

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



Universidad
Isabel I



Harvard
Business
Publishing
Education

TECH PARTNERS

numintec



Z O H O



Power BI



Hawkings



power query



+ 100 PARTNERS

UIN UNIVERSIDAD
INSURGENTES



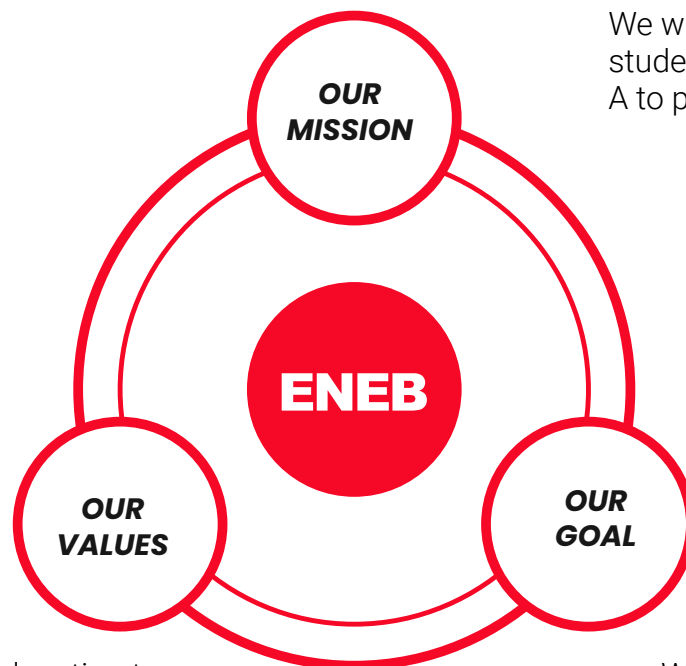
Instituto
Europeo
de Posgrado





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.



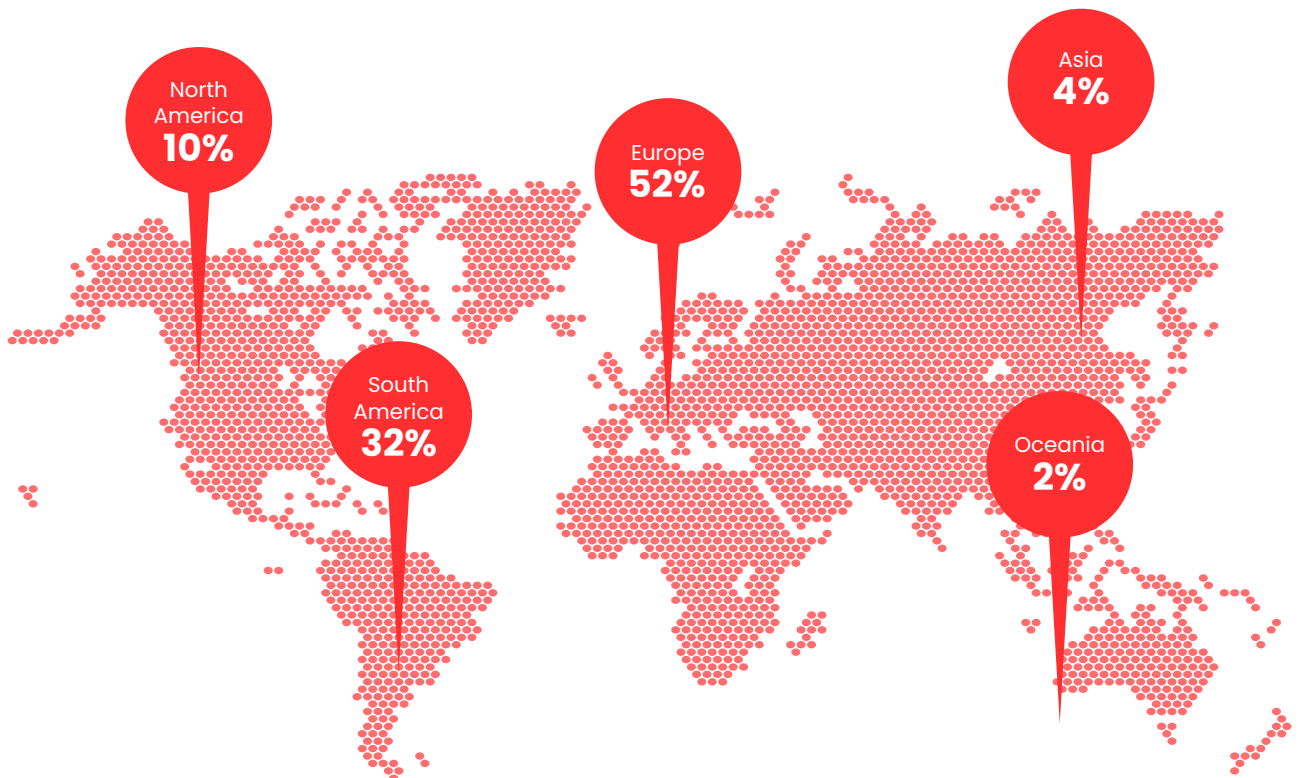
We want to transform our students' lives, from point A to point E.

