

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



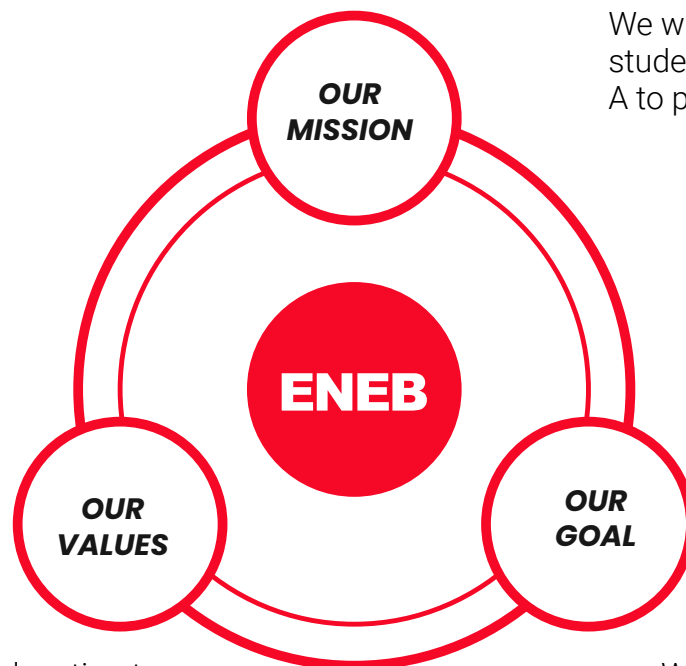
+ 100 PARTNERS





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.



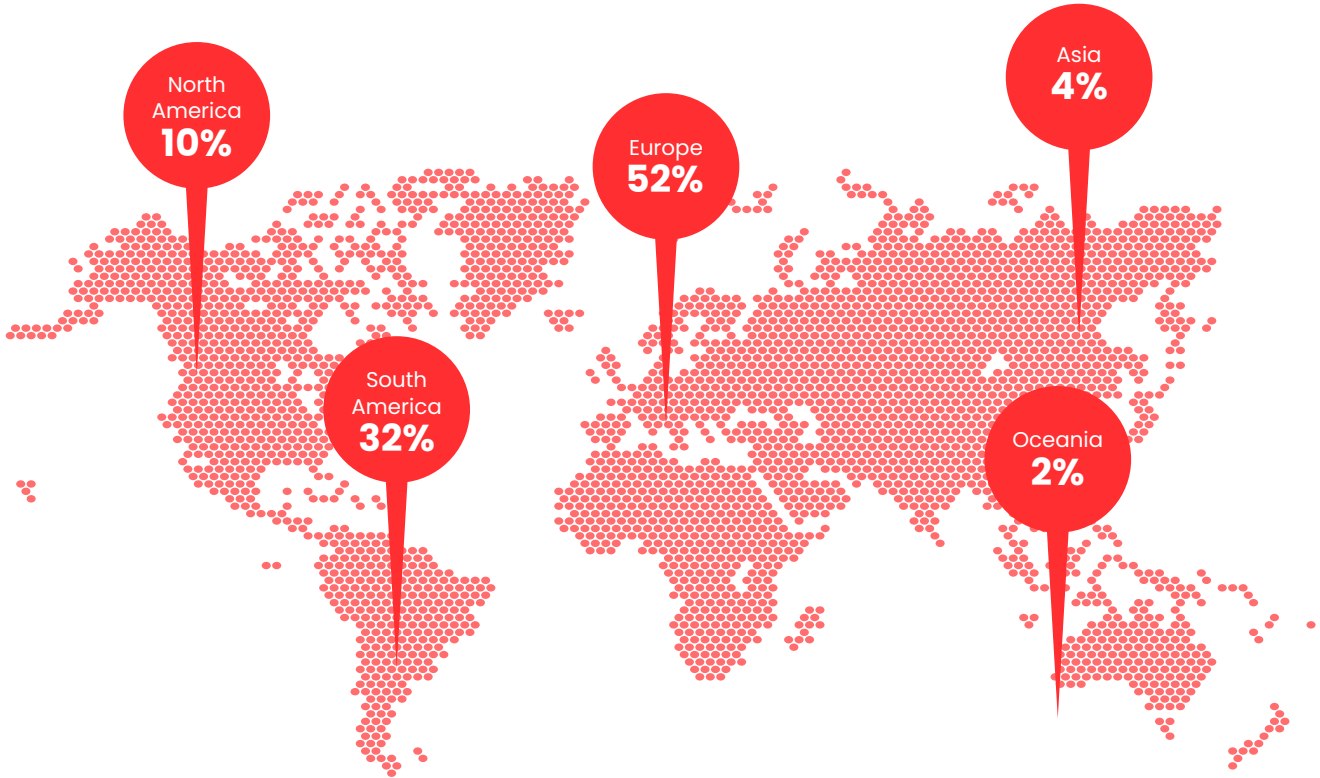
We want to transform our students' lives, from point A to point E.

