

**ENEB** | Empowering the best leaders

## 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

---



## TECH PARTNERS

---



## + 100 PARTNERS

---

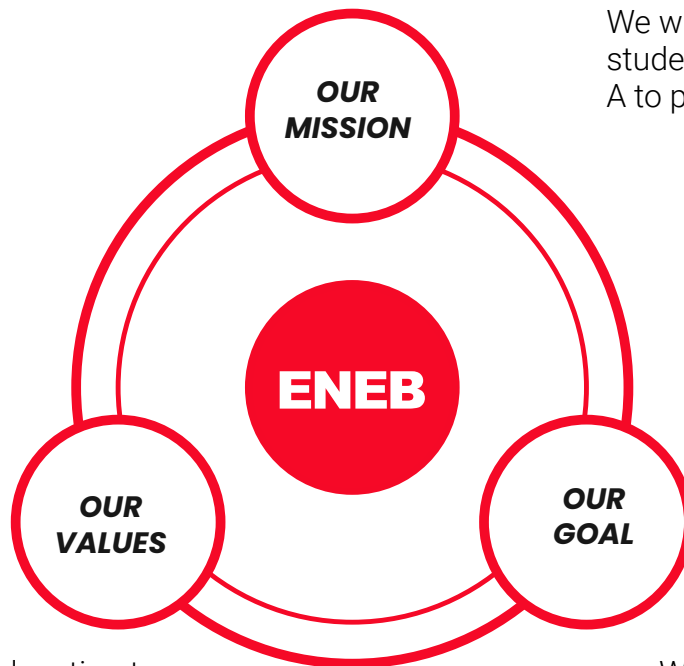




## You are our mission, our values and our goals

---

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



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

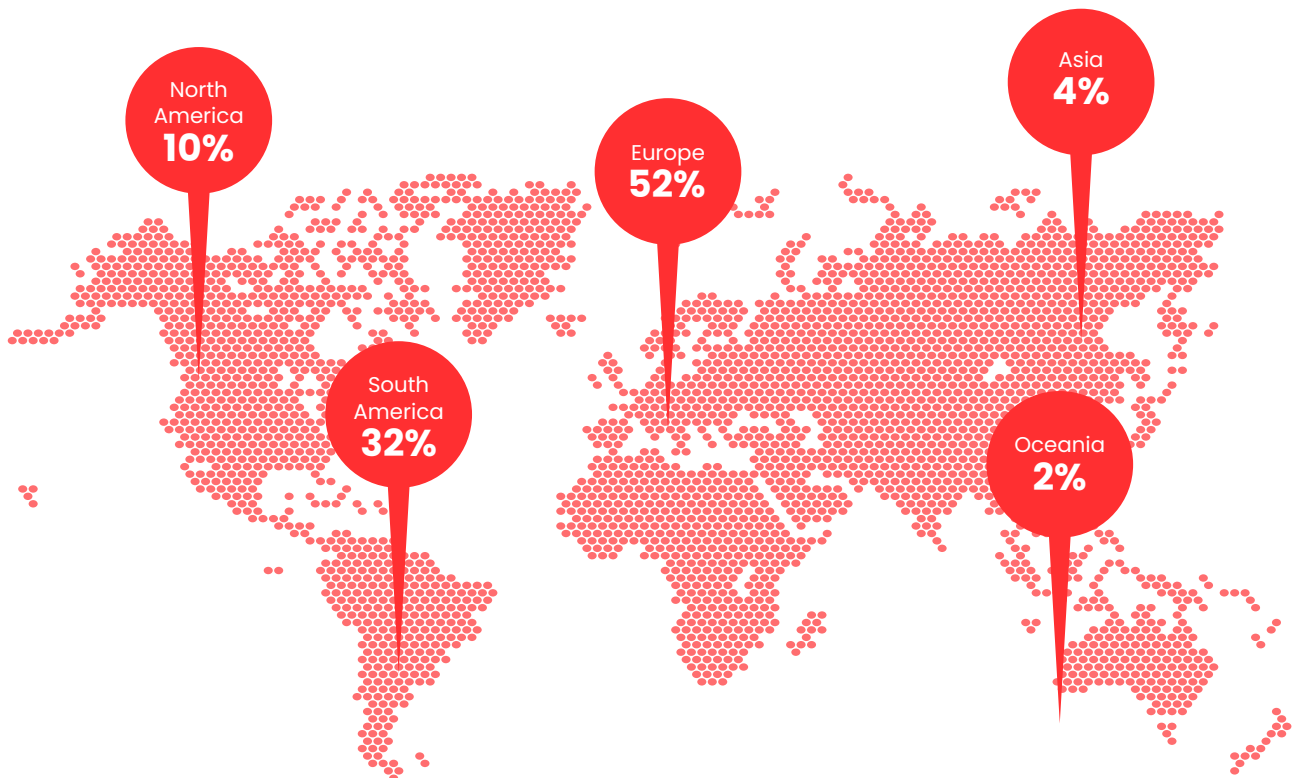
We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

