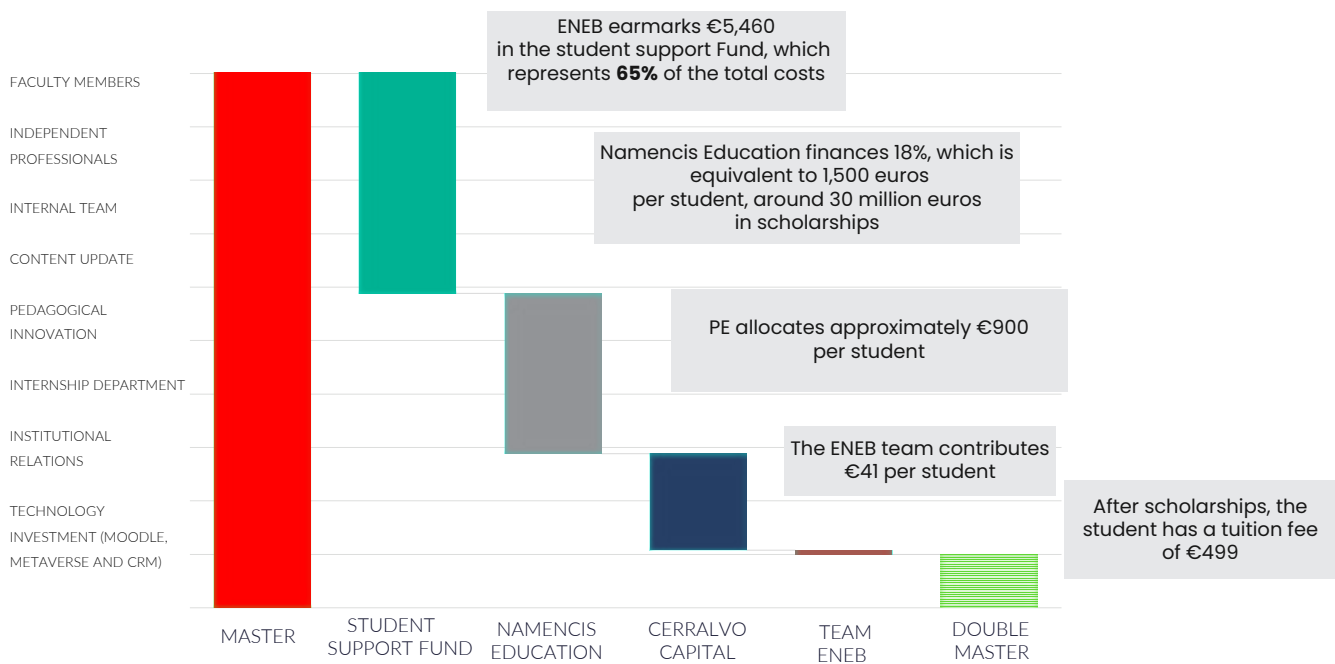
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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

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

We are committed to making education accessible to everyone

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



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

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





Global MBA

INTRODUCTION

The Global MBA is an educational program offering advanced training in business management with a global perspective and international focus. This program emphasizes the development of leadership skills and the understanding of the complexities and opportunities in an increasingly connected and globalized world.

The Global MBA provides students with advanced training in business management from a global perspective. It is designed for professionals and university graduates who wish to acquire leadership and business management skills in an international and multicultural business environment.

The Global MBA at the European Business School of Barcelona is currently positioned as one of the most comprehensive master's programs on the market, ensuring professional success for its students in leading companies in the sector.

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

THREE DIPLOMAS

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

- Global MBA
- Business Spanish Program Certificate (optional)

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

WHO IS IT FOR?

This Global MBA is aimed at:

- University graduates who wish to acquire skills and knowledge in global business management.
- Professionals with work experience who want to enhance their leadership and management skills and expand their international perspective.
- Entrepreneurs who want to gain knowledge and skills for creating and managing global businesses.
- Individuals looking to change careers and work in the international business sector.

- Professionals seeking certification in global business management to enhance their career opportunities.

Upon completing this master's program, students will have the potential to fill some of the most in-demand roles today. You will learn to use the main tools of Project Management and Big Data to lead high-performance teams and achieve all your goals.

