

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).

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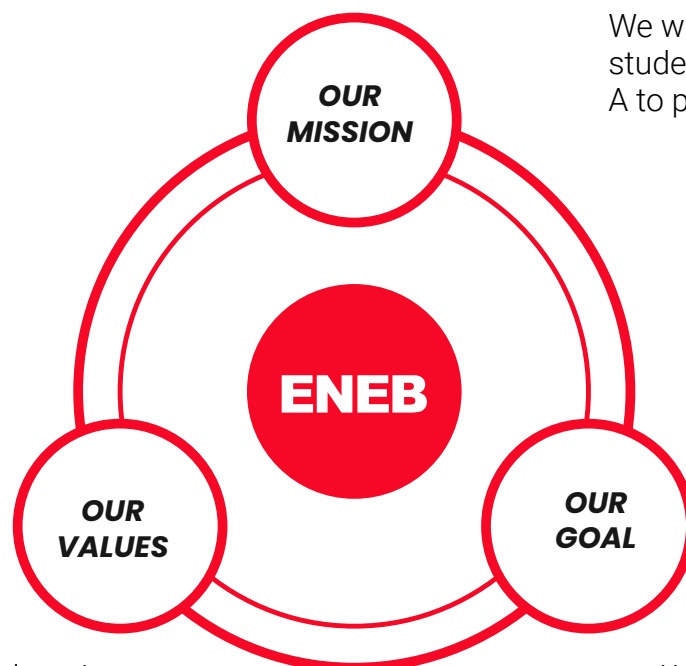
Universidad
AUTONOMA
DE NARIÑO





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.



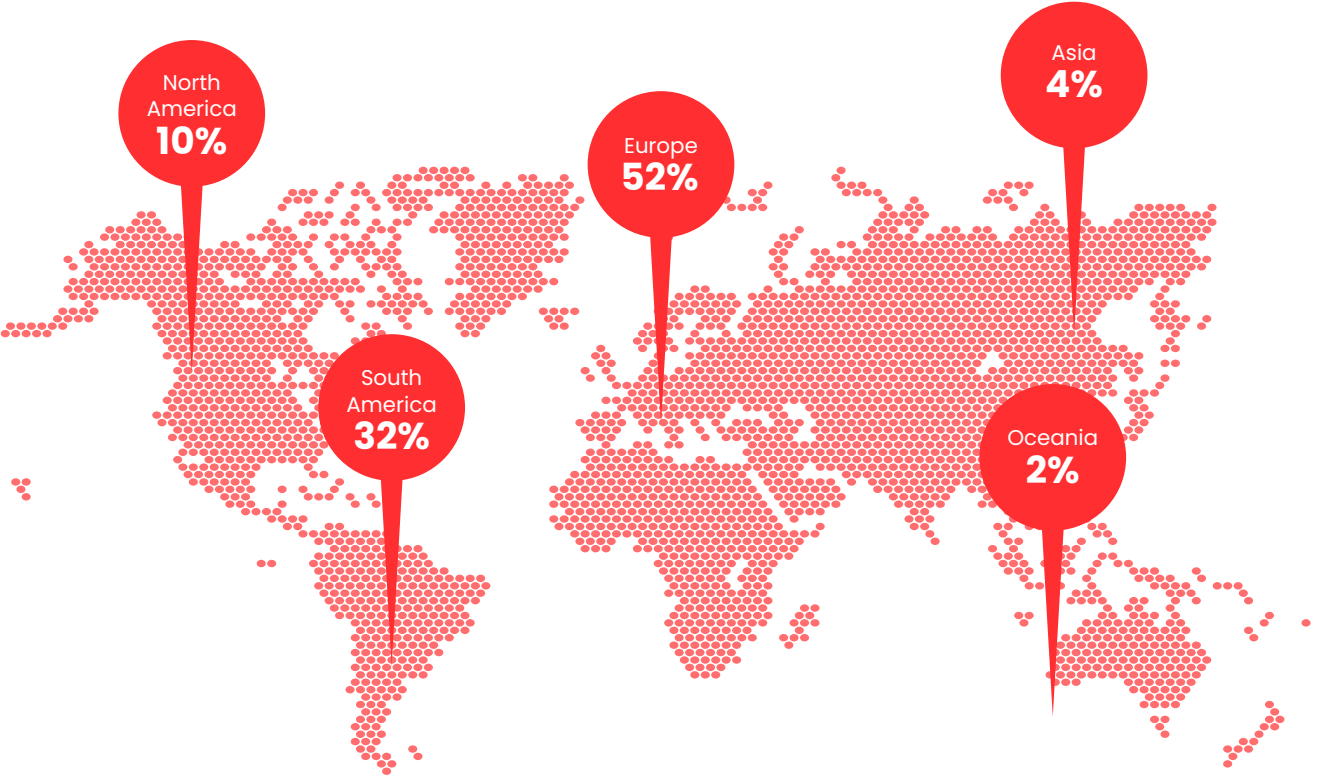
We want to transform our students' lives, from point A to point E.