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

# ENEB in the world

---

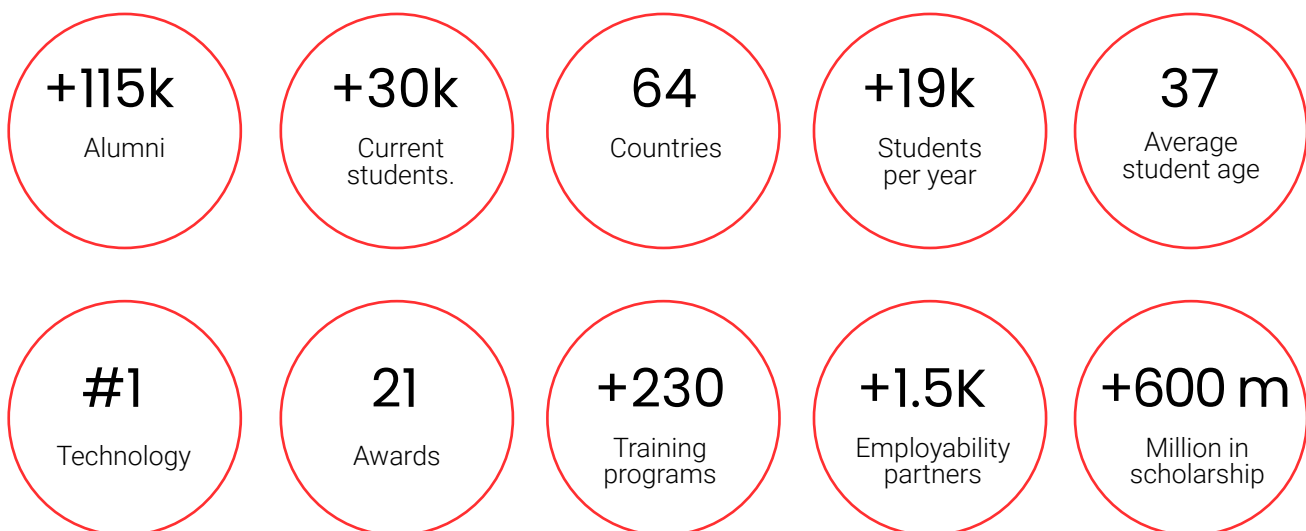
At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



# 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:

 <p>Universidad Isabel I</p> <p>All our training programmes are certified by Universidad Isabel I.</p>	 <p>International Education Evaluations</p> <p>Collaboration with IEE, for validations in USA and Canada.</p>	 <p>CECAP</p> <p>Member of the Spanish Confederation of Private Centres and Academies.</p>
 <p>@nced</p> <p>Member of the Spanish National Association of e-Learning and Distance Learning Centres</p>	 <p>TRINITY COLLEGE LONDON</p> <p>Collaborating Centre of the Trinity College London.</p>	 <p>EFQM</p> <p>Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.</p>
 <p>ICEEX</p> <p>Certificate of educational excellence established</p>	 <p>Cámara Barcelona "doing business"</p> <p>Member of the Barcelona Chamber of Commerce</p>	 <p>Best business school rated by its students.</p>
 <p>GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO</p> <p>Registered trademark with the number 3,543,757 within class 41 of Education and Training.</p>	 <p>SIA</p> <p>Associated to the Latin American Council of Management Schools</p>	 <p>a3en</p> <p>asociación española de escuelas de negocios</p> <p>Associated with the Asociación Española de Escuelas de Negocios.</p>

# 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.

A red rounded rectangle contains four white icons, each with a label below it. The icons are: a clock with a circular arrow (Flexible), three people with a hand (Customised), an open padlock (Accessible), and a laptop with a graduation cap (Online).