OBJECTIVES

- The curriculum of Global MBA aims to equip students with the following knowledge and skills:
- Establish, manage, and control the key financial elements of a company.
- Have a global vision and thus promote critical thinking.
- Understand all business departments and navigate them skillfully.
- Know the models that promote excellence in management and the implications of new organizational forms, as well as develop organizational skills that help efficiently implement new policies within the organization.
- Train expert Project Managers who know how to achieve proposed objectives, increase profitability, and enhance the overall quality of the project.
- Develop managerial skills and techniques for managing human and material resources.
- Understand PMP certification standards.
- Align current business needs in project management with the teaching of best market practices.
- Learn to measure and evaluate key business indicators across all areas, applying data science methods.
- Manage and design architectures and solutions for big data problems that add value to the organization.
- Apply analytical and predictive models to business situations that require advanced treatment.
- Practically apply various analytical techniques to implement them in a business to meet current demand in the business sector.

CAREER OPPORTUNITIES

- **General Manager:** Responsible for the overall management of the company and strategic decision-making in an international business environment.
- **International Operations Manager:** In charge of managing operational processes in a global environment to ensure efficiency and effectiveness.
- **Global Marketing Manager:** Responsible for planning and executing marketing strategies in an international business environment.
- **Global Business Consultant:** Advises companies on how to improve their performance and profitability in a global environment.

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 Big Data and Business Intelligence
- Master in Project Management
- Diploma of Specialization in Innovation and Project Management
- Business Spanish Program Certificate
- Access to the entire syllabus from day one
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: MARKETING

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

SECTION 2: E-COMMERCE

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

SECTION 3: TALENT MANAGEMENT

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

SECTION 4: OPERATIONS MANAGEMENT

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

SECTION 5: 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 6: PROJECT MANAGEMENT

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

SECTION 7: 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 8: 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 9: MANAGEMENT ACCOUNTING

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

SECTION 10: 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 11: 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 12: 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 13: 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 14: HUMAN RESOURCES AND BUSINESS

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

SECTION 15: MANAGEMENT SKILLS

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

SECTION 16: 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 17: 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 18: 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 19: BIG DATA

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

SECTION 20: CORPORATE FINANCE

- Topic 1. Financial evaluation of projects
- Topic 2. Financial Analysis
- Topic 3. Company valuation
- Topic 4. Due diligence

SECTION 21: FINTECH AND BLOCKCHAIN

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

SECTION 22: BUSINESS INTELLIGENCE

- Topic 1. Introduction to business intelligence
- Topic 2. Business intelligence systems
- Topic 3. Design of reports, dashboards and KPIs
- Topic 4. Data sources
- Topic 5. Data quality

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

In this section, you will delve into the fundamentals and advanced concepts of marketing. You will explore the dynamic role of consumers, the importance of strong branding, and the process of identifying and reaching your ideal customers. This comprehensive overview will equip you with the knowledge to create effective marketing strategies that drive engagement and conversions.

Topic 1. New Role of the Consumer

In this topic, you will explore the evolving role of consumers in the modern marketplace. You will understand how digital transformation and social media have empowered consumers, making them more informed and influential. By analyzing consumer behavior and trends, you will learn how to adapt marketing strategies to engage with a more active and participatory audience. Key areas of focus include the shift from passive consumption to active engagement, the impact of consumer reviews and feedback, and the importance of personalization in marketing efforts.

Topic 2. The Brand

Understand the components of a strong brand, including identity, equity, and loyalty. Learn about brand storytelling, maintaining consistency, and differentiating your brand in competitive markets.

Topic 3. The Ideal Customer

Identify and create detailed customer personas using demographic, psychographic, and behavioral data. Tailor your marketing messages to effectively meet the needs of your target audience.

Topic 4. The Customer Journey

Map out the customer journey from awareness to post-purchase. Optimize the customer experience by understanding key touchpoints and implementing strategies to enhance satisfaction and loyalty.

Topic 5. Types of Marketing

Explore various marketing types, including content marketing, social media marketing, influencer marketing, email marketing, and SEO. Integrate these methods into a cohesive strategy aligned with your business objectives.