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.

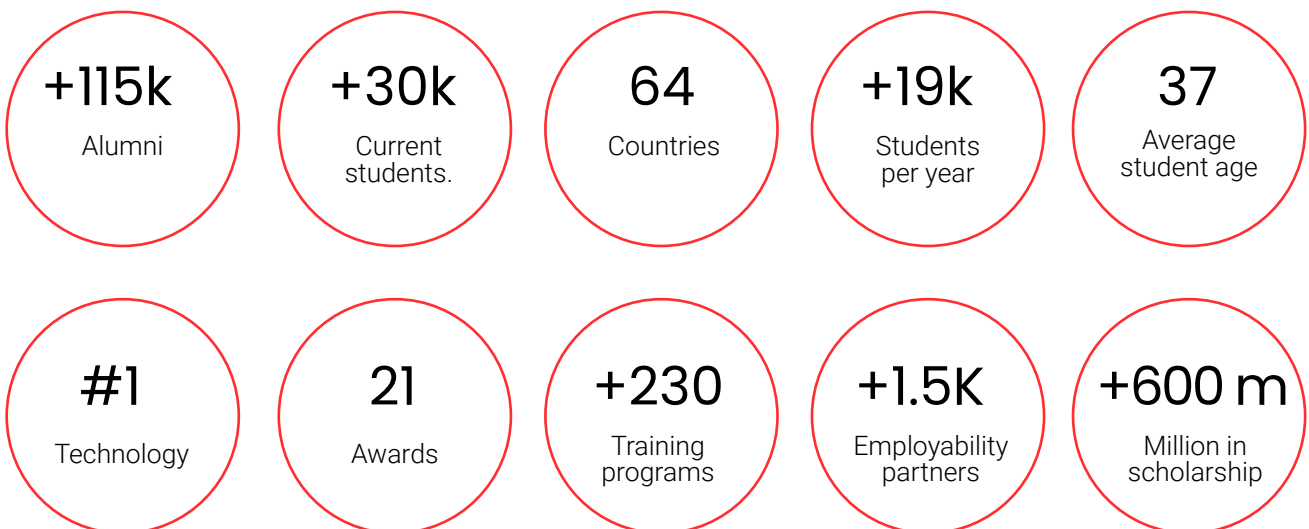
ENEB in the world

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>All our training programmes are certified by Universidad Isabel I.</p>	 <p>Collaboration with IEE, for validations in USA and Canada.</p>	 <p>Member of the Spanish Confederation of Private Centres and Academies.</p>
 <p>Member of the Spanish National Association of e-Learning and Distance Learning Centres</p>	 <p>Collaborating Centre of the Trinity College London.</p>	 <p>Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.</p>
 <p>Certificate of educational excellence established</p>	 <p>Member of the Barcelona Chamber of Commerce</p>	 <p>Best business school rated by its students.</p>
 <p>Registered trademark with the number 3,543,757 within class 41 of Education and Training.</p>	 <p>Associated to the Latin American Council of Management Schools</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.



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.

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Thanks to our
7/24
Method

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



What we offer:

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



Class President

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

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

Connect, collaborate and grow with us!