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.

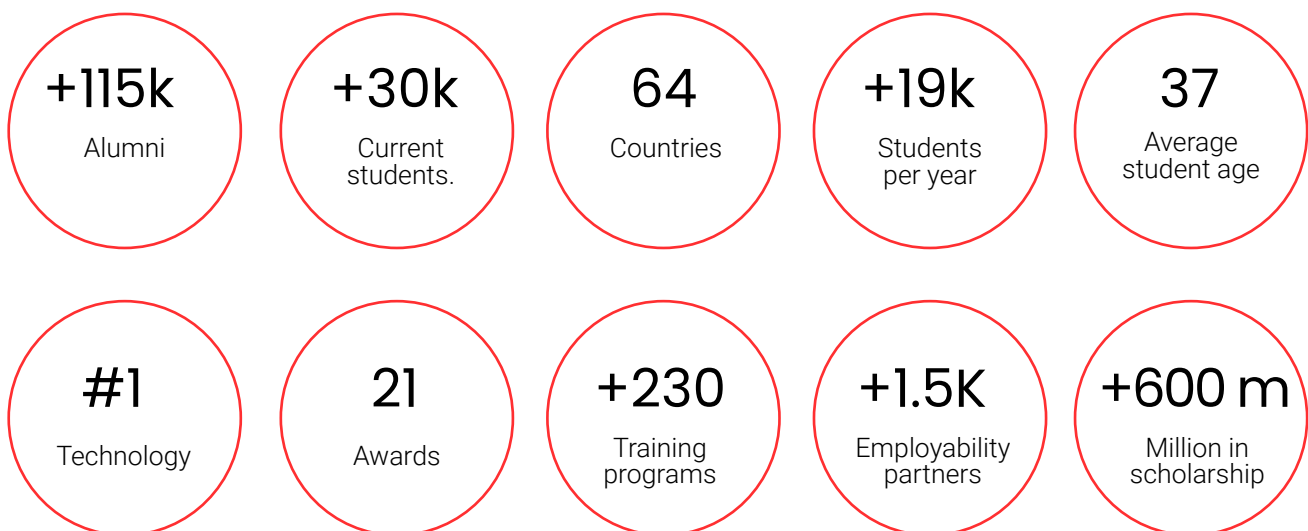
ENEB in the world

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>IEE 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 ASOCIACIÓN BARCELONA INSTITUTO DE INVESTIGACIÓN Y DESARROLLO</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>SBA</p> <p>Associated to the Latin American Council of Management Schools</p>	 <p>a3en 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 containing four white icons and their corresponding labels, separated by vertical lines. From left to right: a clock icon with a circular arrow, labeled 'Flexible'; an icon of three people with a hand holding one, labeled 'Customised'; an open padlock icon, labeled 'Accessible'; and an icon of a laptop with a graduation cap, labeled '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

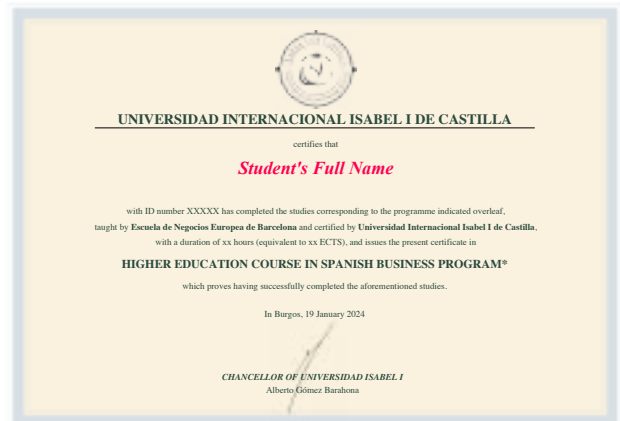
"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"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.