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.

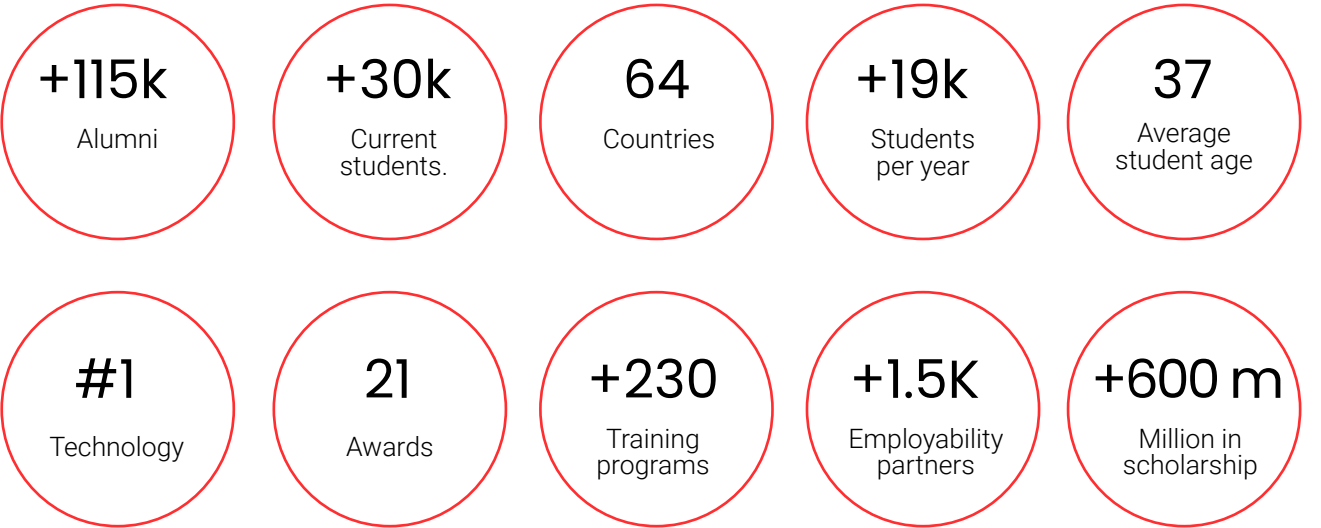
ENEB in the world

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 succesfull food truck in the city of Boomtown.

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

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

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



**Harvard
Business
Publishing
Education**



Internship program

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

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

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



International character

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



Job Opportunities

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.