Saqib Achakzai

MBA

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



Richard Overton

MBA + Master in Project Management

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



Roner Chichirita

MBA + Master in Big Data and Business Intelligence

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



Steven Poole

MBA + Master in Logistics

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



Samir Bouazzi

MBA + Master in Team Management

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



What do we expect from students

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



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

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



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

Certifications

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



Certificate of completion



Internship program

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

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

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



International character

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




Job Opportunities

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

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

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



Scholarships and grants

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

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

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

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

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

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

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

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

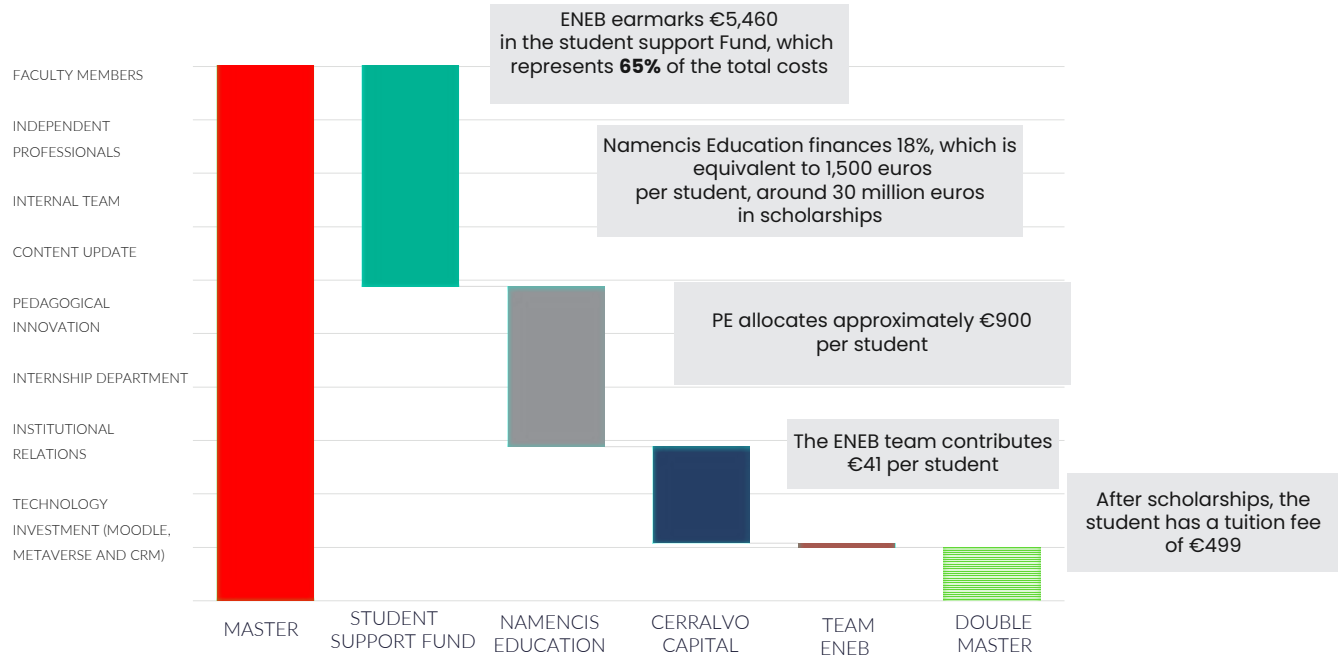
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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

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

We are committed to making education accessible to everyone

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



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

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





**MASTER IN TEAM
MANAGEMENT AND
LEADERSHIP + MASTER
IN SALES MANAGEMENT
AND MARKETING**

INTRODUCTION

The Master in Team Management and Leadership + Master in Sales Management and Marketing is a dual degree program designed to train professionals in team management and leadership, as well as in sales and marketing strategies. This master's degree combines the knowledge and skills needed to lead teams effectively and to develop sales and marketing strategies that drive business growth.