SECTION 2: E-COMMERCE

This section will equip you with the skills and knowledge to excel in the rapidly evolving world of online business. You will learn about the various aspects of e-commerce, from setting up an online store to understanding web analytics and user experience. This comprehensive guide will help you navigate the complexities of digital sales and marketing, ensuring you can effectively convert leads into loyal customers.

Topic 1. Online Sales

Learn the fundamentals of selling products and services online, including strategies for reaching and engaging your target audience, optimizing product listings, and managing online transactions.

Topic 2. Web Store

Discover the key elements of creating and maintaining a successful web store, including design, functionality, security, and user experience. Understand how to attract and retain customers through an intuitive and appealing online storefront.

Topic 3. Mobile Applications

Explore the development and use of mobile applications in e-commerce. Learn how to enhance the shopping experience through mobile platforms, increase customer engagement, and drive sales through app-based solutions.

Topic 4. From Interested Lead to Buyer

Understand the process of converting leads into buyers by nurturing prospects through the sales funnel. Learn techniques for lead generation, qualification, and effective follow-up to maximize conversion rates.

Topic 5. Web Analytics

Gain insights into the importance of web analytics in e-commerce. Learn how to collect, analyze and interpret data to make informed decisions, improve website performance, and enhance user experience.

Topic 6. User Experience

Delve into the principles of user experience (UX) design and its impact on e-commerce success. Learn how to create intuitive, enjoyable, and effective online shopping experiences that increase customer satisfaction and loyalty.

Topic 7. Digital Campaigns

Explore the creation and management of digital marketing campaigns. Learn about different types of campaigns, including social media, email, and pay-per-click (PPC) advertising, and how to measure their effectiveness.

Topic 8. Mobile Payment

Understand the various mobile payment options available and their importance in e-commerce. Learn about the security and convenience of mobile payments, and how to integrate them into your online store.

Topic 9. Landing Page

Learn the importance of landing pages in e-commerce. Discover how to design effective landing pages that capture leads, promote products, and drive conversions through compelling calls-to-action and optimized layouts.

SECTION 3: TALENT MANAGEMENT

This section focuses on the strategic and practical aspects of managing talent within an organization. You will learn how to attract, develop, and retain top talent, ensuring that your organization can achieve

its goals through effective human resource practices. By the end of this section, you will be equipped with the skills to enhance workforce performance and drive organizational success.

Topic 1. Personnel Selection

Learn the principles and best practices for selecting the right candidates. Understand various selection methods, including interviews, assessments, and psychometric testing, to ensure a good fit between candidates and job requirements.

Topic 2. Team Planning and Evaluation

Explore the processes involved in planning and evaluating team performance. Learn how to set objectives, monitor progress, and conduct performance reviews to foster a productive and cohesive team environment.

Topic 3. Performance and Performance Management

Delve into performance management systems and techniques. Understand how to set performance standards, provide feedback, and implement improvement plans to enhance individual and organizational performance.

Topic 4. Personnel Training

Discover the importance of training and development in talent management. Learn how to design and implement effective training programs that enhance skills, boost morale, and promote continuous learning within the organization.

Topic 5. Personnel Metrics

Understand the key metrics used to evaluate and manage personnel performance. Learn how to use data and analytics to inform HR decisions, track employee progress, and identify areas for improvement.

Topic 6. Management Models

Explore various management models and their applications in talent management. Learn about different leadership styles, motivational theories, and organizational structures to effectively manage and develop your workforce.

SECTION 4: OPERATIONS MANAGEMENT

This section covers the principles and practices essential to managing the operations of a business. You will learn how to optimize processes, manage demand, and ensure the efficient production of goods and services. By mastering these topics, you will be able to improve operational performance and contribute to the overall success of your organization.

Topic 1. Business Strategy

Understand the role of business strategy in operations management. Learn how to align operational activities with the broader strategic goals of the organization to ensure cohesive and effective execution.

Topic 2. Operations Management

Gain a comprehensive understanding of operations management principles. Explore key concepts such as process design, capacity planning, and supply chain management to enhance operational efficiency.

Topic 3. Demand

Learn how to forecast and manage demand effectively. Understand various demand planning techniques and tools to ensure that your organization can meet customer needs without overproducing or underproducing.

Topic 4. Product Development

Explore the stages of product development, from idea generation to market launch. Learn how to manage the development process, coordinate cross-functional teams, and ensure that new products meet customer expectations.