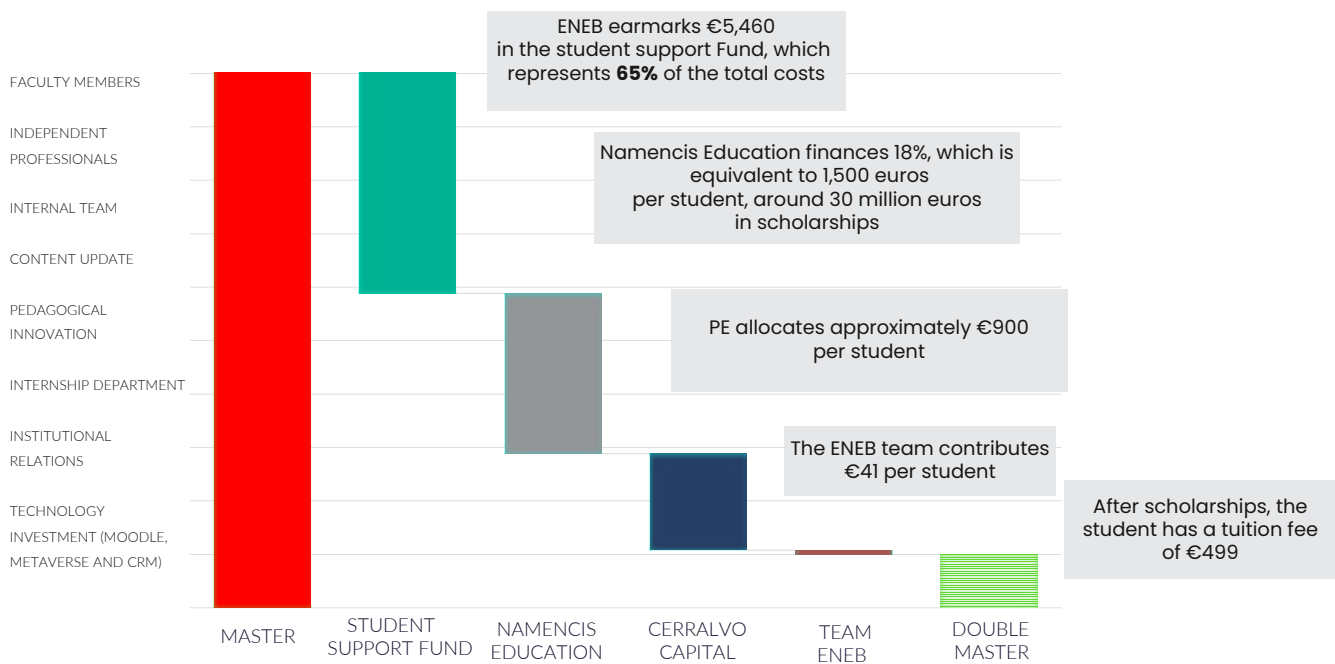
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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."





MASTER IN DIGITAL BUSINESS

INTRODUCTION

The Master in Digital Business is a graduate program that prepares students to meet the challenges of the digital world in business. The program is designed to provide skills and knowledge in the areas of digital marketing, business strategy, digital technology and finance. Students will also learn to apply data analysis techniques to make informed decisions in today's 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.

THREE DIPLOMAS

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

- Master in Digital Business
- 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?

The Master in Digital Business is aimed at:

- Marketing professionals who wish to specialize in the digital area.
- Technology professionals who wish to acquire business and marketing skills.
- Entrepreneurs who wish to launch and grow their business in the digital environment.
- University graduates in any discipline who wish to acquire skills in digital marketing and business strategy.
- Financial professionals who wish to specialize in the digital environment.

OBJECTIVES

The curriculum of the Master in Digital Business aims to equip students with the following knowledge and skills:

- Develop skills in digital marketing and business strategy to face the challenges of today's business environment.
- Acquire knowledge in digital technology to innovate and improve business processes.
- Apply data analysis techniques to make informed decisions in the business environment.
- Understand the keys to e-commerce and online marketing.

- Know the digital marketing trends and their application in the company.
- Develop finance skills for business management in the digital environment.

CAREER OPPORTUNITIES

- **Digital marketing manager:** responsible for marketing strategy and brand management in the digital environment.
- **E-commerce specialist:** responsible for the management and development of a company's online store.
- **Data analyst:** in charge of analyzing business data to extract valuable information for decision making.
- **Digital strategy consultant:** in charge of advising companies on the implementation of digital strategies to improve their business performance.

ADMISSION

To be eligible for any of our Master's programs, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

YOUR MASTER INCLUDES:

- Master in Digital Business
- Diploma of Specialization in Innovation and Project Management
- Business Spanish Program Certificate
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: 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 2: PROJECT MANAGEMENT

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

SECTION 3: AGILE METHODOLOGIES

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

SECTION 4: MARKETING ANALYTICS

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

SECTION 5: E-COMMERCE

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

SECTION 6: 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 7: 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 8: 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 9: DATA MANAGEMENT

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

SECTION 10: FINTECH AND BLOCKCHAIN

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

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: BUSINESS PLAN

This section covers the foundational elements of creating a business plan, focusing on vision, mission, values, strategic planning, business models, and strategic analysis. It also emphasizes the importance of monitoring and adjusting the strategic plan to ensure business success.