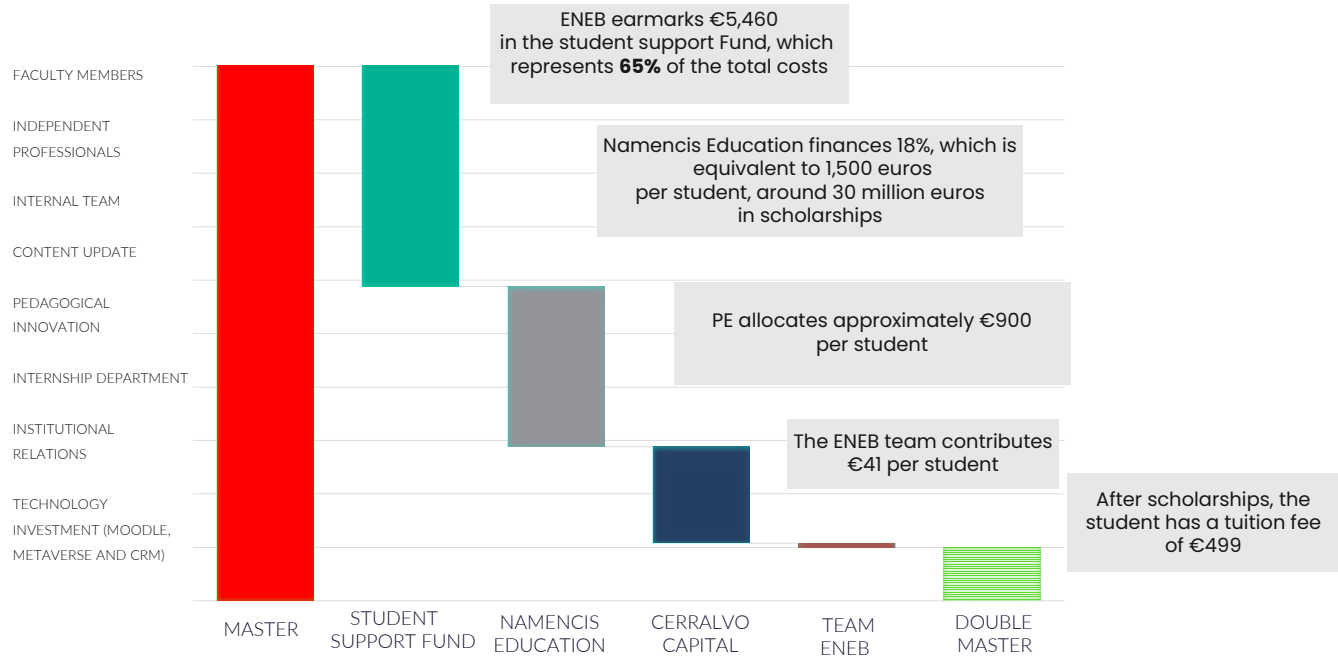
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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.”





**MBA - MASTER OF
BUSINESS
ADMINISTRATION +
MASTER IN FINANCIAL
MARKETS AND ASSET
MANAGEMENT**

INTRODUCTION

The MBA - Master of Business Administration + Master in Financial Markets and Asset Management is an academic program that provides students with advanced training in business management and financial aspects of companies. This master's degree combines training in traditional business skills with specialized training in financial markets and asset management.

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:

- MBA - Master of Business Administration + Master in Financial Markets and Asset Management
- 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 MBA - Master of Business Administration + Master in Financial Markets and Asset Management is aimed at:

- Professionals and university graduates who wish to acquire advanced training in business and financial management, and asset management in financial markets.
- Financial management professionals seeking to improve their knowledge in asset management and financial markets, as well as learn new strategies and techniques for effective financial decision making.
- Finance and economics graduates seeking to develop their career in finance and acquire advanced skills and knowledge to successfully perform in senior financial management positions.
- Entrepreneurs and business people who wish to acquire solid knowledge in finance and asset management to improve their ability to make effective financial decisions in their companies and develop new business opportunities.
- Professionals from other sectors who wish to acquire advanced skills and knowledge in finance and asset management to apply them to their daily work, such as real estate, insurance, banking, among others.
- Individuals interested in the financial market who wish to acquire a deep understanding of financial markets and asset management as a means to improve their personal investment skills or to develop a career in finance.

OBJECTIVES

The curriculum of the MBA - Master of Business Administration + Master in Financial Markets and Asset Management aims to provide students with the following knowledge and skills:

- Acquire advanced knowledge in areas such as finance, marketing, human resources and business strategy.
- Develop skills in business management and asset management in financial markets.
- To know the financial markets and the financial products traded in them.
- Learn to manage and optimize the use of a company's financial resources.
- Acquire an international business perspective and develop intercultural skills.
- Learn to make strategic business decisions and solve complex problems.
- Develop skills in financial risk management.
- Know and apply the latest trends in financial technology.
- Learn to manage and lead teams in the financial sector.
- Prepare to lead in the financial sector and in the global economy.

CAREER OPPORTUNITIES

- **Portfolio Manager:** Can provide advanced skills in investment management and corporate finance. A portfolio manager may be responsible for managing a company's investments, including asset selection and portfolio diversification, to maximize return and minimize risk.
- **Financial Analyst:** Advanced skills in financial analysis, including business valuation, financial modeling and financial data analysis, can be acquired. A financial analyst may work in financial institutions, asset management firms or consulting firms to provide financial advice to clients.
- **Financial Risk Manager:** An MBA with a specialization in Financial Markets and Asset Management provides advanced skills in financial risk management, including risk identification, risk assessment and mitigation, and portfolio management in situations of high uncertainty. A financial risk manager may work in financial institutions, insurance companies or consulting firms to identify and manage financial risks.