Topic 5. Operating Systems

Understand the different types of operating systems used in production and service environments. Learn how to select and implement the right system to improve efficiency, quality, and customer satisfaction.

Topic 6. Process Planning and Management

Delve into process planning and management techniques. Learn how to design, analyze, and optimize processes to ensure that operations run smoothly and efficiently.

Topic 7. Operational Planning

Learn the principles of operational planning, including resource allocation, scheduling, and workflow management. Understand how to create effective plans that align with strategic objectives and improve operational performance.

Topic 8. The Human Factor in Operations Management

Explore the impact of human factors on operations management. Learn about workforce management, employee motivation, and the role of leadership in fostering a productive and engaged operational team.

SECTION 5: BUSINESS PLAN

This section will guide you through the essential components of creating a comprehensive business plan. You will learn how to articulate your vision, mission, and values, develop a strategic plan, and establish a solid business model. By the end of this section, you will be equipped to create a business plan that drives success and growth.

Topic 1. Vision, Mission, and Values

Learn how to define and communicate your organization's vision, mission, and values. Understand their importance in guiding strategic decisions and shaping organizational culture.

Topic 2. Strategic Plan

Explore the components of a strategic plan and the process of strategic planning. Learn how to set long-term objectives, identify key initiatives, and allocate resources effectively.

Topic 3. Business Model

Understand the different types of business models and how to choose the right one for your organization. Learn how to develop a business model that creates value for customers and ensures profitability.

Topic 4. Strategic Analysis

Gain insights into strategic analysis tools and techniques, such as SWOT and PESTEL analysis. Learn how to evaluate internal and external factors that impact your organization's success.

Topic 5. Monitoring the Strategic Plan

Learn how to monitor and evaluate the progress of your strategic plan. Understand the importance of setting KPIs, conducting regular reviews, and making necessary adjustments to stay on track with your objectives.

SECTION 6: PROJECT MANAGEMENT

This section covers the essential skills and techniques needed for effective project management. You will learn how to initiate, plan, execute, and close projects successfully, ensuring that projects meet their objectives on time and within budget. By mastering these concepts, you will be prepared to lead projects and drive results in various business contexts.

Topic 1. Project Management Figure

Explore the role of the project manager and the key responsibilities associated with the position. Learn about the skills required for successful project management, including leadership, communication, and problem-solving.

Topic 2. Team Management

Understand the principles of effective team management. Learn how to build and lead teams, foster collaboration, and resolve conflicts to ensure project success and achieve team goals.

Topic 3. Team Management and Communication

Delve into strategies for managing team dynamics and effective communication. Learn how to facilitate open dialogue, provide constructive feedback, and maintain team cohesion throughout the project lifecycle.

Topic 4. Project Management

Learn the core processes and methodologies of project management. Explore project initiation, planning, execution, monitoring, and closure, along with tools and techniques for managing scope, time, cost, and quality.

SECTION 7: STRATEGIC PEOPLE MANAGEMENT

This section focuses on aligning human resource strategies with organizational goals. You will learn how to manage talent strategically, foster a positive organizational culture, and address ethical issues in the workplace. This section will help you develop skills to lead HR functions that drive organizational effectiveness and success.

Topic 1. Strategic Management in Human Resources

Explore the strategic role of HR in achieving business objectives. Learn how to align HR practices with organizational goals and develop strategies for effective talent management and organizational development.

Topic 2. Strategic Communication

Understand the principles of strategic communication in a business context. Learn how to craft and deliver messages that support organizational goals, build relationships, and manage external and internal communications.

Topic 3. Organizational Culture

Examine the concept of organizational culture and its impact on business success. Learn how to assess, shape, and manage culture to align with the organization's vision and values.

Topic 4. Business Ethics

Explore the importance of ethics in business practices. Learn about ethical decision-making frameworks, corporate social responsibility, and strategies for fostering an ethical workplace environment.

Topic 5. Labor Flexibility

Learn about labor flexibility and its role in modern HR practices. Explore different types of flexible work arrangements, their benefits and challenges, and how to implement them effectively in the workplace.