Topic 1: Vision, Mission, and Values

Vision, Mission, and Values introduces the core elements that define a company's purpose and direction. Students will learn how to craft clear and compelling vision and mission statements and identify the values that guide business decisions and behavior.

Topic 2: Strategic Plan

Strategic Plan covers the development of a comprehensive strategic plan. Students will learn about setting long-term goals, defining objectives, and creating actionable plans to achieve the company's vision and mission.

Topic 3: Business Model

Business Model explores various business models and their applications. Students will learn how to design and evaluate business models that create value for customers and ensure the company's profitability and sustainability.

Topic 4: Strategic Analysis

Strategic Analysis focuses on techniques for analyzing the internal and external environment of a business. Students will learn about SWOT analysis, PESTEL analysis, and other tools to assess opportunities and threats, as well as the company's strengths and weaknesses.

Topic 5: Monitoring the Strategic Plan

Monitoring the Strategic Plan emphasizes the importance of tracking progress and making adjustments. Students will learn about key performance indicators (KPIs), performance measurement systems, and techniques for ensuring that the strategic plan stays on track.

SECTION 2: PROJECT MANAGEMENT

This section covers the principles and practices of project management, including the roles and responsibilities of project managers, team management, communication, and project execution.

Topic 1: Project Management Figure

Project Management Figure introduces the role and responsibilities of a project manager. Students will learn about the skills and competencies required for effective project management, including leadership, communication, and problem-solving.

Topic 2: Team Management

Team Management covers the principles and practices for managing project teams. Students will learn about team dynamics, leadership styles, and techniques for building and managing high-performing teams.

Topic 3: Team Management and Communication

Team Management and Communication examines the importance of communication in project management. Students will learn about communication strategies, tools, and techniques for ensuring effective team communication.

Topic 4: Project Management

Project Management provides an overview of the project management process. Students will learn about project planning, execution, monitoring, and closure, as well as techniques for managing project scope, time, and resources.

SECTION 3: AGILE METHODOLOGIES

This section focuses on agile methodologies for managing projects and product development. It covers principles of agile management, lean startup, and product management.

Topic 1: Product Management

Product Management explores the role of product managers and the principles of managing product development. Students will learn about product life cycle, market analysis, and strategies for successful product management.

Topic 2: Lean Startup

Lean Startup covers the lean startup methodology for developing and launching new products. Students will learn about the principles of lean startup, validated learning, and techniques for building products that meet customer needs.

Topic 3: Agile Management

Agile Management introduces the agile methodology for project management. Students will learn about agile principles, practices, and frameworks such as Scrum and Kanban, and how to apply them to manage projects effectively.

SECTION 4: MARKETING ANALYTICS

This section focuses on marketing analytics and how to optimize digital marketing efforts. It covers website optimization, web traffic management, affiliate marketing, and using tools like Google Data Studio.

Topic 1: How to Optimize Your Website

How to Optimize Your Website covers techniques for improving website performance. Students will learn about SEO, user experience (UX) design, and strategies for increasing website traffic and conversion rates.

Topic 2: Web Traffic Management

Web Traffic Management explores strategies for managing and increasing web traffic. Students will learn about various digital marketing channels, including search engine marketing (SEM), social media marketing, and email marketing.

Topic 3: Affiliate Marketing and Its Measurement

Affiliate Marketing and Its Measurement covers the principles of affiliate marketing. Students will learn about setting up and managing affiliate programs, tracking performance, and measuring the effectiveness of affiliate marketing campaigns.

Topic 4: Google Data Studio

Google Data Studio introduces Google Data Studio as a tool for creating interactive reports and dashboards. Students will learn about connecting data sources, designing reports, and using Data Studio's features for data visualization.

SECTION 5: E-COMMERCE

This section covers the essentials of e-commerce, from online sales and web store design to mobile applications and user experience. It also includes digital campaigns, mobile payment, and web analytics.

Topic 1: Online Sales

Online Sales explores the strategies and techniques for selling products and services online. Students will learn about e-commerce platforms, online marketplaces, and best practices for increasing online sales.