- 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”

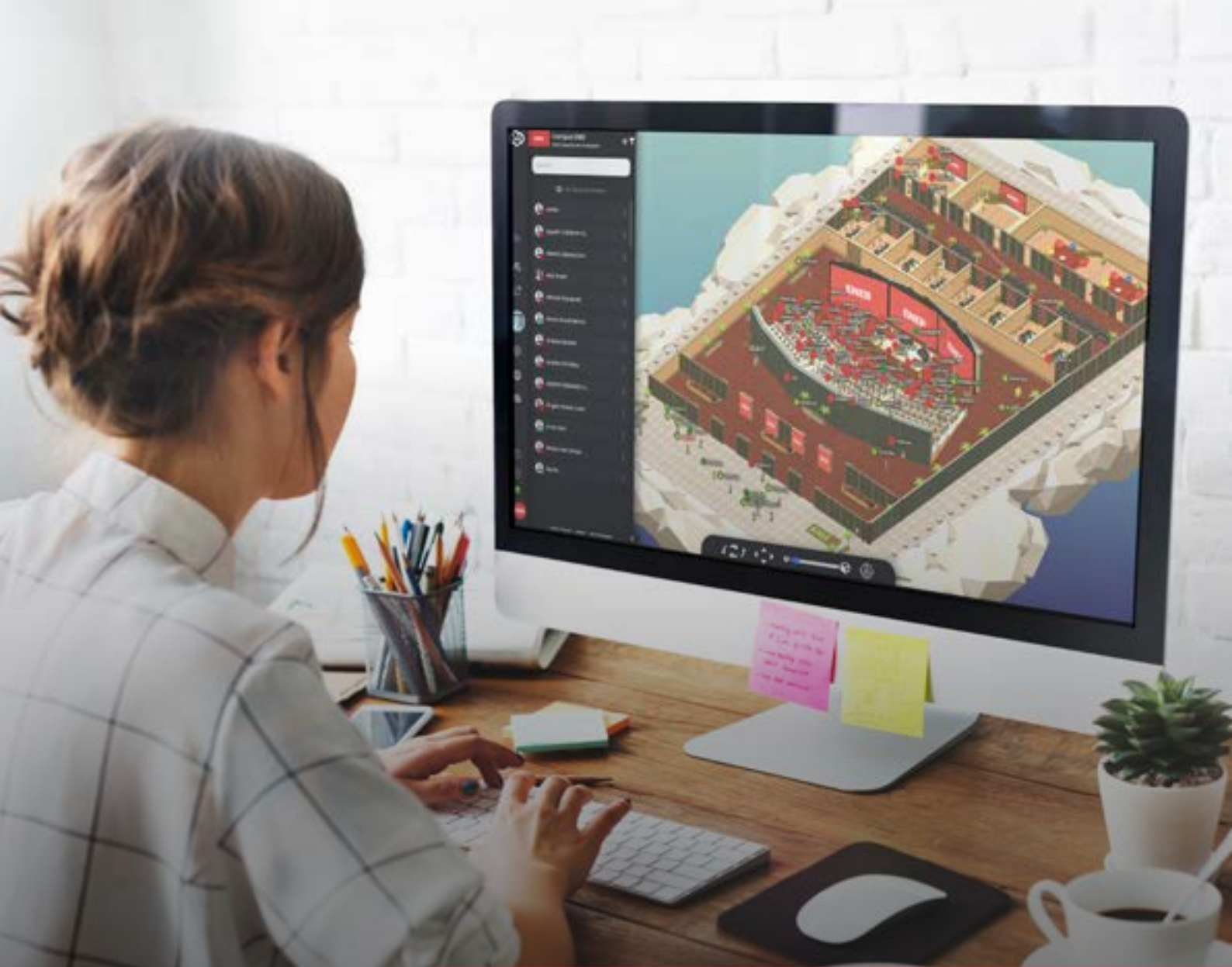
Simulator in which you will manage a successful food truck in the city of Boomtown.

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.

## 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

---

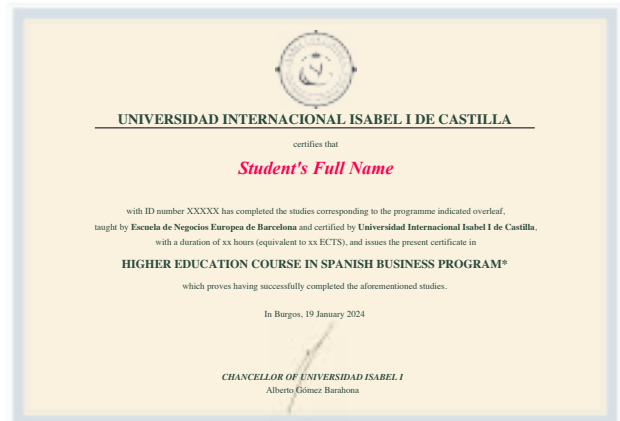
"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"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.

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.