SECTION 8: ACCOUNTING MANAGEMENT

This section introduces you to the core concepts and practices of accounting management. You will learn how to prepare and interpret financial statements, manage cash flow, and understand advanced accounting principles. These skills are essential for making informed financial decisions and managing an organization's financial health.

Topic 1. The Balance Sheet

Learn how to prepare and analyze a balance sheet. Understand the components of the balance sheet, including assets, liabilities, and equity, and how to use this information for financial decision-making.

Topic 2. The Profit and Loss Statement

Explore the preparation and interpretation of profit and loss statements. Learn how to analyze revenue, expenses, and profitability to assess financial performance and make strategic decisions.

Topic 3. Cash Flow Statements

Understand the importance of cash flow statements in financial management. Learn how to prepare cash flow statements, analyze cash flows from operating, investing, and financing activities, and manage liquidity.

Topic 4. Journal Entries

Learn the fundamentals of journal entries in accounting. Explore how to record financial transactions, maintain accurate financial records, and ensure compliance with accounting standards.

Topic 5. Advanced Accounting

Delve into advanced accounting topics, including consolidations, international accounting standards, and complex financial transactions. Learn how to apply advanced accounting principles in various business scenarios.

Topic 6. Taxes

Explore the basics of taxation and tax management. Learn about different types of taxes, tax planning strategies, and compliance requirements for individuals and businesses.

SECTION 9: MANAGEMENT ACCOUNTING

This section focuses on the role of management accounting in organizational decision-making. You will learn how to analyze costs, manage working capital, and evaluate financial performance. These skills will help you make strategic decisions that support business objectives and improve financial outcomes.

Topic 1. Cost Accounting

Learn the principles of cost accounting and its role in financial management. Understand cost behavior, cost allocation methods, and how to use cost data for budgeting and performance evaluation.

Topic 2. Management Accounts

Explore the preparation and use of management accounts. Learn how to generate financial reports, analyze financial performance, and support strategic decision-making processes.

Topic 3. Working Capital

Understand the management of working capital to ensure operational efficiency. Learn about cash management, inventory control, and receivables and payables management.

Topic 4. Net Financial Debt

Learn about net financial debt and its implications for financial health. Understand how to calculate net financial debt, analyze debt levels, and manage debt to optimize financial performance.

SECTION 10: MARKETING STRATEGY

This section will deepen your understanding of marketing strategies that drive business success. You will learn how to develop comprehensive marketing plans, analyze markets, and implement effective strategies to achieve business goals. This section equips you with advanced skills in creating and executing marketing strategies.

Topic 1. Marketing Strategy

Discover the foundations of marketing strategy, including how to set objectives, define target markets, and develop plans to achieve business goals. Learn to create strategies that drive growth and success.

Topic 2. The Key to Marketing

Explore essential marketing principles and practices. Understand how to develop a unique value proposition, craft effective marketing messages, and use these elements to achieve competitive advantage.

Topic 3. Market Analysis

Learn how to conduct comprehensive market analysis. Explore techniques for analyzing market trends, understanding customer needs, and identifying opportunities for growth.

Topic 4. Advanced Marketing Strategy

Delve into advanced concepts in marketing strategy. Learn about strategic frameworks, competitive positioning, and innovative approaches to marketing in a dynamic business environment.

Topic 5. Action Plan

Understand how to develop and implement a detailed marketing action plan. Learn how to translate marketing strategies into actionable steps, set priorities, and allocate resources effectively.

Topic 6. Marketing Channels

Explore different marketing channels and their roles in reaching target audiences. Learn how to select and manage channels for maximum impact, including digital, traditional, and direct marketing methods.

Topic 7. Target Price

Learn how to set and manage target prices for products and services. Explore pricing strategies, including cost-based, value-based, and competitive pricing, and understand their impact on sales and profitability.

SECTION 11: MARKETING ANALYTICS

This section introduces you to the tools and techniques used in marketing analytics. You will learn how to optimize your online presence, manage web traffic, and measure the effectiveness of marketing efforts. These skills will help you make data-driven decisions and improve marketing performance.

Topic 1. How to Optimize Your Website

Learn strategies for optimizing your website to improve user experience and drive conversions. Explore techniques for enhancing site speed, usability, and search engine ranking.