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 Team Management and Leadership + Master in Sales Management and Marketing
- 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 Team Management and Leadership + Master in Sales Management and Marketing is aimed at:

- Professionals in the business and commercial sector who wish to expand their knowledge and skills in team management and digital marketing.
- People who wish to acquire leadership and team management skills to optimize the productivity and efficiency of a company.
- Professionals seeking to specialize in digital marketing techniques and tools for the development and management of business strategies.
- Graduates in business administration or related disciplines seeking to specialize in team management and digital marketing.
- Entrepreneurs who wish to acquire knowledge and skills to manage their own business and carry out effective digital marketing strategies.

OBJECTIVES

The curriculum of the Master in Team Management and Leadership + Master in Sales Management and Marketing aims to provide students with the following knowledge and skills:

- Acquire leadership and team management skills to improve team efficiency and productivity.
- Develop skills in talent management and employee motivation.
- To learn the different techniques and tools for strategic decision making in the commercial and marketing field.
- Acquire skills in planning and executing commercial and marketing strategies to drive business growth.
- Learn to analyze and use marketing and customer data to make informed decisions.
- Develop skills in sales management and customer negotiation.
- Learn the latest trends and technologies in team management, leadership, sales management and marketing.
- Develop skills in communication and presentation of ideas and projects.
- Learn to manage complex projects and lead multidisciplinary teams.
- Develop skills in change management and innovation in the company.

CAREER OPPORTUNITIES

- **Commercial Director:** in charge of planning and managing the company's commercial strategies, as well as supervising the sales and marketing teams.
- **Digital Marketing Manager:** in charge of defining and executing the company's digital marketing strategy, as well as managing the marketing and communication teams.
- **Human Resources Manager:** in charge of managing and coordinating work teams, workforce planning and defining human resources policies and strategies.

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 Team Management and Leadership + Master in Sales Management and Marketing
- 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: HUMAN RESOURCES AND BUSINESS

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

SECTION 2: STRATEGIC PEOPLE MANAGEMENT

- Topic 1. Strategic management in human resources
- Topic 2. Strategic communication
- Topic 3. Organizational culture
- Topic 4. Business ethics
- Topic 5. Labor flexibility

SECTION 3: TALENT MANAGEMENT

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

SECTION 4: MANAGEMENT SKILLS

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

SECTION 5: PROJECT MANAGEMENT

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

SECTION 6: AGILE METHODOLOGIES

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

SECTION 7: COACHING

- Topic 1. What is coaching?
- Topic 2. Types of coaching
- Topic 3. Team coaching
- Topic 4. Methodologies and tools
- Topic 5. 360° Evaluation

SECTION 8: MENTORING

- Topic 1. What is mentoring?
- Topic 2. Coaching vs. mentoring
- Topic 3. Types of mentoring
- Topic 4. Personal development plan
- Topic 5. Action plan supervision
- Topic 6. Managing the Mentor/Mentee Relationship

SECTION 9: OCCUPATIONAL WELFARE

- Topic 1. What is wellbeing
- Topic 2. Embodiment
- Topic 3. Flowtime
- Topic 4. Methodologies

SECTION 10: 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 11: 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 12: 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 13: 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 14: 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 15: SOCIAL MEDIA STRATEGY

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

SECTION 16: COMMERCIAL DISTRIBUTION

- Topic 1. Commercial Channels
- Topic 2. Commercial distribution and competition law
- Topic 3. Trade policy and regulations
- Topic 4. International trade
- Topic 5. Foreign trade
- Topic 6. Incoterms Management
- Topic 7. Internationalization of companies

SECTION 17: 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

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: HUMAN RESOURCES AND BUSINESS

This section delves into the fundamentals of human resources within a business context. It explores how organizations are structured, the critical role people play within these structures, and the importance of aligning organizational culture with business goals. Additionally, it addresses the complexities of managing international teams and anticipates future trends in the workforce, preparing students to handle evolving HR landscapes.

Topic 1. Organization and people

Understand the organizational structures, including hierarchies, networks, and roles, and learn how to optimize human resources for efficiency and effectiveness.

Topic 2. Corporate culture

Learn about the core values, beliefs, and behaviors that create the unique social and psychological environment of an organization, and strategies for cultivating a positive culture.

Topic 3. The meaning of team

Explore the essential elements that define a team, such as shared goals, interdependence, and mutual accountability, and understand different team structures and their dynamics.