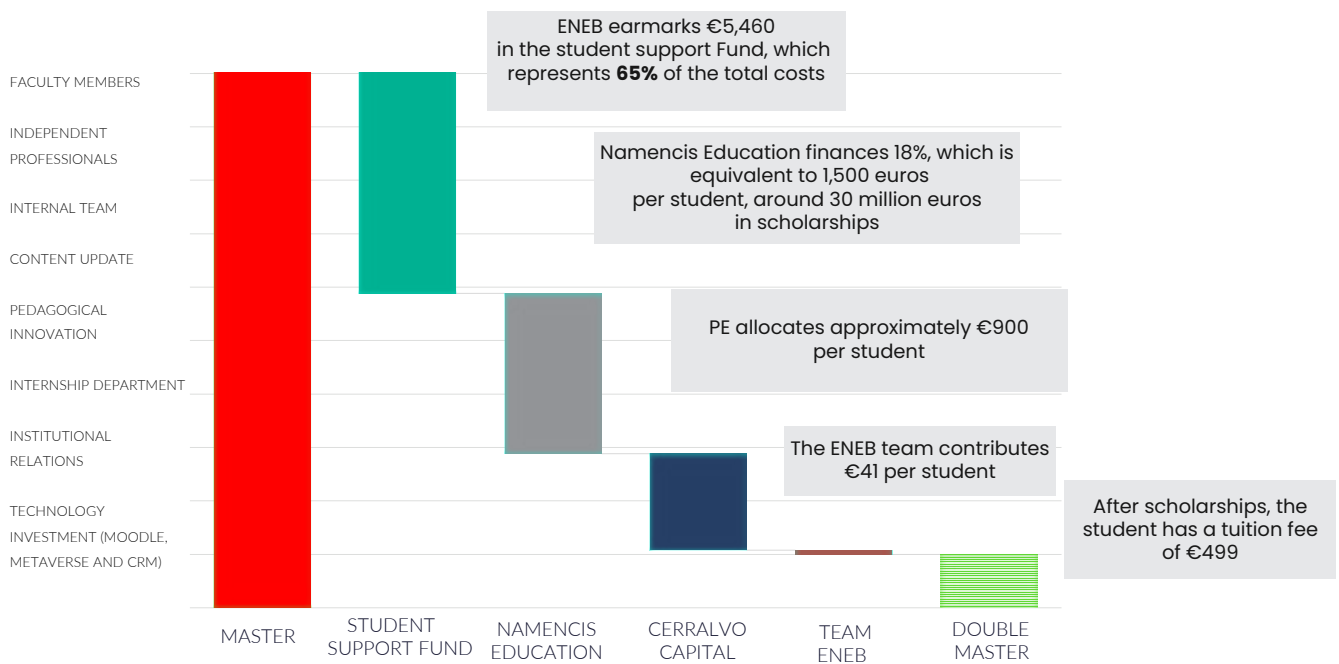
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**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.”



A photograph of two young women sitting on stone steps in front of a modern glass building at sunset. The woman on the left is wearing a light pink shirt and blue jeans, with a pink backpack. The woman on the right is wearing a light pink shirt and a light pink skirt, holding a tablet. The background shows a large glass building with a curved facade, reflecting the sunset. The sky is a mix of orange and blue. The overall mood is professional and modern.

**MASTER IN  
PROJECT MANAGEMENT  
+ MASTER IN DIGITAL  
BUSINESS**

### **INTRODUCTION**

The Master in Project Management + Master in Digital Business is a dual degree educational program that combines project management with digital transformation and business management. This program is designed to train professionals capable of leading projects and work teams in digital business environments.

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 completion of your studies, you will receive three diplomas issued by the European Business School of Barcelona, endorsed and certified by the University of Isabel I:

- Master in Project Management + Master in Digital Business
- Diploma of Specialization in Innovation and Project Management
- Business Spanish Program Certificate

All our training programs come with an optional Business Spanish course, which will enable you to navigate an international work environment. If you choose not to take it, you will receive a double certificate.

### **WHO IS IT FOR?**

The Master in Project Management + Master in Digital Business is aimed at:

- Professionals seeking solid training in project management and who wish to complement it with knowledge in the digital field.
- People interested in developing skills in leadership and coordination of work teams, as well as in the implementation of technological and innovation projects.
- Graduates in areas related to business management, computer science, engineering or technology who wish to acquire knowledge in project management in the digital context.
- Professionals working in technology or marketing areas who wish to acquire knowledge in project management to improve efficiency in their work.
- Entrepreneurs or business people who wish to improve their ability to plan and execute technological innovation and digital transformation projects.