Topic 2. Web Traffic Management

Understand how to manage and analyze web traffic to achieve marketing goals. Learn about traffic sources, metrics, and tools for monitoring and increasing website visits.

Topic 3. Affiliate Marketing and Its Measurement

Explore the principles of affiliate marketing and how to measure its effectiveness. Learn about affiliate programs, tracking performance, and optimizing affiliate relationships.

Topic 4. Google Data Studio

Learn how to use Google Data Studio for data visualization and reporting. Explore how to create dashboards, analyze marketing metrics, and present data in a clear and actionable format.

SECTION 12: DATA ANALYSIS AND INTERPRETATION

This section covers fundamental concepts and techniques in data analysis. You will learn how to represent data, perform statistical analyses, and interpret results to make informed decisions. These skills are essential for analyzing business data and driving strategic initiatives.

Topic 1. Data Representation

Learn methods for effectively representing data through charts, graphs, and tables. Understand how to choose the appropriate format for different types of data and audiences.

Topic 2. Measurements

Explore measurement techniques for collecting and analyzing data. Learn about scales of measurement, data collection methods, and the importance of accuracy and reliability.

Topic 3. Regression and Correlation

Understand regression and correlation techniques for analyzing relationships between variables. Learn how to apply these methods to identify trends and make predictions.

Topic 4. Probability

Explore the fundamentals of probability and its applications in data analysis. Learn about probability distributions, events, and the use of probability in making informed decisions.

Topic 5. Distributions

Learn about different types of data distributions and their characteristics. Explore concepts such as normal distribution, skewness, and kurtosis.

Topic 6. Confidence Intervals

Understand how to calculate and interpret confidence intervals in data analysis. Learn about interval estimation and the role of confidence intervals in making statistical inferences.

Topic 7. Introduction to Hypothesis Testing

Explore the basics of hypothesis testing, including formulating hypotheses, selecting test methods, and interpreting results. Learn how to use hypothesis testing to make data-driven decisions.

Topic 8. Statistics with R

Learn to use the R programming language for statistical analysis. Explore basic and advanced statistical functions, data manipulation, and data visualization techniques in R.

SECTION 13: COMMERCIAL DISTRIBUTION

This section provides insights into the systems and strategies involved in commercial distribution. You will learn about distribution channels, trade policies, and international trade practices. These concepts are crucial for managing product distribution and expanding market reach.

Topic 1. Commercial Channels

Explore different commercial distribution channels and their roles in reaching customers. Learn about direct and indirect channels, channel management, and strategies for effective distribution.

Topic 2. Commercial Distribution and Competition Law

Understand the relationship between commercial distribution and competition law. Learn about legal frameworks, antitrust regulations, and how to ensure compliance in distribution practices.

Topic 3. Trade Policy and Regulations

Learn about trade policies and regulations that impact international trade. Explore topics such as tariffs, trade agreements, and regulatory compliance for cross-border transactions.

Topic 4. International Trade

Explore the principles of international trade, including import/export processes, global market strategies, and the challenges and opportunities of operating in international markets.

Topic 5. Foreign Trade

Understand the concepts and practices of foreign trade. Learn about international trade agreements, market entry strategies, and the role of foreign trade in business growth.

Topic 6. Incoterms Management

Learn about Incoterms (International Commercial Terms) and their role in international trade agreements. Explore different Incoterms, their implications for shipping and delivery, and how to use them effectively.

Topic 7. Internationalization of Companies

Explore strategies for the internationalization of companies. Learn about market entry strategies, international marketing, and the challenges of expanding into new global markets.

SECTION 14: HUMAN RESOURCES AND BUSINESS

This section explores the role of human resources in supporting business objectives and fostering a positive work environment. You will learn about organizational structures, corporate culture, and the future of work. These insights will help you manage HR functions that contribute to business success.

Topic 1. Organization and People

Understand the relationship between organizational structure and people management. Learn how to design effective organizational structures, roles, and responsibilities to support business goals.

Topic 2. Corporate Culture

Explore the concept of corporate culture and its impact on organizational performance. Learn how to shape and manage culture to align with the company's vision and promote a positive work environment.

Topic 3. The Meaning of Team

Learn about the importance of teams in achieving business objectives. Explore team dynamics, roles, and the factors that contribute to successful team collaboration and performance.

