ENEB | Empowering the best leaders

Academic Brochure

European Business School of Barcelona

In collaboration with:

Universidad Isabel I

Harvard Business Publishing Education

aeen
asociación española
de escuelas de negocios

IEE International Education Evaluations

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.
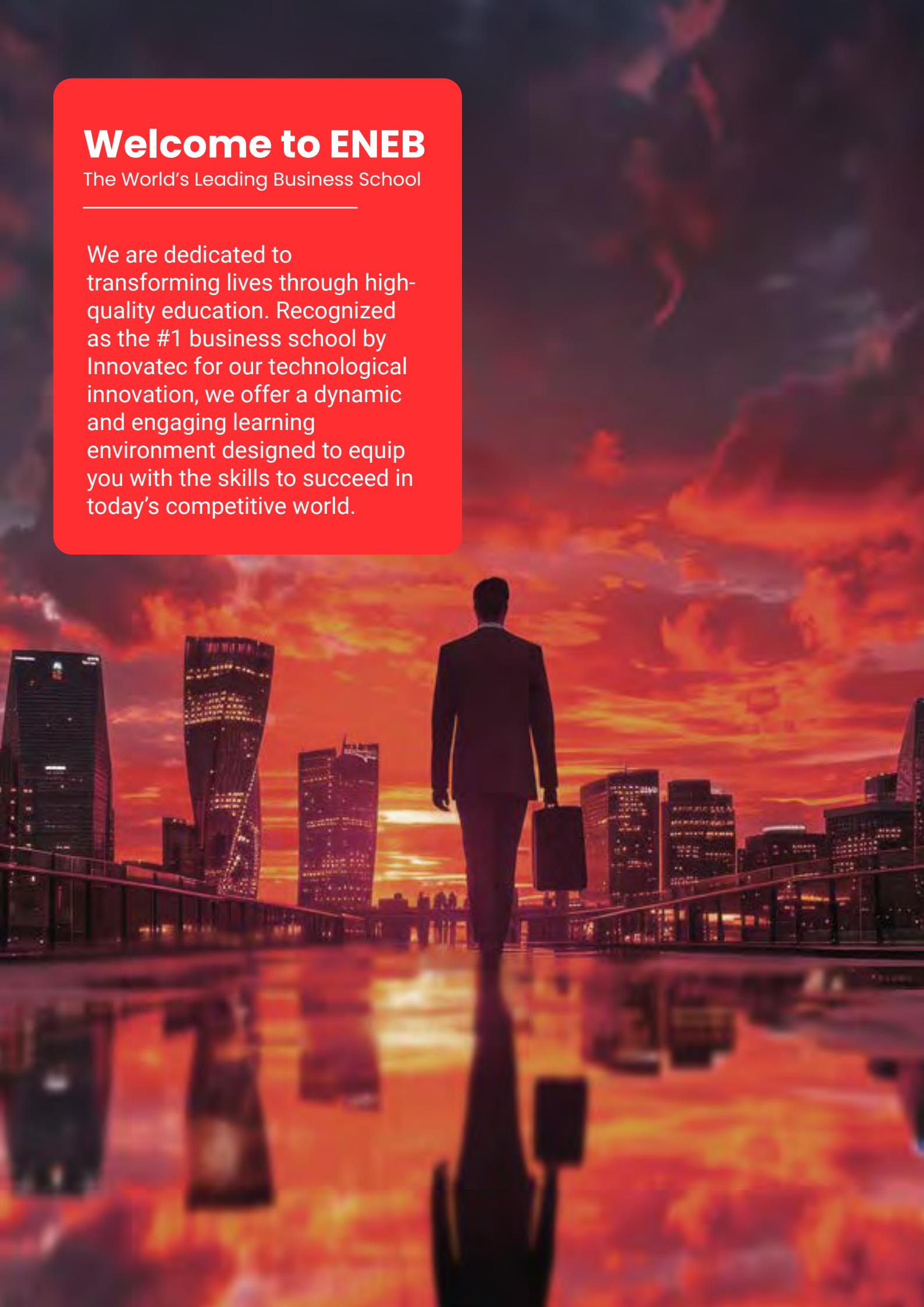
Why ENEB?