Topic 2: Web Store

Web Store covers the design and management of online stores. Students will learn about e-commerce website design, product listing, payment gateways, and techniques for optimizing the customer shopping experience.

Topic 3: Mobile Applications

Mobile Applications examines the role of mobile apps in e-commerce. Students will learn about mobile app development, user experience design, and strategies for increasing engagement and sales through mobile apps.

Topic 4: From Interested Lead to Buyer

From Interested Lead to Buyer focuses on converting leads into customers. Students will learn about lead generation, nurturing, and conversion strategies, as well as techniques for optimizing the sales funnel.

Topic 5: Web Analytics

Web Analytics covers the tools and techniques for analyzing website performance. Students will learn about tracking user behavior, measuring key metrics, and using data to inform decision-making and improve website performance.

Topic 6: User Experience

User Experience explores the principles of UX design. Students will learn about designing user-friendly interfaces, conducting usability testing, and techniques for improving the overall user experience on digital platforms.

Topic 7: Digital Campaigns

Digital Campaigns covers the planning and execution of digital marketing campaigns. Students will learn about campaign strategy, targeting, and measurement, as well as techniques for optimizing campaign performance.

Topic 8: Mobile Payment

Mobile Payment examines the various methods of mobile payment in e-commerce. Students will learn about mobile payment technologies, security considerations, and best practices for integrating mobile payment options.

Topic 9: Landing Page

Landing Page focuses on the design and optimization of landing pages. Students will learn about creating effective landing pages that capture leads, drive conversions, and support digital marketing campaigns.

SECTION 6: DIGITAL BUSINESS

This section delves into the operations of digital businesses, covering e-commerce operations, e-procurement, e-fulfillment, marketplaces, and the last mile. It also explores exponential structures and the digital business landscape.

Topic 1: E-Commerce and Its Operations

E-Commerce and Its Operations provides an overview of e-commerce operations. Students will learn about order processing, inventory management, and logistics involved in running an e-commerce business.

Topic 2: E-Procurement

E-Procurement covers the principles and practices of electronic procurement. Students will learn about e-procurement systems, supplier management, and techniques for streamlining the procurement process.

Topic 3: Operational Management of E-Commerce (E-Fulfillment)

Operational Management of E-Commerce (E-Fulfillment) focuses on the fulfillment processes in e-commerce. Students will learn about warehousing, order fulfillment, shipping, and techniques for optimizing e-commerce operations.

Topic 4: Marketplaces

Marketplaces examines the role of online marketplaces in the digital economy. Students will learn about marketplace business models, strategies for success, and the challenges of operating in a marketplace environment.

Topic 5: The Last Mile

The Last Mile covers the final stage of the delivery process in e-commerce. Students will learn about last-mile logistics, delivery strategies, and techniques for ensuring timely and efficient delivery to customers.

Topic 6: Exponential Structures

Exponential Structures explores business models and strategies that leverage exponential growth. Students will learn about network effects, platform business models, and techniques for scaling digital businesses rapidly.

Topic 7: Digital Business

Digital Business provides an overview of the digital business landscape. Students will learn about digital transformation, emerging trends, and strategies for building and growing successful digital businesses.

SECTION 7: DIGITAL TRANSFORMATION

This section covers the key technologies and trends driving digital transformation. It includes topics on AI, IoT, blockchain, big data, cloud computing, industrial automation, and cybersecurity.

Topic 1: Business Digitalization

Business Digitalization explores the process of transforming traditional businesses into digital businesses. Students will learn about digital transformation strategies, technologies, and the impact on business models and operations.

Topic 2: Artificial Intelligence (AI)

Artificial Intelligence (AI) examines the role of AI in digital transformation. Students will learn about AI technologies, applications, and techniques for integrating AI into business processes.

Topic 3: The Internet of Things (IoT)

The Internet of Things (IoT) covers the principles and applications of IoT. Students will learn about IoT technologies, use cases, and the impact of IoT on business operations and customer experiences.

Topic 4: Blockchain

Blockchain explores the fundamentals of blockchain technology. Students will learn about blockchain applications, smart contracts, and the potential of blockchain to transform various industries.