Topic 4. Management of international teams

Study the specific challenges and strategies for managing teams across different cultures and geographical locations, including communication barriers, cultural sensitivity, and coordination.

Topic 5. The future of work

Discuss trends and predictions for the future workplace, including the impact of technology, remote work, and changing workforce demographics and expectations.

SECTION 2: STRATEGIC PEOPLE MANAGEMENT

This section covers the strategic aspects of managing people within an organization. It focuses on aligning human resource strategies with overall business objectives, enhancing communication, fostering a robust organizational culture, and implementing ethical practices. It also explores the concept of labor flexibility, preparing students to adapt to and manage diverse work arrangements.

Topic 1. Strategic management in human resources

Align HR strategies with business goals to ensure the workforce is prepared for future challenges, including talent acquisition, development, and retention.

Topic 2. Strategic communication

Develop effective communication plans that support strategic objectives, ensuring clear, consistent, and transparent messaging across the organization.

Topic 3. Organizational culture

Learn how to build and sustain a strong organizational culture that aligns with company values and drives employee engagement and productivity.

Topic 4. Business ethics

Understand the principles of ethical behavior in business, the importance of ethics in decision-making, and how to implement ethical practices and policies.

Topic 5. Labor flexibility

Explore various labor arrangements, such as flexible working hours, remote work, and gig economy roles, and understand their benefits and challenges for both employees and organizations.

SECTION 3: TALENT MANAGEMENT

This section focuses on the processes and strategies for attracting, developing, and retaining talent within an organization. It covers the entire talent management lifecycle, from recruitment and selection to performance management and employee development, ensuring organizations have the right people in the right roles.

Topic 1. Personnel selection

Learn about the methods and best practices for selecting the right candidates, including job analysis, recruitment strategies, and selection tools like interviews and assessments.

Topic 2. Team planning and evaluation

Understand how to plan for team needs, evaluate team performance, and align team capabilities with organizational goals through strategic workforce planning.

Topic 3. Performance and performance management

Explore tools and techniques for managing and improving employee performance, including setting performance goals, providing feedback, and conducting performance appraisals.

Topic 4. Personnel training

Discover the importance of continuous learning and development, and how to design and implement effective training programs to enhance employee skills and knowledge.

Topic 5. Personnel Metrics

Learn how to measure and analyze HR metrics, such as employee turnover, engagement, and productivity, to evaluate the effectiveness of HR initiatives and make data-driven decisions.

Topic 6. Management models

Study various management models and theories, such as situational leadership, transformational leadership, and management by objectives, to improve organizational effectiveness and employee performance.

SECTION 4: MANAGEMENT SKILLS

This section is dedicated to developing the essential skills needed for effective management and leadership. It emphasizes the importance of strong leadership, effective communication, coaching, and change management in empowering teams and driving organizational success.

Topic 1. Leadership

Understand different leadership styles and approaches, and develop the skills needed to lead and inspire teams effectively.

Topic 2. Effective communication

Learn techniques for clear and effective communication, including active listening, feedback, and conflict resolution, to enhance team collaboration and performance.

Topic 3. Coaching

Explore the principles and practices of coaching, and learn how to apply coaching techniques to support employee development and performance improvement.

Topic 4. Empowering teams

Understand how to empower teams by fostering a supportive environment, delegating effectively, and encouraging autonomy and accountability.

Topic 5. Change management

Learn strategies for managing organizational change, including how to plan, implement, and sustain change initiatives to minimize resistance and maximize buy-in.

SECTION 5: PROJECT MANAGEMENT

This section covers the fundamental principles and practices of project management. It focuses on the roles and responsibilities of project managers, team management, communication, and the tools and techniques necessary to successfully manage projects from inception to completion.

Topic 1. Project management figure

Understand the role and responsibilities of a project manager, including planning, executing, and closing projects.

Topic 2. Team management

Learn how to build and manage project teams, including selecting team members, defining roles, and fostering collaboration.

Topic 3. Team management and communication

Explore the importance of effective communication in project management, and learn techniques for ensuring clear, consistent, and timely communication within the team.