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

Universidad Isabel I

Harvard Business Publishing Education

TECH PARTNERS

NUMINTEC hotmart

ZOHO moodle Power BI

H Hawkings power query nubii

+ 100 PARTNERS

UIN UNIVERSIDAD INSURGENTES

IEP Instituto Europeo de Posgrado

CLAEH

Corporación UNIVERSITARIA 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.
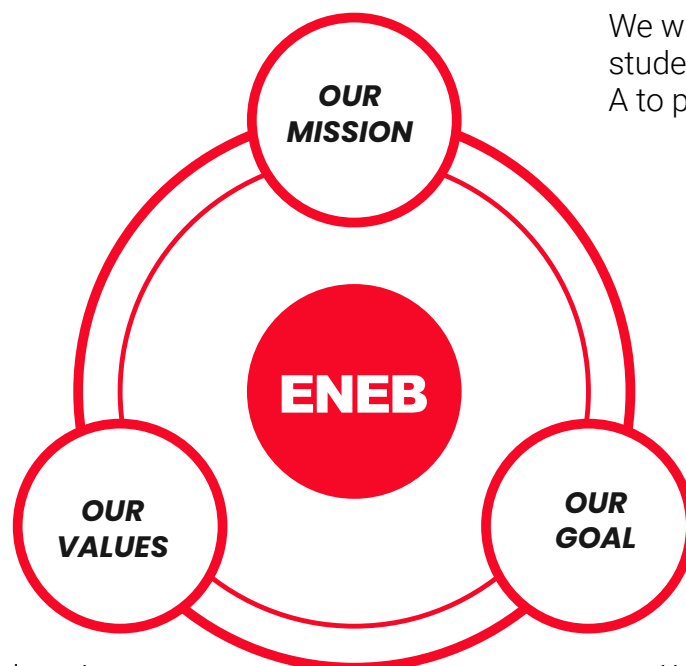

We want to transform our students' lives, from point A to point E.

OUR MISSION

ENEB

OUR VALUES

OUR GOAL

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.
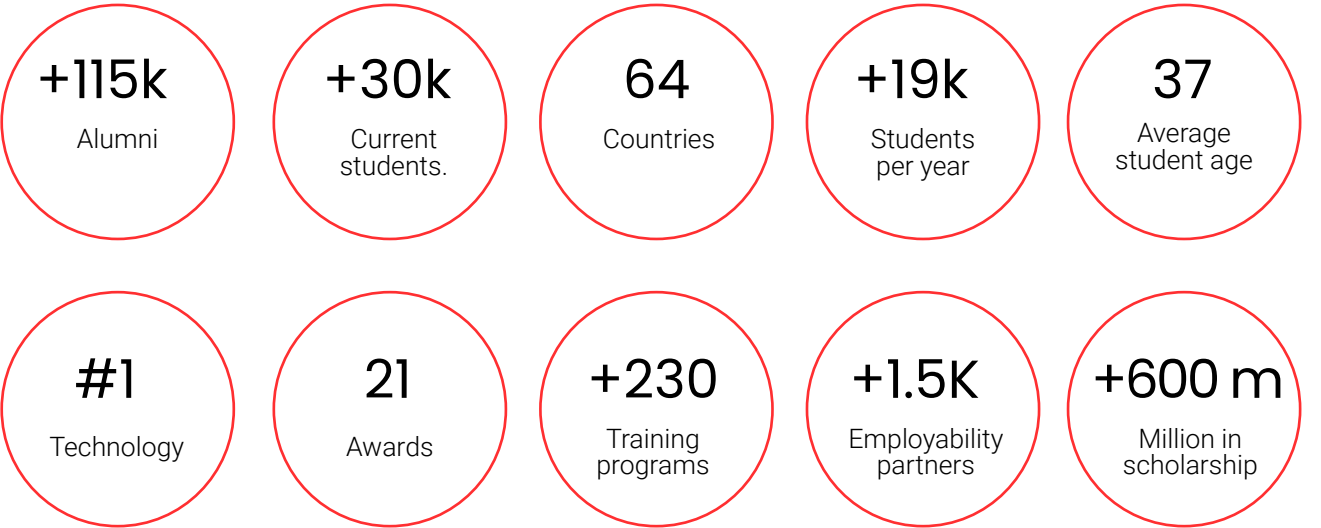
ENEB in the world

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.