## OBJECTIVES

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

- Provide a deep understanding of the tools, techniques and strategies in Project Management and Digital Business.
- Develop leadership and project management skills in digital environments.
- Provide comprehensive training in digital transformation and business management.
- Enable students to lead teams and projects of high complexity in both areas.
- Develop decision-making skills in digital environments.
- Foster creativity and innovation in project management and digital transformation.
- Improve communication and collaboration skills in interdisciplinary projects.
- Provide a thorough understanding of the ethical and legal implications of digital transformation.
- Prepare students to work in international and multinational environments.
- Provide students with networking and business opportunities in both areas.

## 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 Project Management + 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: DECISION MAKING**

- Topic 1. Problem definition
- Topic 2. Selection of criteria and techniques
- Topic 3. Development of alternatives
- Topic 4. Analysis
- Topic 5. Decision
- Topic 6. Action plan
- Topic 7. Examples of problems

## **SECTION 4: AGILE METHODOLOGIES**

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

## **SECTION 5: MANAGEMENT SKILLS**

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

## **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: 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 9: 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 10: DATA MANAGEMENT**

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

## **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: 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 13: 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

**SECTION 14: MANAGEMENT ACCOUNTING**

Topic 1. Cost accounting

Topic 2. Management Accounts

Topic 3. Working capital

Topic 4. Net financial debt

**SECTION 15: 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



## **A JOURNEY THROUGH THE SYLLABUS**

### **SECTION 1: BUSINESS PLAN**

This section provides a comprehensive overview of creating and implementing a business plan, which is a foundational element for any successful project or digital business. It covers the development of vision, mission, and values, strategic planning, business model design, strategic analysis, and the continuous monitoring of the strategic plan.

#### **Topic 1: Vision, mission and values**

Crafting a clear and inspiring vision statement, mission statement, and set of core values is crucial. This topic delves into how to define these elements to align with your business objectives and guide decision-making.

#### **Topic 2: Strategic plan**

Learn how to develop a detailed strategic plan that outlines your business's long-term goals, the steps needed to achieve them, and how to align resources and efforts towards these goals.

#### **Topic 3: Business model**

Explore different business models, understand their components, and learn how to select and design the most appropriate model for your business to ensure sustainable success.

#### **Topic 4: Strategic analysis**

Master various tools and techniques for analyzing the business environment, such as SWOT analysis, PESTEL analysis, and competitive analysis, to inform strategic decision-making.

#### **Topic 5: Monitoring the strategic plan**

Understand the importance of tracking progress against the strategic plan, using key performance indicators (KPIs) and other metrics to measure success and make necessary adjustments.

### **SECTION 2: PROJECT MANAGEMENT**

This section focuses on the essential aspects of managing projects effectively, ensuring they are completed on time, within scope, and on budget. It covers the role of the project manager, team management, communication, and the project lifecycle.

#### **Topic 1: Project management figure**

Explore the key responsibilities and skills of a project manager, including planning, execution, monitoring, and closing projects, as well as leadership and stakeholder management.

#### **Topic 2: Team management**

Learn strategies for building and leading high-performing project teams, including team dynamics, conflict resolution, and performance management.

#### **Topic 3: Team management and communication**

Understand the critical role of communication in project management, including methods and tools for effective communication, fostering collaboration, and ensuring all stakeholders are informed and engaged.

#### **Topic 4: Project management**

Gain a comprehensive understanding of the project management lifecycle, from initiation and planning through execution, monitoring, and closing, with best practices for each phase.

## **SECTION 3: DECISION MAKING**

Decision-making is a critical skill for project managers and business leaders. This section provides a framework for making informed and effective decisions, covering problem definition, criteria selection, alternatives development, analysis, decision-making, action planning, and real-world examples.

### **Topic 1: Problem definition**

Learn how to clearly define problems to ensure they are accurately understood and addressed, setting the stage for effective solutions.

### **Topic 2: Selection of criteria and techniques**

Discover various criteria and techniques for evaluating potential solutions, ensuring that decisions are based on sound analysis and relevant factors.

### **Topic 3: Development of alternatives**

Understand the process of generating and evaluating different alternatives, fostering creativity and ensuring a wide range of options are considered.

### **Topic 4: Analysis**

Learn techniques for analyzing alternatives and their potential impacts, including cost-benefit analysis, risk assessment, and feasibility studies.

### **Topic 5: Decision**

Explore methods for making final decisions based on analysis and evaluation, ensuring that choices are well-informed and strategically sound.