Topic 4. Management of International Teams

Understand the challenges and opportunities of managing international teams. Learn about cultural differences, communication strategies, and best practices for leading diverse teams across borders.

Topic 5. The Future of Work

Explore trends and innovations shaping the future of work. Learn about remote work, automation, and evolving work practices that are transforming the business landscape.

SECTION 15: MANAGEMENT SKILLS

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

Topic 1. Leadership

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

Topic 2. Effective Communication

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

Topic 3. Coaching

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

Topic 4. Empowering Teams

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

Topic 5. Change Management

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

SECTION 16: SUPPLY CHAIN

This section covers the fundamentals of supply chain management. You will learn about procurement, logistics, and supply chain optimization. These concepts are essential for managing the flow of goods and services from suppliers to customers.

Topic 1. Supply Chain

Learn the basics of supply chain management, including the key components of the supply chain, such as procurement, production, and distribution. Understand how to optimize the supply chain for efficiency and effectiveness.

Topic 2. Purchase Management

Explore the principles of purchase management in the supply chain. Learn about supplier selection, negotiation techniques, and procurement strategies to ensure the acquisition of quality goods and services.

Topic 3. Warehouse Management

Understand the key aspects of warehouse management. Learn about inventory control, storage solutions, and warehouse operations to ensure efficient handling and distribution of goods.

Topic 4. Logistic Models

Explore different logistic models used in supply chain management. Learn about transportation, distribution networks, and logistics strategies to optimize the movement of products from suppliers to customers.

Topic 5. Reverse Logistics

Learn about reverse logistics and its role in the supply chain. Explore processes for managing returns, recycling, and disposal of products, and understand the environmental and economic impacts of reverse logistics.

Topic 6. Amazon Model

Explore the Amazon business model and its impact on the supply chain industry. Learn about Amazon's logistics strategies, technological innovations, and best practices for creating a successful e-commerce platform.

Topic 7. Innovation and Sustainability

Understand the role of innovation and sustainability in supply chain management. Learn about emerging trends, technologies, and practices that promote environmental sustainability and drive supply chain improvements.

SECTION 17: DIGITAL BUSINESS

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

Topic 1. E-Commerce and Its Operations

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

Topic 2. E-Procurement

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

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

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

Topic 4. Marketplaces

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

Topic 5. The Last Mile

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

Topic 6. Exponential Structures

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

Topic 7. Digital Business

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

SECTION 18: PROCESS QUALITY

This section focuses on the principles and practices of quality management in business processes. You will learn about quality control, quality improvement strategies, and the implementation of quality management systems to ensure excellence in products and services.

Topic 1. Quality as a Management System

Understand the role of quality management systems in business processes. Learn about quality frameworks, principles, and best practices for implementing and maintaining effective quality management systems.

Topic 2. Quality Strategies

Explore different quality strategies for improving business processes. Learn about continuous improvement methodologies, such as Six Sigma and Lean, and how to apply these strategies to achieve high-quality outcomes.

Topic 3. Phases of a Quality Plan

Learn about the phases of developing and implementing a quality plan. Explore steps such as planning, execution, and evaluation, and understand how to manage each phase to achieve quality objectives.

Topic 4. Quality Control

Understand the principles of quality control and its importance in maintaining product and service quality. Learn about quality control techniques, tools, and processes for monitoring and ensuring quality standards.

Topic 5. Quality Analysis and Continuous Quality Improvement

Explore methods for analyzing quality data and implementing continuous improvement initiatives. Learn about techniques for identifying problems, evaluating solutions, and sustaining improvements over time.

Topic 6. Quality and Environmental Policy in the Company

Learn about the integration of quality management and environmental policies. Understand how to develop policies that promote both quality and sustainability, and manage environmental impacts in business operations.

Topic 7. ISO Standards

Understand the role of ISO standards in quality management. Learn about key ISO standards, such as ISO 9001, and how to use these standards to develop, implement, and maintain effective quality management systems.

SECTION 19: BIG DATA

This section introduces you to the concept of big data and its applications in business. You will learn about big data technologies, agile methodologies, and the role of artificial intelligence in analyzing and using big data for strategic decision-making.

Topic 1. Introduction to Big Data

Explore the fundamentals of big data, including its definition, characteristics, and significance. Learn about the technologies and tools used to manage and analyze large data sets.