North America
10%

Europe
52%

Asia
4%

South America
32%

Oceania
2%
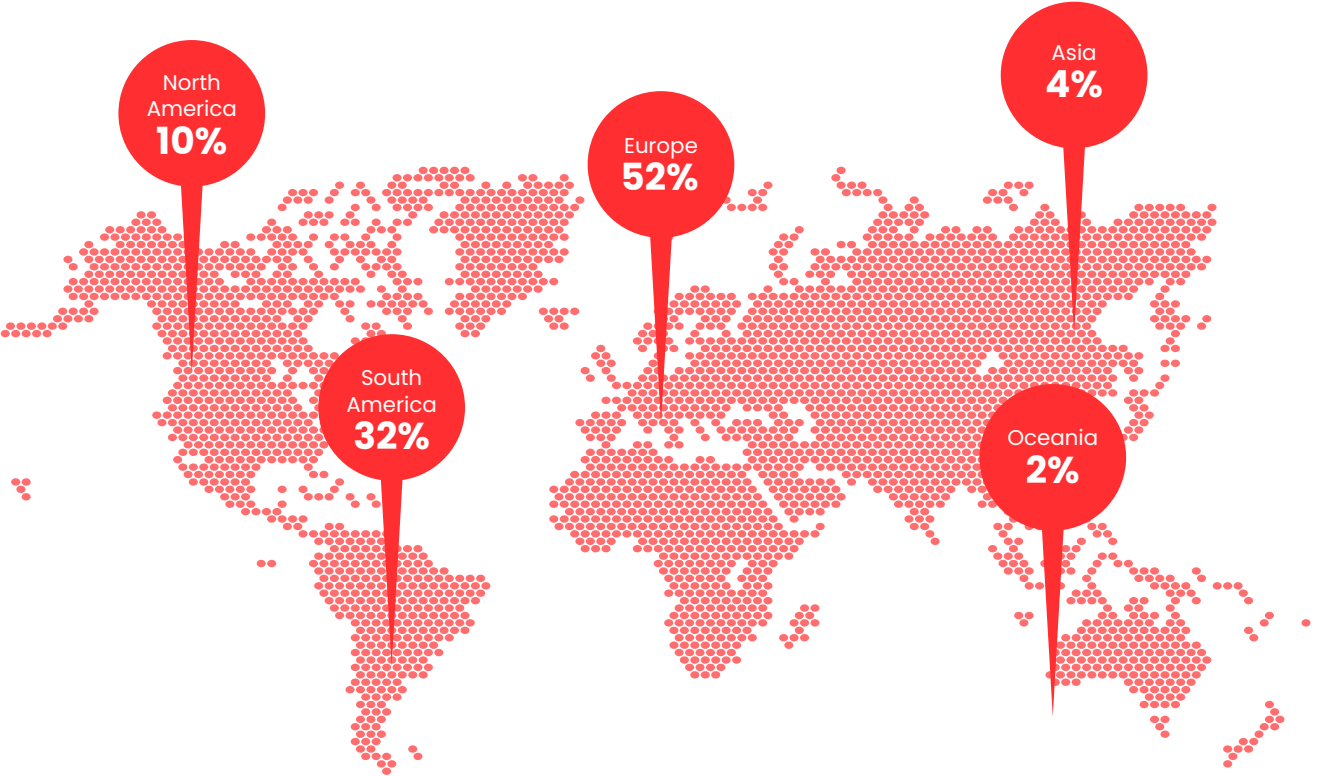
ENEB in Numbers

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.

+115k
Alumni

+30k
Current students.

64
Countries

+19k
Students per year

37
Average student age

#1
Technology

21
Awards

+230
Training programs

+1.5K
Employability partners

+600 m
Million in scholarship

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:

Universidad Isabel I
All our training programmes are certified by Universidad Isabel I.

IEE — International Education Evaluations
Collaboration with IEE, for validations in USA and Canada.

CECAP
Member of the Spanish Confederation of Private Centres and Academies.

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

TRINITY COLLEGE LONDON
Collaborating Centre of the Trinity College London.

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

ICEEX
Certificate of educational excellence established

Cambra Barcelona 'doing business'
Member of the Barcelona Chamber of Commerce

Best business school rated by its students.

GOBIERNO DE ESPAÑA — MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO
Registered trademark with the number 3,543,757 within class 41 of Education and Training.

CLADEA
Associated to the Latin American Council of Management Schools

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

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.

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.

"

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.

International character

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

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

Job Opportunities

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

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

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

Scholarships and grants

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

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

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

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

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

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

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

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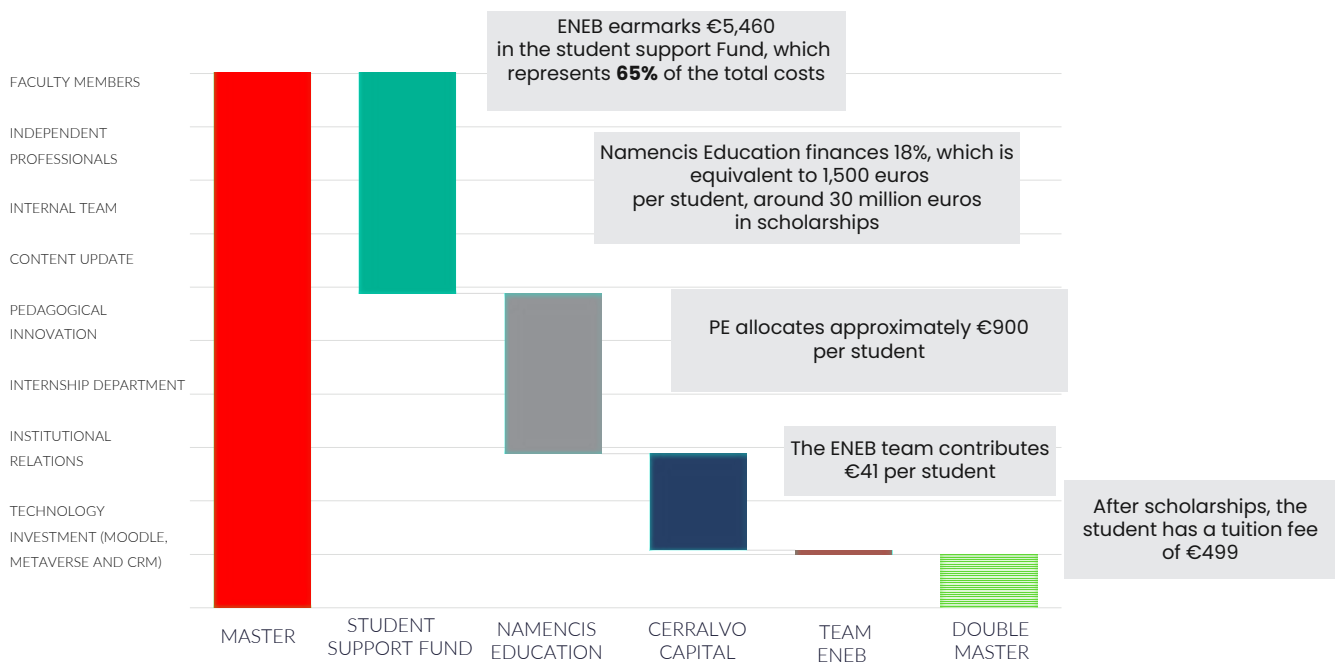
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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