### **Topic 6: Action plan**

Understand how to develop and implement an action plan to execute decisions, including setting goals, assigning responsibilities, and monitoring progress.

### **Topic 7: Examples of problems**

Study real-world examples of decision-making scenarios to enhance your understanding and skills, learning from successes and failures.

## **SECTION 4: AGILE METHODOLOGIES**

Agile methodologies are essential for managing projects in dynamic environments, allowing for flexibility and rapid response to changes. This section covers the principles and practices of agile management, including product management, lean startup, and agile frameworks.

### **Topic 1: Product management**

Learn about agile product management, including techniques for defining product vision, managing product backlogs, and delivering value to customers through iterative development.

### **Topic 2: Lean startup**

Understand the lean startup methodology, which emphasizes building and scaling businesses efficiently by rapidly testing and iterating on ideas to achieve market fit.

### **Topic 3: Agile management**

Explore agile project management frameworks like Scrum and Kanban, including their principles, roles, events, and artifacts, and how to apply them to your projects for improved efficiency and flexibility.

## **SECTION 5: MANAGEMENT SKILLS**

Strong management skills are essential for leading teams and organizations effectively. This section focuses on key skills such as leadership, communication, coaching, empowering teams, and change management.

### **Topic 1: Leadership**

Discover the qualities and styles of effective leadership, including how to inspire and motivate your team, make strategic decisions, and navigate challenges.

### **Topic 2: Effective communication**

Learn techniques for clear and impactful communication within your team and organization, including active listening, feedback, and conflict resolution.

### **Topic 3: Coaching**

Understand the principles of coaching and how to apply them to develop your team members, foster growth, and improve performance.

### **Topic 4: Empowering teams**

Explore strategies for empowering and motivating your teams, creating a culture of trust, autonomy, and accountability to achieve their best performance.

### **Topic 5: Change management**

Learn how to manage change effectively within your organization, including planning, communicating, and implementing change initiatives while minimizing resistance and disruption.

## **SECTION 6: DIGITAL BUSINESS**

This section covers the essentials of running a digital business, including e-commerce operations, e-procurement, e-fulfillment, marketplaces, last-mile delivery, exponential structures, and overall digital business strategies.

### **Topic 1: E-commerce and its operations**

Understand the various aspects of e-commerce, including setting up online stores, managing digital transactions, and providing excellent customer service.

### **Topic 2: e-procurement**

Learn about electronic procurement processes, including how to automate purchasing, manage supplier relationships, and optimize procurement operations.

### **Topic 3: Operational management of e-commerce: e-fulfillment**

Explore the logistics and fulfillment processes crucial for successful e-commerce operations, including inventory management, order processing, and delivery.

### **Topic 4: Marketplaces**

Understand the role and dynamics of online marketplaces in digital business, including how to leverage these platforms to reach new customers and grow sales.

### **Topic 5: The last mile**

Learn about last-mile delivery strategies and their importance in e-commerce, including how to optimize delivery routes, manage costs, and enhance customer satisfaction.

### **Topic 6: Exponential structures**

Discover how to create and manage business structures that support rapid growth, leveraging technology and innovative practices to scale efficiently.

## **Topic 7: Digital business**

Gain a comprehensive understanding of digital business models and strategies, including how to integrate digital technologies into your operations and compete in the digital marketplace.

### **SECTION 7: DIGITAL TRANSFORMATION**

Digital transformation is critical for staying competitive in today's market. This section covers the key technologies and trends driving digital transformation, including business digitalization, AI, IoT, blockchain, big data, cloud computing, industrial automation, and cybersecurity.

#### **Topic 1: Business digitalization**

Learn about the process of digitalizing your business operations, including the benefits, challenges, and best practices for implementing digital tools and technologies.

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

Explore the applications of AI in business, including how it can enhance decision-making, automate processes, and improve customer experiences.

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

Understand how IoT technology can connect devices and improve business operations, including real-time data collection, monitoring, and analytics.

#### **Topic 4: Blockchain**

Learn about blockchain technology, its principles, and its potential impact on various industries, including supply chain, finance, and healthcare.

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

Discover the role of big data and BI in driving business insights and decision-making, including how to collect, analyze, and leverage large data sets.

#### **Topic 6: Cloud computing**

Understand the benefits of cloud computing, including scalability, flexibility, and cost savings, and how to leverage it for your business.

#### **Topic 7: Industrial automation and robotics**

Explore the use of automation and robotics in improving productivity and efficiency, including the latest trends and technologies in industrial automation.

#### **Topic 8: Cybersecurity**

Learn about the importance of cybersecurity and how to protect your business from digital threats, including best practices for securing data and systems.