Topic 4. Project management

Study the tools and techniques for managing projects, including project planning, scheduling, budgeting, risk management, and performance monitoring.

SECTION 6: AGILE METHODOLOGIES

This section introduces agile methodologies and their application in project management and product development. It covers the principles of agile, lean startup, and other iterative and flexible approaches to managing projects and developing products.

Topic 1. Product management

Understand the role of product managers in agile environments, including defining product vision, prioritizing features, and managing product development cycles.

Topic 2. Lean startup

Learn the principles of the lean startup methodology, including validated learning, build-measure-learn feedback loops, and rapid experimentation.

Topic 3. Agile management

Explore the various agile frameworks, such as Scrum and Kanban, and learn how to apply agile principles to manage projects and teams effectively.

SECTION 7: COACHING

This section focuses on the practice of coaching within a business context. It covers the different types of coaching, methodologies and tools, and how to implement coaching programs to enhance team and individual performance.

Topic 1. What is coaching?

Understand the definition and purpose of coaching, and how it differs from other development approaches like mentoring and training.

Topic 2. Types of coaching

Explore the different types of coaching, such as executive coaching, performance coaching, and career coaching, and their applications in various contexts.

Topic 3. Team coaching

Learn how to coach teams to improve collaboration, performance, and dynamics, and how to facilitate team development processes.

Topic 4. Methodologies and tools

Study various coaching methodologies, tools, and techniques, such as GROW model, motivational interviewing, and action learning.

Topic 5. 360° Evaluation

Understand the use of 360-degree feedback in coaching, including how to gather, interpret, and use feedback to support individual and team development.

SECTION 8: MENTORING

This section covers the practice of mentoring, including the differences between coaching and mentoring, types of mentoring, and how to develop and manage mentoring relationships to support personal and professional growth.

Topic 1. What is mentoring?

Learn the definition and purpose of mentoring, and how it supports personal and professional development.

Topic 2. Coaching vs. mentoring

Understand the key differences between coaching and mentoring, and when to apply each approach.

Topic 3. Types of mentoring

Explore the various types of mentoring, such as peer mentoring, reverse mentoring, and group mentoring, and their benefits.

Topic 4. Personal development plan

Learn how to create personal development plans that set clear goals and action steps for mentees.

Topic 5. Action plan supervision

Understand how to supervise and support mentees in implementing their action plans and achieving their development goals.

Topic 6. Managing the Mentor/Mentee Relationship

Study the best practices for establishing and maintaining effective mentor-mentee relationships, including setting expectations, building trust, and providing ongoing support.

SECTION 9: OCCUPATIONAL WELFARE

This section focuses on promoting occupational welfare and well-being within organizations. It covers the principles and practices of occupational health, the concept of embodiment, and methodologies for fostering a healthy and productive work environment.

Topic 1. What is wellbeing

Understand the concept of occupational well-being, its importance, and how it impacts employee performance and satisfaction.

Topic 2. Embodiment

Learn about the concept of embodiment and how physical well-being and mindfulness practices can enhance overall well-being and performance.

Topic 3. Flowtime

Explore the concept of flowtime, where individuals are fully immersed and engaged in their work, and how to create conditions that foster this state.

Topic 4. Methodologies

Study various methodologies and practices for promoting occupational well-being, such as stress management, work-life balance, and health and wellness programs.

SECTION 10: MARKETING

This section introduces fundamental marketing concepts and strategies. It focuses on understanding consumer behavior, building and managing brands, identifying target customers, mapping customer journeys, and exploring different types of marketing.

Topic 1. New role of the consumer

Understand the evolving role of consumers in the digital age, including their increased power and influence on brands and markets.

Topic 2. The brand

Learn about the importance of branding, how to build and manage strong brands, and the impact of branding on consumer perception and loyalty.

Topic 3. The ideal customer

Explore methods for identifying and defining the ideal customer profile, including demographic, psychographic, and behavioral characteristics.

Topic 4. The customer journey

Study the stages of the customer journey, from awareness to purchase and beyond, and learn how to optimize each stage to enhance customer experience and loyalty.