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

We are committed to making education accessible to everyone

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

FACULTY MEMBERS

INDEPENDENT PROFESSIONALS

INTERNAL TEAM

CONTENT UPDATE

PEDAGOGICAL INNOVATION

INTERNSHIP DEPARTMENT

INSTITUTIONAL RELATIONS

TECHNOLOGY INVESTMENT (MOODLE, METAVERSE AND CRM)

ENEB earmarks €5,460 in the student support Fund, which represents **65%** of the total costs

Namencis Education finances 18%, which is equivalent to 1,500 euros per student, around 30 million euros in scholarships

PE allocates approximately €900 per student

The ENEB team contributes €41 per student

After scholarships, the student has a tuition fee of €499

| MASTER | STUDENT SUPPORT FUND | NAMENCIS EDUCATION | CERRALVO CAPITAL | TEAM ENEB | DOUBLE MASTER |

"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 MARKETING AND ANALYTICS + MASTER IN DIGITAL BUSINESS

INTRODUCTION

The Master in Digital Marketing and Analytics + Master in Digital Business is a dual degree program that combines the knowledge and skills needed to lead digital marketing strategies in a global and highly competitive business environment. This program provides students with an in-depth understanding of current and emerging trends in digital marketing, as well as the analytical tools needed to understand and make data-driven decisions..

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 Marketing and Analytics + 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 Marketing and Analytics + Master in Digital Business is aimed at:

- Marketing and advertising professionals who want to specialize in the digital environment.

- Entrepreneurs and business people who want to improve their online marketing strategy and better understand the opportunities offered by the digital world.

- Technology professionals interested in applying data analytics for decision making in digital strategy.

- Business or management graduates who wish to specialize in digital marketing and learn about data analytics tools.

- Anyone interested in acquiring knowledge about digital marketing, digital strategies and online data analytics.

OBJECTIVES

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

- Provide students with an in-depth understanding of current and emerging trends and technologies in digital marketing and digital business.

- Develop skills in data analysis and data-driven decision making to support marketing strategy.

- Train students in the design and implementation of effective digital marketing strategies and campaign management.

- Provide an in-depth understanding of how search engines work and how to optimize SEO and SEM.

- Teach students how to create engaging and relevant content for social media and other digital platforms.

- Develop skills in online brand and reputation management.

- Teach students to measure and analyze the performance of digital marketing campaigns.

- Develop skills in project management and team coordination

- Train students in digital marketing budget management and ROI optimization

- Provide an understanding of how digital business models are changing the business landscape and how companies can adapt and thrive in this environment.

CAREER OPPORTUNITIES

- **Digital Marketing Manager**: Specialist in digital marketing and creating online marketing strategies, able to manage a team and make data-driven decisions.
- **Data Analyst**: Professional specialized in data analysis, with skills to identify patterns and trends in a company's data and use them to make informed decisions.
- **Digital Marketing Consultant**: Professional who provides advice to companies on how to improve their online presence, digital marketing strategies and use of data analytics tools.