Topic 2. Big Data in Projects

Understand how to apply big data concepts to project management. Learn about big data tools, techniques, and methodologies for leveraging data to drive project success and achieve project goals.

Topic 3. Agile Methodologies

Learn about agile methodologies and their role in big data projects. Explore agile frameworks, such as Scrum and Kanban, and how to use these methodologies to manage data projects and drive innovation.

Topic 4. Artificial Intelligence

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

Topic 5. Use Cases in Industry

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

SECTION 20: CORPORATE FINANCE

This section provides an overview of corporate finance principles and practices. You will learn about financial evaluation methods, company valuation techniques, and due diligence processes. These skills are essential for making informed financial decisions and managing corporate finances.

Topic 1. Financial Evaluation of Projects

Learn how to evaluate the financial feasibility of projects. Explore methods for assessing project viability, including financial metrics, risk analysis, and investment appraisal techniques.

Topic 2. Financial Analysis

Understand the principles of financial analysis for assessing company performance. Learn about financial ratios, financial statements analysis, and how to interpret financial data to make strategic decisions.

Topic 3. Company Valuation

Explore techniques for valuing companies in various contexts. Learn about valuation methods, such as discounted cash flow (DCF) and comparative analysis, and how to apply these methods for investment and acquisition decisions.

Topic 4. Due Diligence

Learn about the due diligence process in financial transactions. Explore best practices for conducting due diligence, including reviewing financial documents, assessing risks, and ensuring compliance in mergers and acquisitions.

SECTION 21: FINTECH AND BLOCKCHAIN

This section explores the intersection of finance and technology. You will learn about the digital transformation of the financial system, blockchain technology, and emerging fintech innovations. This knowledge is crucial for understanding and leveraging new technologies in the financial sector.

Topic 1. Introduction to the Digital Transformation of the Financial System

Explore the digital transformation of the financial sector. Learn about key trends, technologies, and innovations shaping the future of finance and the opportunities they present for businesses.

Topic 2. Technology Applied to Fintech

Understand the technologies driving the fintech revolution. Learn about financial technologies such as mobile banking, digital wallets, and robo-advisors, and how they are transforming financial services.

Topic 3. Blockchain

Learn about blockchain technology and its applications in finance. Explore how blockchain works, its benefits and challenges, and its potential to disrupt traditional financial systems.

Topic 4. Crypto

Explore the world of cryptocurrencies and their impact on the financial industry. Learn about different types of cryptocurrencies, their uses, and the regulatory landscape surrounding digital currencies.

Topic 5. Business Models

Understand various fintech business models and their implications for the financial sector. Learn about revenue models, market strategies, and the factors contributing to the success of fintech ventures.

Topic 6. Startup

Explore the process of starting and growing a fintech startup. Learn about business planning, fundraising, and scaling strategies for launching successful fintech ventures.

Topic 7. Financial Regulation

Learn about financial regulation in the context of fintech and blockchain. Explore regulatory frameworks, compliance requirements, and the role of regulation in ensuring a secure and stable financial environment.

SECTION 22: BUSINESS INTELLIGENCE

This section covers the principles and practices of business intelligence (BI). You will learn about BI systems, data analysis techniques, and how to design reports and dashboards to support business decision-making. These skills are essential for using data to drive strategic business outcomes.

Topic 1. Introduction to Business Intelligence

Explore the concept of business intelligence and its role in organizational decision-making. Learn about BI tools, techniques, and strategies for transforming data into actionable insights.

Topic 2. Business Intelligence Systems

Understand the components of business intelligence systems. Learn about data warehouses, BI platforms, and how to integrate data from various sources to support decision-making.

Topic 3. Design of Reports, Dashboards, and KPIs

Learn how to design effective reports, dashboards, and key performance indicators (KPIs). Explore best practices for visualizing data, tracking performance, and communicating insights to stakeholders.

Topic 4. Data Sources

Explore different sources of data for business intelligence. Learn about internal and external data sources, data collection methods, and how to manage and integrate data for analysis.

Topic 5. Data Quality

Understand the importance of data quality in business intelligence. Learn about data quality dimensions, techniques for ensuring data accuracy, and methods for managing data quality issues.