Topic 5: Big Data and Business Intelligence (BI)

Big Data and Business Intelligence (BI) examines the role of big data and BI in digital transformation. Students will learn about data analytics, BI tools, and techniques for leveraging data to drive business decisions.

Topic 6: Cloud Computing

Cloud Computing covers the principles and applications of cloud computing. Students will learn about cloud services, deployment models, and strategies for leveraging the cloud to support digital transformation.

Topic 7: Industrial Automation and Robotics

Industrial Automation and Robotics explores the role of automation and robotics in digital transformation. Students will learn about automation technologies, use cases, and the impact on business operations and productivity.

Topic 8: Cybersecurity

Cybersecurity covers the principles and practices of cybersecurity. Students will learn about security threats, risk management, and techniques for protecting digital assets and ensuring data privacy.

SECTION 8: BIG DATA

This section delves into big data concepts and applications. It covers the introduction to big data, big data projects, agile methodologies, AI, and industry use cases.

Topic 1: Introduction to Big Data

Introduction to Big Data provides an overview of big data concepts and technologies. Students will learn about the characteristics of big data, data processing frameworks, and the value of big data in business.

Topic 2: Big Data in Projects

Big Data in Projects explores the application of big data in project management. Students will learn about big data project lifecycle, challenges, and best practices for managing big data projects.

Topic 3: Agile Methodologies

Agile Methodologies covers the use of agile methodologies in big data projects. Students will learn about agile principles, frameworks, and techniques for managing big data projects in an agile environment.

Topic 4: Artificial Intelligence

Artificial Intelligence examines the integration of AI in big data. Students will learn about AI techniques, applications, and the role of AI in enhancing big data analytics.

Topic 5: Use Cases in Industry

Use Cases in Industry explores real-world applications of big data in various industries. Students will learn about successful big data projects, industry-specific challenges, and best practices for leveraging big data.

SECTION 9: DATA MANAGEMENT

This section covers the principles and practices of data management, including open data, data privacy, data storage, and data strategy.

Topic 1: Open Data

Open Data explores the concept and benefits of open data. Students will learn about open data initiatives, data sharing, and the impact of open data on innovation and transparency.

Topic 2: Data Management

Data Management covers the principles and practices of managing data. Students will learn about data governance, data quality, and techniques for ensuring data integrity and accuracy.

Topic 3: Data Privacy

Data Privacy examines the importance of data privacy and security. Students will learn about data protection regulations, privacy policies, and techniques for safeguarding personal and sensitive data.

Topic 4: Data Storage

Data Storage covers the technologies and strategies for storing data. Students will learn about storage solutions, data archiving, and best practices for managing data storage.

Topic 5: Strategy and Data

Strategy and Data explores the role of data in business strategy. Students will learn about data-driven decision-making, data analytics, and techniques for leveraging data to inform strategic planning.

SECTION 10: FINTECH AND BLOCKCHAIN

This section covers the digital transformation of the financial system, focusing on fintech, blockchain, cryptocurrencies, business models, startups, and financial regulation.

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

Introduction to the Digital Transformation of the Financial System provides an overview of how digital technologies are transforming the financial sector. Students will learn about the drivers of digital transformation and the impact on financial services.

Topic 2: Technology Applied to Fintech

Technology Applied to Fintech examines the technologies driving fintech innovation. Students will learn about mobile banking, payment systems, and digital lending platforms.

Topic 3: Blockchain

Blockchain explores the fundamentals and applications of blockchain technology in the financial sector. Students will learn about blockchain protocols, decentralized finance (DeFi), and smart contracts.

Topic 4: Crypto

Crypto covers the principles and applications of cryptocurrencies. Students will learn about the history of cryptocurrencies, blockchain technology, and the potential of cryptocurrencies to disrupt traditional financial systems.

Topic 5: Business Models

Business Models examines the business models used in fintech. Students will learn about revenue models, customer acquisition strategies, and techniques for building sustainable fintech businesses.

Topic 6: Startup

Startup explores the startup ecosystem within the fintech industry. Students will learn about the challenges and opportunities of launching a fintech startup, fundraising, and scaling a fintech business.

Topic 7: Financial Regulation

Financial Regulation covers the regulatory landscape for fintech and blockchain. Students will learn about compliance requirements, regulatory challenges, and strategies for navigating the complex regulatory environment.