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 Marketing and Analytics + 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

SYLLABUS

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: 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 3: WEB POSITIONING
Topic 1. How to attract customers
Topic 2. SEO: Organic Optimization
Topic 3. SEM: Payment optimization
Topic 4. Automating sales
Topic 5. Growth hacking
Topic 6. Marketing automation
Topic 7. Psychology in marketing

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

SECTION 7: 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 8: 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 9: PROJECT MANAGEMENT
Topic 1. Project management figure
Topic 2. Team management
Topic 3. Team management and communication
Topic 4. Project management

SECTION 10: AGILE METHODOLOGIES
Topic 1. Product management
Topic 2. Lean startup
Topic 3. Agile management

SECTION 11: 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 12: 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 13: 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 14: DATA MANAGEMENT
Topic 1. Open data
Topic 2. Data management
Topic 3. Data privacy
Topic 4. Data storage
Topic 5. Strategy and data

SECTION 15: 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: MARKETING

This section introduces the core principles of marketing, focusing on the evolving role of the consumer and essential marketing concepts to build and manage successful marketing strategies.

Topic 1: New Role of the Consumer
Explore how digital technologies have empowered consumers, transforming them from passive recipients of marketing messages to active participants. You will learn about the shift in consumer behavior, including how they research products, compare options, and engage with brands through various channels.

Topic 2: The Brand
Delve into the components of brand creation and management. This topic covers brand identity, including logo design, brand messaging, and positioning. You'll learn strategies for building brand equity, fostering brand loyalty, and ensuring that your brand resonates with your target audience.

Topic 3: The Ideal Customer
Learn how to define and understand your ideal customer. This involves segmenting your market to identify and create detailed customer personas based on demographics, psychographics, and buying behaviors. You will explore methods for gathering and analyzing customer data to better tailor your marketing efforts.

Topic 4: The Customer Journey
Map out the customer journey from initial awareness to final purchase and beyond. This topic focuses on understanding each stage of the customer's experience, identifying pain points and opportunities, and developing strategies to enhance customer satisfaction and drive conversions.

Topic 5: Types of Marketing
Examine various marketing strategies and tactics. This includes traditional marketing methods, such as print and broadcast media, as well as digital marketing techniques like content marketing, social media marketing, and influencer collaborations. Learn to choose the right mix of marketing methods based on your business goals.

SECTION 2: MARKETING STRATEGY

In this section, you will develop advanced marketing strategies to effectively reach and influence your target market while achieving your business objectives.

Topic 1: Marketing Strategy
Learn how to develop comprehensive marketing strategies that align with your business goals. This includes defining your market position, identifying competitive advantages, and creating a strategic plan that integrates various marketing channels and tactics.

Topic 2: The Key to Marketing
Discover the foundational elements of successful marketing. This topic covers core principles such as understanding market demand, identifying unique value propositions, and leveraging key marketing theories to inform strategic decisions.

Topic 3: Market Analysis
Explore methods for analyzing market trends, competition, and customer needs. Learn to use tools and techniques for market research, including SWOT analysis, PEST analysis, and competitor benchmarking, to make informed marketing decisions.

Topic 4: Advanced Marketing Strategy
Delve into sophisticated marketing strategies for complex business environments. This includes advanced techniques like market segmentation, positioning strategies, and creating comprehensive marketing plans that address emerging trends and challenges.

Topic 5: Action Plan
Learn how to translate marketing strategies into actionable plans. This involves setting specific,

measurable objectives, developing detailed action steps, and allocating resources effectively to achieve your marketing goals.

Topic 6: Marketing Channels
Examine different marketing channels and how to choose the right ones for your business. This includes understanding the role of digital channels (social media, email, search engines) and traditional channels (TV, print, events) in reaching your target audience.

Topic 7: Target Price
Explore pricing strategies to determine the optimal price point for your products or services. Learn about cost-based pricing, value-based pricing, and competitive pricing strategies to ensure that your pricing reflects both market conditions and business objectives.

SECTION 3: WEB POSITIONING

This section focuses on techniques and strategies for enhancing your online presence and improving your visibility in search engine results.

Topic 1: How to Attract Customers
Learn strategies for drawing customers to your website. This includes techniques for increasing web traffic through various online marketing efforts, such as SEO, content marketing, and social media engagement.

Topic 2: SEO: Organic Optimization
Dive into search engine optimization (SEO) strategies for improving your website's ranking in search engine results. Topics include keyword research, on-page optimization, link building, and technical SEO to boost organic search visibility.

Topic 3: SEM: Payment Optimization
Explore search engine marketing (SEM) strategies for paid advertising on search engines. Learn about creating effective ad campaigns, managing ad budgets, and optimizing paid search efforts for maximum ROI.

Topic 4: Automating Sales
Discover techniques for automating sales processes to improve efficiency and effectiveness. This includes using marketing automation tools for lead generation, nurturing, and conversion to streamline your sales efforts.

Topic 5: Growth Hacking
Learn innovative methods for achieving rapid business growth. Explore growth hacking techniques used by startups and established companies to achieve scalable growth through unconventional and low-cost strategies.

Topic 6: Marketing Automation
Examine tools and strategies for automating marketing tasks. This includes setting up automated email campaigns, managing customer relationships through CRM systems, and using analytics to drive automated marketing decisions.