### **SECTION 8: SUPPLY CHAIN**

Efficient supply chain management is crucial for business success. This section covers the key aspects of supply chain management, including logistics, procurement, warehouse management, logistic models, reverse logistics, the Amazon model, and innovation and sustainability.

#### **Topic 1: Supply chain**

Understand the fundamentals of supply chain management, including the flow of goods, information, and finances from suppliers to customers.

#### **Topic 2: Purchase management**

Learn about procurement processes, including how to manage supplier relationships, negotiate contracts, and optimize purchasing decisions.

**Topic 3: Warehouse management**

Explore strategies for efficient warehouse management and inventory control, including layout design, automation, and inventory tracking.

**Topic 4: Logistic models**

Understand different logistic models and their applications in business, including just-in-time (JIT), lean logistics, and third-party logistics (3PL).

**Topic 5: Reverse logistics**

Learn about the process of reverse logistics, including returns management, recycling, and reusing products, and its impact on sustainability.

**Topic 6: Amazon Model**

Study the logistics and supply chain strategies used by Amazon, including their use of technology, automation, and data analytics, and how they can be applied to other businesses.

**Topic 7: Innovation and sustainability**

Explore innovative approaches to supply chain management that promote sustainability, including green logistics, circular economy principles, and the use of renewable energy.

**SECTION 9: BIG DATA**

Big data is transforming industries by providing deeper insights and driving innovation. This section covers the basics of big data, its applications in projects, agile methodologies for handling big data, AI integration, and industry use cases.

**Topic 1: Introduction to big data**

Gain a foundational understanding of big data, including its characteristics, sources, and the technologies used to manage and analyze large datasets.

**Topic 2: Big data in projects**

Learn how big data can be applied to various projects, including project planning, execution, and evaluation, to improve outcomes and drive innovation.

**Topic 3: Agile methodologies**

Explore agile methodologies for managing big data projects, including how to implement iterative and incremental approaches to handle data challenges.

**Topic 4: Artificial Intelligence**

Understand the role of AI in big data, including how machine learning and predictive analytics can enhance data analysis and decision-making.

**Topic 5: Use cases in industry**

Study real-world examples of big data applications in different industries, such as healthcare, finance, retail, and manufacturing, to understand its impact and potential.

**SECTION 10: DATA MANAGEMENT**

Effective data management is crucial for leveraging data as a strategic asset. This section covers open data, data management practices, data privacy, data storage, and data strategy.

**Topic 1: Open data**

Learn about the concept of open data, including its benefits, challenges, and how to access and use publicly available datasets for research and innovation.

**Topic 2: Data management**

Understand best practices for managing data throughout its lifecycle, including data collection, storage, processing, and analysis, to ensure accuracy, security, and accessibility.

**Topic 3: Data privacy**

Explore the importance of data privacy and regulations, such as GDPR and CCPA, and learn how to implement data protection measures to comply with legal requirements and build trust with stakeholders.

**Topic 4: Data storage**

Discover different data storage solutions, including on-premises, cloud, and hybrid options, and learn how to choose the right storage strategy for your business needs.

**Topic 5: Strategy and data**

Learn how to develop a data strategy that aligns with your business goals, including setting objectives, defining key metrics, and leveraging data to drive decision-making and innovation.

**SECTION 11: MARKETING ANALYTICS**

Marketing analytics is essential for understanding customer behavior and optimizing marketing efforts. This section covers website optimization, web traffic management, affiliate marketing, and Google Data Studio.

**Topic 1: How to optimize your website**

Learn techniques for optimizing your website to improve user experience, increase traffic, and boost conversion rates.

**Topic 2: Web traffic management**

Understand strategies for managing and analyzing web traffic, including how to attract visitors, monitor their behavior, and use data to enhance your online presence.

**Topic 3: Affiliate marketing and its measurement**

Explore affiliate marketing strategies and learn how to measure their effectiveness, including tracking clicks, conversions, and return on investment (ROI).

**Topic 4: Google Data Studio**

Discover how to use Google Data Studio to create interactive and customizable reports, visualize data, and share insights with stakeholders.

**SECTION 12: E-COMMERCE**

This section covers the essentials of running an e-commerce business, including online sales, web stores, mobile applications, lead conversion, web analytics, user experience, digital campaigns, mobile payments, and landing pages.

**Topic 1: Online sales**

Learn the fundamentals of online sales, including setting up e-commerce platforms, managing digital transactions, and providing excellent customer service.

**Topic 2: Web store**

Understand how to design and manage a successful web store, including product listing, navigation, and checkout processes.