Topic 5. Types of marketing

Explore different types of marketing, including traditional marketing, digital marketing, content marketing, and social media marketing, and their applications.

SECTION 11: MARKETING STRATEGY

This section delves into the development and implementation of marketing strategies. It covers market analysis, advanced strategic planning, action plans, marketing channels, and pricing strategies to achieve business objectives.

Topic 1. Marketing strategy

Learn how to develop effective marketing strategies that align with business goals and drive growth.

Topic 2. The key to marketing

Understand the fundamental principles and key components of successful marketing, including value proposition, differentiation, and positioning.

Topic 3. Market analysis

Study methods for analyzing markets, including market research, competitive analysis, and consumer insights, to inform strategic decisions.

Topic 4. Advanced marketing strategy

Explore advanced concepts in marketing strategy, such as segmentation, targeting, and positioning, and how to apply them to create competitive advantage.

Topic 5. Action plan

Learn how to develop and implement marketing action plans that outline specific tactics, timelines, and responsibilities to achieve strategic objectives.

Topic 6. Marketing channels

Understand the various marketing channels available, including online and offline channels, and how to select and optimize them for maximum impact.

Topic 7. Target price

Study pricing strategies and techniques for setting optimal prices that reflect value, maximize revenue, and support marketing goals.

SECTION 12: WEB POSITIONING

This section covers strategies and techniques for improving web positioning to attract and convert customers. It includes SEO, SEM, sales automation, growth hacking, marketing automation, and the psychology behind marketing.

Topic 1. How to attract customers

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

Topic 2. SEO: Organic Optimization

Understand the principles of Search Engine Optimization (SEO) and how to optimize website content to improve organic search rankings.

Topic 3. SEM: Payment optimization

Explore Search Engine Marketing (SEM) strategies, including pay-per-click (PPC) advertising, to drive targeted traffic to your website.

Topic 4. Automating sales

Learn how to use technology to automate sales processes, including customer relationship management (CRM) systems and sales automation tools.

Topic 5. Growth hacking

Study unconventional and low-cost strategies for rapid business growth, including viral marketing, A/B testing, and data-driven decision-making.

Topic 6. Marketing automation

Understand how to use marketing automation tools to streamline and optimize marketing activities, such as email marketing, lead nurturing, and customer segmentation.

Topic 7. Psychology in marketing

Explore the psychological principles that influence consumer behavior and learn how to apply them to create effective marketing campaigns.

SECTION 13: MARKETING ANALYTICS

This section focuses on the analysis and optimization of marketing efforts. It covers website optimization, web traffic management, affiliate marketing, and the use of tools like Google Data Studio to measure and analyze marketing performance.

Topic 1. How to optimize your website

Learn techniques for optimizing website design, content, and user experience to improve conversion rates and achieve business goals.

Topic 2. Web traffic management

Understand how to analyze and manage web traffic, including the use of analytics tools to track and measure visitor behavior and identify opportunities for improvement.

Topic 3. Affiliate marketing and its measurement

Explore the principles of affiliate marketing, how to set up and manage affiliate programs, and methods for measuring and optimizing performance.

Topic 4. Google Data Studio

Learn how to use Google Data Studio to create interactive dashboards and reports that visualize marketing data and support data-driven decision-making.

SECTION 14: E-COMMERCE

This section covers the essentials of e-commerce, including online sales, web store management, mobile applications, lead conversion, web analytics, user experience, digital campaigns, mobile payments, and landing page optimization.

Topic 1. Online sales

Understand the principles of online sales, including e-commerce platforms, payment processing, and sales optimization techniques.

Topic 2. Web store

Learn how to set up, manage, and optimize an online store, including product listing, inventory management, and customer service.

Topic 3. Mobile application

Explore the role of mobile applications in e-commerce, including app development, user experience, and mobile marketing strategies.

Topic 4. From interested lead to buyer

Study the lead conversion process, including lead generation, nurturing, and conversion strategies to turn prospects into customers.

Topic 5. Web analytics

Understand how to use web analytics tools to track and measure website performance, user behavior, and marketing effectiveness.