Topic 7: Psychology in Marketing
Understand how psychological principles influence consumer behavior. This topic covers techniques for applying psychological insights to marketing strategies, such as understanding consumer motivations, decision-making processes, and emotional triggers.

SECTION 4: MARKETING ANALYTICS

This section covers methods for analyzing marketing data to measure performance, understand trends, and make data-driven decisions.

Topic 1: How to Optimize Your Website
Learn techniques for analyzing and improving website performance. This includes using web analytics tools to assess user behavior, identify areas for improvement, and implement changes to enhance website effectiveness.

Topic 2: Web Traffic Management
Explore strategies for managing and increasing web traffic. Learn about different sources of web traffic, techniques for driving more visitors to your site, and methods for analyzing traffic data to optimize your online presence.

Topic 3: Affiliate Marketing and Its Measurement
Understand affiliate marketing strategies and how to measure their effectiveness. This includes setting up affiliate programs, managing relationships with affiliates, and using metrics to evaluate the performance of affiliate marketing campaigns.

Topic 4: Google Data Studio
Learn to use Google Data Studio for data visualization and reporting. This topic covers creating dashboards, generating reports, and interpreting data to make informed marketing decisions.

SECTION 5: E-COMMERCE

This section explores the principles and practices of online selling, from setting up an e-commerce platform to managing digital sales operations.

Topic 1: Online Sales
Understand the fundamentals of selling products or services online. Learn about e-commerce business models, setting up online stores, and managing sales operations for digital products and services.

Topic 2: Web Store
Learn how to design, build, and manage an effective e-commerce website. This includes understanding web store functionalities, user experience design, and strategies for optimizing the online shopping experience.

Topic 3: Mobile Applications
Explore the role of mobile applications in e-commerce. Learn about designing and developing mobile apps for sales, improving user experience on mobile devices, and integrating apps with your e-commerce platform.

Topic 4: From Interested Lead to Buyer
Learn strategies for converting leads into customers. This includes understanding the sales funnel, lead nurturing techniques, and methods for increasing the likelihood of a successful purchase.

Topic 5: Web Analytics
Study web analytics tools and techniques for tracking and interpreting e-commerce performance. Learn how to use data to understand customer behavior, measure key performance indicators, and make data-driven decisions.

Topic 6: User Experience
Explore best practices for creating a positive user experience on your e-commerce site. Learn about user interface design, usability testing, and techniques for ensuring that customers have a smooth and enjoyable shopping experience.

Topic 7: Digital Campaigns
Learn to plan and execute effective digital marketing campaigns. This includes creating campaign strategies, selecting appropriate channels, and measuring campaign performance.

Topic 8: Mobile Payment
Understand the various mobile payment methods and technologies. Learn about the different options available for mobile transactions, including mobile wallets, payment apps, and secure payment gateways.

Topic 9: Landing Page
Learn how to design and optimize landing pages for better conversions. This topic covers creating effective landing pages, A/B testing, and techniques for increasing click-through rates and achieving marketing objectives.

SECTION 6: SOCIAL MEDIA STRATEGY

This section focuses on leveraging social media platforms to build brand presence, engage with audiences, and drive business results.

Topic 1: Social Networks
Understand the role of different social media networks in marketing. Learn about the unique features and audiences of platforms like Facebook, Instagram, Twitter, LinkedIn, and others, and how to use them for business purposes.

Topic 2: Social Media Action Plan
Develop a strategic action plan for social media marketing. This includes setting goals, creating content strategies, scheduling posts, and measuring the effectiveness of your social media efforts.

Topic 3: Social Media Strategy
Explore advanced strategies for managing social media accounts. Learn about developing comprehensive social media plans, identifying target audiences, and creating engaging content to achieve marketing objectives.

Topic 4: Tools
Discover tools and platforms for managing and analyzing social media efforts. This includes tools for content creation, social media scheduling, analytics, and performance tracking.

Topic 5: Listening to Your Audience
Learn techniques for monitoring and analyzing social media conversations. This includes using social listening tools to gather insights, track brand mentions, and understand customer sentiment.

Topic 6: Generate Sales with Your Networks
Explore methods for using social media to drive sales. Learn about creating effective social media campaigns, leveraging influencer partnerships, and using social media as a sales channel.

SECTION 7: DATA ANALYSIS AND INTERPRETATION

This section covers the skills needed to analyze data, interpret results, and make informed decisions based on quantitative insights.

Topic 1: Data Representation
Learn how to effectively present data using various visualization techniques. This includes creating charts, graphs, and other visual aids to communicate data insights clearly and compellingly.

Topic 2: Measurements
Understand different methods of measuring and analyzing data. This includes learning about key metrics, measurement techniques, and best practices for collecting accurate and relevant data.