**Topic 3: Mobile applications**

Explore the development and management of mobile applications for e-commerce, including user experience design, functionality, and integration with online stores.

**Topic 4: From interested lead to buyer**

Learn strategies for converting leads into customers, including lead nurturing, personalized marketing, and sales funnel optimization.

**Topic 5: Web analytics**

Understand the importance of web analytics in e-commerce, including how to track and analyze user behavior, measure performance, and make data-driven decisions.

**Topic 6: User experience**

Explore best practices for enhancing user experience on your e-commerce platform, including website design, navigation, and customer support.

**Topic 7: Digital campaigns**

Learn how to design and execute effective digital marketing campaigns, including search engine marketing (SEM), social media marketing, and email marketing.

**Topic 8: Mobile payment**

Understand the various mobile payment options available, their benefits, and how to integrate them into your e-commerce platform to provide a seamless checkout experience.

**Topic 9: Landing page**

Discover the key elements of a high-converting landing page, including design, content, and call-to-action strategies.

**SECTION 13: FINTECH AND BLOCKCHAIN**

This section explores the impact of fintech and blockchain on the financial industry and beyond, covering the digital transformation of finance, technologies driving fintech innovations, blockchain fundamentals, cryptocurrencies, fintech business models, startups, and financial regulation.

**Topic 1: Introduction to the digital transformation of the financial system**

Understand the digital transformation trends in the financial sector, including the shift to online banking, digital payments, and the rise of fintech companies.

**Topic 2: Technology applied to fintech**

Learn about the technologies driving fintech innovations, such as artificial intelligence (AI), blockchain, and data analytics, and their applications in financial services.

**Topic 3: Blockchain**

Explore the fundamentals of blockchain technology, including its principles, how it works, and its potential applications in various industries.

**Topic 4: Crypto**

Understand cryptocurrencies, their underlying technology, how they function, and their role in the digital economy.

**Topic 5: Business models**

Discover different fintech business models, including peer-to-peer lending, digital wallets, and robo-advisors, and their implications for the financial industry.

**Topic 6: Startup**

Learn about the startup ecosystem in the fintech industry, including how to launch and scale a fintech startup, funding options, and success stories.

**Topic 7: Financial regulation**

Understand the regulatory landscape for fintech and blockchain technologies, including key regulations, compliance requirements, and the challenges of navigating the regulatory environment.

**SECTION 14: MANAGEMENT ACCOUNTING**

Management accounting provides the financial insights needed for decision-making. This section covers cost accounting, management accounts, working capital, and net financial debt, offering a deep dive into financial management principles and practices.

**Topic 1: Cost accounting**

Learn the principles of cost accounting and how to apply them to your business, including cost classification, cost behavior, and cost allocation methods.

**Topic 2: Management Accounts**

Understand the preparation and analysis of management accounts, including budgeting, forecasting, and variance analysis, to support better decision-making.

**Topic 3: Working capital**

Explore strategies for managing working capital effectively, including cash flow management, inventory control, and optimizing accounts receivable and payable.

**Topic 4: Net financial debt**

Learn about net financial debt, its calculation, and its significance in financial management, including how to manage and reduce debt levels to maintain financial stability.

**SECTION 15: WEB POSITIONING**

Web positioning is crucial for attracting customers and driving online success. This section covers SEO, SEM, and other strategies for improving your web presence, including customer attraction, organic and paid optimization, sales automation, growth hacking, marketing automation, and psychology in marketing.

**Topic 1: How to attract customers**

Learn techniques for attracting customers to your website, including content marketing, social media marketing, and online advertising.

**Topic 2: SEO: Organic Optimization**

Understand the principles of SEO and how to optimize your website for search engines, including keyword research, on-page optimization, and link building.

**Topic 3: SEM: Payment optimization**

Explore SEM strategies for paid search marketing, including pay-per-click (PPC) advertising, campaign management, and performance measurement.

**Topic 4: Automating sales**

Learn about tools and techniques for automating your sales processes, including CRM systems, email marketing automation, and lead nurturing.



**Topic 5: Growth hacking**

Discover growth hacking strategies to rapidly scale your business, including viral marketing, A/B testing, and leveraging social proof.

**Topic 6: Marketing automation**

Understand how to use marketing automation to improve efficiency and effectiveness, including automating repetitive tasks, personalizing marketing efforts, and tracking campaign performance.

**Topic 7: Psychology in marketing**

Explore the psychological principles behind effective marketing strategies, including consumer behavior, decision-making processes, and persuasion techniques.