Topic 6. User experience

Learn about the importance of user experience (UX) in e-commerce, including UX design principles and techniques for improving website usability and customer satisfaction.

Topic 7. Digital campaigns

Explore the planning, execution, and optimization of digital marketing campaigns, including email marketing, social media advertising, and display advertising.

Topic 8. Mobile payment

Understand the different mobile payment options available, including mobile wallets and contactless payments, and their impact on e-commerce.

Topic 9. Landing page

Learn how to create and optimize landing pages to maximize conversions and achieve marketing objectives.

SECTION 15: SOCIAL MEDIA STRATEGY

This section focuses on developing and implementing effective social media strategies. It covers social network selection, action planning, strategy development, tools, audience engagement, and generating sales through social media.

Topic 1. Social networks

Understand the different social networks available, their unique characteristics, and how to select the right platforms for your business.

Topic 2. Social Media Action Plan

Learn how to develop a social media action plan that outlines specific goals, strategies, and tactics to achieve social media objectives.

Topic 3. Social media strategy

Explore the components of a successful social media strategy, including content planning, audience targeting, and engagement tactics.

Topic 4. Tools

Study the various tools available for managing and optimizing social media activities, such as scheduling tools, analytics platforms, and social listening tools.

Topic 5. Listening to your audience

Learn the importance of social listening, how to monitor social media conversations, and how to use insights to inform your strategy and engage with your audience.

Topic 6. Generate sales with your networks

Understand how to use social media to drive sales, including social selling techniques, influencer marketing, and social commerce.

SECTION 16: COMMERCIAL DISTRIBUTION

This section covers the principles and practices of commercial distribution. It explores commercial channels, distribution and competition law, trade policies, international trade, foreign trade, Incoterms management, and the internationalization of companies.

Topic 1. Commercial Channels

Learn about the different types of commercial distribution channels, including direct and indirect channels, and how to select and manage them.

Topic 2. Commercial distribution and competition law

Understand the legal aspects of commercial distribution, including competition law, antitrust regulations, and compliance requirements.

Topic 3. Trade policy and regulations

Study trade policies and regulations that impact commercial distribution, including tariffs, trade agreements, and import/export regulations.

Topic 4. International trade

Explore the principles of international trade, including global market dynamics, trade barriers, and international trade strategies.

Topic 5. Foreign trade

Understand the processes and challenges of foreign trade, including logistics, customs procedures, and international payment methods.

Topic 6. Incoterms Management

Learn about Incoterms (International Commercial Terms), their importance in international trade, and how to use them to manage shipping and delivery responsibilities.

Topic 7. Internationalization of companies

Study the strategies and challenges of expanding businesses internationally, including market entry strategies, cross-cultural management, and global marketing.

SECTION 17: DIGITAL TRANSFORMATION

This section focuses on the impact of digital transformation on businesses. It covers business digitalization, emerging technologies like AI, IoT, blockchain, big data, and cloud computing, as well as industrial automation, robotics, and cybersecurity.

Topic 1. Business digitalization

Understand the process of digitalizing business operations, including digital tools, platforms, and processes that enhance efficiency and competitiveness.

Topic 2. Artificial Intelligence (AI)

Explore the applications of AI in business, including machine learning, natural language processing, and AI-driven decision-making.

Topic 3. The Internet of Things (IoT)

Learn about IoT technology, its applications in various industries, and how it connects devices and systems to improve efficiency and innovation.

Topic 4. Blockchain

Understand the principles of blockchain technology, its potential applications in business, and its impact on transparency, security, and efficiency.

Topic 5. Big Data and Business Intelligence (BI)

Study the role of big data and BI in business, including data collection, analysis, and visualization to support data-driven decision-making.

Topic 6. Cloud computing

Learn about cloud computing technologies, their benefits, and how they enable scalable, flexible, and cost-effective business solutions.

Topic 7. Industrial automation and robotics

Explore the applications of automation and robotics in industry, including process automation, robotic process automation (RPA), and the impact on productivity and efficiency.

Topic 8. Cybersecurity

Understand the importance of cybersecurity in protecting business data and systems, including threat identification, risk management, and best practices for ensuring data security.