Topic 3: Regression and Correlation
Explore statistical methods for analyzing relationships between variables. Learn about regression analysis to predict outcomes and correlation techniques to identify associations between different data sets.

Topic 4: Probability
Study the principles of probability and how they apply to data analysis. Learn about probability distributions, statistical inference, and how to use probability to make data-driven decisions.

Topic 5: Distributions
Understand different types of data distributions and their implications for analysis. This includes learning about normal distributions, binomial distributions, and other statistical concepts.

Topic 6: Confidence Intervals
Learn how to calculate and interpret confidence intervals. This topic covers techniques for estimating population parameters and assessing the reliability of statistical conclusions.

Topic 7: Introduction to Hypothesis Testing
Explore the fundamentals of hypothesis testing in statistics. Learn about formulating hypotheses, performing tests, and interpreting results to make evidence-based decisions.

Topic 8: Statistics with R
Learn to use R programming for statistical analysis. This includes understanding R syntax, performing data analysis tasks, and applying statistical methods using the R programming language.

SECTION 8: DIGITAL TRANSFORMATION

This section covers the impact of digital technologies on business operations and strategies for leveraging these technologies to drive growth and innovation.

Topic 1: Business Digitalization
Explore the process of digital transformation in business. Learn about the adoption of digital technologies, digital strategy development, and the impacts of digitalization on business processes and models.

Topic 2: Artificial Intelligence (AI)
Understand the principles of AI and its applications in business. This topic covers AI technologies like machine learning, natural language processing, and automation, and their potential benefits for businesses.

Topic 3: The Internet of Things (IoT)
Learn about IoT technologies and their applications. Explore how interconnected devices collect and exchange data, and how businesses can leverage IoT for operational efficiency, customer insights, and new opportunities.

Topic 4: Blockchain
Study the fundamentals of blockchain technology. Learn about blockchain concepts, its uses in various industries, and how it can be applied to enhance security, transparency, and efficiency in business operations.

Topic 5: Big Data and Business Intelligence (BI)
Explore the role of big data and BI in decision-making. Learn about big data technologies, data analytics tools, and BI practices for transforming large datasets into actionable business insights.

Topic 6: Cloud Computing
Understand the principles of cloud computing and its benefits for businesses. This topic covers cloud service models (IaaS, PaaS, SaaS), cloud deployment strategies, and best practices for managing cloud resources.

Topic 7: Industrial Automation and Robotics
Learn about automation technologies and robotics in industrial settings. Explore how these technologies are used to streamline production processes, increase efficiency, and reduce costs.

Topic 8: Cybersecurity
Study the fundamentals of cybersecurity and best practices for protecting digital assets. Learn about common threats, security measures, and strategies for safeguarding information systems and data.

SECTION 9: PROJECT MANAGEMENT

This section covers the principles of managing projects effectively, including planning, execution, and team management.

Topic 1: Project Management Figure
Explore the roles and responsibilities of a project manager. Learn about key competencies, methodologies, and best practices for leading and managing projects from initiation to completion.

Topic 2: Team Management
Learn techniques for managing project teams. This includes strategies for team building, leadership, conflict resolution, and motivating team members to achieve project goals.

Topic 3: Team Management and Communication
Understand the importance of effective communication in team management. Learn about communication strategies, tools, and techniques for ensuring clear and efficient information exchange within teams.

Topic 4: Project Management
Delve into project management methodologies and frameworks. Explore traditional project management methods like Waterfall, as well as modern approaches like Agile and Scrum for managing complex projects.

SECTION 10: AGILE METHODOLOGIES

This section focuses on Agile principles and practices for managing projects in a flexible and iterative manner.

Topic 1: Product Management
Learn about the role of a product manager in Agile environments. This includes defining product vision, creating roadmaps, and managing product development cycles to meet market needs.

Topic 2: Lean Startup
Explore the Lean Startup methodology for developing products and services. Learn about iterative development, customer feedback, and pivoting strategies to create successful startups.

Topic 3: Agile Management
Understand Agile management practices and frameworks. This includes learning about Scrum, Kanban, and other Agile methodologies for managing projects and adapting to changes in dynamic environments.

SECTION 11: BUSINESS PLAN

This section covers the process of creating a business plan, from defining your vision to monitoring your strategic goals.

Topic 1: Vision, Mission, and Values
Learn how to define and articulate your company's vision, mission, and values. This topic covers the importance of these elements in guiding business strategy and decision-making.

Topic 2: Strategic Plan
Explore the components of a strategic business plan. Learn about setting long-term goals, defining objectives, and developing strategies to achieve your vision for the future.

Topic 3: Business Model
Understand different business models and how to choose the right one for your business. This includes exploring revenue streams, value propositions, and customer relationships in various business contexts.

Topic 4: Strategic Analysis
Learn methods for analyzing your business environment. This includes performing SWOT analyses, evaluating market opportunities, and identifying competitive advantages.

Topic 5: Monitoring the Strategic Plan
Discover techniques for tracking and evaluating the progress of your strategic plan. Learn about performance metrics, reporting systems, and adjustment strategies for ensuring that your business stays on track.

SECTION 12: DIGITAL BUSINESS

This section explores the components of digital business operations, including e-commerce practices and digital business models.

Topic 1: E-Commerce and Its Operations
Learn about the fundamentals of e-commerce and managing online sales operations. This includes setting up online stores, handling transactions, and managing customer relationships in a digital environment.

Topic 2: e-Procurement
Explore e-procurement systems for managing procurement processes online. Learn about sourcing strategies, supplier management, and the use of technology to streamline procurement activities.

Topic 3: Operational Management of E-Commerce: e-Fulfillment
Understand the logistics of e-fulfillment for e-commerce operations. Learn about order processing, inventory management, and delivery systems for ensuring efficient and effective e-commerce fulfillment.

Topic 4: Marketplaces
Explore online marketplaces and their role in digital business. Learn about different marketplace platforms, their benefits, and strategies for leveraging these platforms for selling products or services.

Topic 5: The Last Mile
Understand the challenges and solutions for the last mile of delivery. This includes strategies for optimizing delivery processes, managing customer expectations, and improving the efficiency of last-mile logistics.

Topic 6: Exponential Structures
Learn about business models that scale exponentially. This includes understanding how digital businesses can grow rapidly through technology, network effects, and innovative business practices.

Topic 7: Digital Business
Explore the concept of digital business and the strategies for creating and managing digital business models. Learn about digital transformation, digital products and services, and the role of technology in modern business practices.

SECTION 13: BIG DATA

This section covers the concepts and applications of big data, including its role in modern business environments.

Topic 1: Introduction to Big Data
Understand the basics of big data, including its definition, characteristics, and the technologies used to manage and analyze large datasets.

Topic 2: Big Data in Projects
Learn how to incorporate big data into project planning and execution. This includes using big data tools and techniques for project management, data analysis, and decision-making.

Topic 3: Agile Methodologies
Explore how Agile methodologies apply to big data projects. Learn about Agile principles, Scrum practices, and how to manage big data initiatives using Agile approaches.

Topic 4: Artificial Intelligence
Delve into AI technologies and their applications in big data. Learn about machine learning algorithms, data analysis techniques, and how AI can enhance big data processes.

Topic 5: Use Cases in Industry
Examine real-world examples of big data applications in various industries. Learn about successful big data projects, case studies, and how businesses leverage big data for competitive advantage.

SECTION 14: DATA MANAGEMENT

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

Topic 1: Open Data
Learn about the concept of open data and its applications. This includes understanding open data initiatives, accessing open data sources, and leveraging open data for business and research purposes.

Topic 2: Data Management
Explore the practices and tools for effective data management. Learn about data governance, data quality, data integration, and techniques for managing data throughout its lifecycle.

Topic 3: Data Privacy
Understand the importance of data privacy and regulations. Learn about privacy laws, data protection practices, and strategies for ensuring compliance with legal and ethical standards.

Topic 4: Data Storage
Study methods for storing and managing data. This includes understanding storage solutions like databases, cloud storage, and data warehousing, as well as techniques for managing data securely and efficiently.

Topic 5: Strategy and Data
Learn how to develop data strategies for achieving business goals. This includes creating data-driven strategies, aligning data initiatives with business objectives, and using data for strategic decision-making.

SECTION 15: FINTECH AND BLOCKCHAIN

This section explores the intersection of technology and finance, focusing on fintech innovations and blockchain technologies.

Topic 1: Introduction to the Digital Transformation of the Financial System
Understand the impact of digital technologies on the financial industry. Learn about fintech innovations, digital banking, and the evolution of financial services in the digital age.

Topic 2: Technology Applied to Fintech
Explore the technologies driving fintech advancements. This includes learning about technologies such as mobile payments, digital wallets, and blockchain applications in financial services.

Topic 3: Blockchain
Delve into blockchain technology and its applications in finance. Learn about blockchain fundamentals, smart contracts, and how blockchain is used for secure and transparent financial transactions.

Topic 4: Crypto
Study cryptocurrency technologies and their impact on the financial industry. Learn about major cryptocurrencies, the technology behind them, and their potential uses and challenges.

Topic 5: Business Models
Explore various business models in the fintech industry. Learn about different approaches to creating value in the fintech space, including digital payment solutions, investment platforms, and financial management tools.

Topic 6: Startup
Understand the process of starting and scaling a fintech startup. Learn about the challenges and opportunities of launching fintech ventures, including business planning, funding, and market entry strategies.

Topic 7: Financial Regulation
Learn about the regulatory environment for fintech and blockchain technologies. Explore financial regulations, compliance requirements, and the role of regulatory bodies in the fintech industry.