ADMISSION

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

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

YOUR MASTER INCLUDES:

- MBA - Master of Business Administration + Master in Financial Markets and Asset Management
- 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: MARKETING

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

SECTION 2: E-COMMERCE

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

SECTION 3: TALENT MANAGEMENT

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

SECTION 4: OPERATIONS MANAGEMENT

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

SECTION 5: 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 6: 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 7: 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 8: PROJECT MANAGEMENT

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

SECTION 9: 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 10: 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 11: ACCOUNTING MANAGEMENT

- Topic 1. The Balance Sheet
- Topic 2. The profit and loss statement
- Topic 3. Cash flow statements
- Topic 4. Journal entries
- Topic 5. Advanced accounting
- Topic 6. Taxes

SECTION 12: MANAGEMENT ACCOUNTING

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

SECTION 13: CORPORATE FINANCE

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

SECTION 14: INVESTMENT MANAGEMENT

- Topic 1. Types of investments
- Topic 2. Capital Markets
- Topic 3. Macroeconomic Indicators
- Topic 4. Futures and options
- Topic 5. Stock market and trading
- Topic 6. How to invest

SECTION 15: INVESTMENT VEHICLES

- Topic 1. The entrepreneur, the life cycle of a company and investment vehicles
- Topic 2. Private equity
- Topic 3. Venture capital
- Topic 4. Investment funds
- Topic 5. Search funds

SECTION 16: 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 17: AGILE METHODOLOGIES

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

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

Marketing in today's world is rapidly evolving, with digitalization transforming the traditional approaches. This section covers the fundamental concepts and advanced strategies necessary for modern marketing professionals.

Topic 1: New role of the consumer: This topic examines how consumers have transformed from passive recipients of marketing messages to active participants in the marketing process. With the rise of digital platforms and social media, consumers now have more power and influence over brands. This shift necessitates a deeper understanding of consumer behavior, engagement, and the ways in which consumers interact with brands.

Topic 2: The brand: Branding remains a critical aspect of marketing. This topic delves into the importance of building and maintaining a strong brand, focusing on brand equity and its impact on business success. Strategies for brand positioning, identity, and differentiation are explored, providing insights into how brands can stand out in a crowded marketplace.

Topic 3: The ideal customer: Identifying and understanding the ideal customer is essential for targeted marketing efforts. This topic covers techniques for market segmentation, customer profiling, and targeting. It emphasizes the importance of directing marketing efforts towards the most profitable customer segments to maximize return on investment.

Topic 4: The customer journey: This topic maps out the various stages of the customer journey, from awareness to purchase and beyond. It highlights the importance of creating touchpoints that enhance the customer experience at each stage, ensuring a seamless and satisfying journey that fosters customer loyalty.

Topic 5: Types of marketing: Marketing encompasses various strategies, each with its unique advantages and limitations. This topic provides an overview of traditional marketing, digital marketing, content marketing, social media marketing, and influencer marketing. It discusses how these different types can be integrated into a cohesive marketing plan to achieve business objectives.

SECTION 2: E-COMMERCE

E-commerce has revolutionized the way businesses operate, offering new opportunities for growth and customer engagement. This section explores the key components and strategies of e-commerce.

Topic 1: Online sales: This topic focuses on the fundamentals of selling products and services online. It includes strategies for setting up an online store, managing inventory, and optimizing the sales process to increase conversions.

Topic 2: Web store: Designing and maintaining an effective web store is crucial for success in e-commerce. This topic covers best practices for user interface (UI) and user experience (UX) design, ensuring the web store is user-friendly, visually appealing, and capable of driving sales.

Topic 3: Mobile applications: As mobile devices become increasingly popular, mobile applications offer a valuable channel for reaching customers. This topic explores the development and optimization of mobile apps, highlighting their role in enhancing customer engagement and facilitating mobile commerce.

Topic 4: From interested lead to buyer: Converting leads into buyers is a critical aspect of e-commerce. This topic examines the sales funnel, providing strategies for nurturing leads through targeted marketing efforts, personalized communication, and effective sales techniques.

Topic 5: Web analytics: Understanding and leveraging web analytics is essential for measuring the performance of e-commerce activities. This topic covers tools and techniques for tracking website traffic, user behavior, and key performance indicators (KPIs) to make data-driven decisions.

Topic 6: User experience: Creating a positive user experience is vital for retaining customers and driving sales. This topic explores the principles of UX design, focusing on usability, accessibility, and the overall customer experience on e-commerce platforms.

Topic 7: Digital campaigns: Digital marketing campaigns play a significant role in driving traffic and sales. This topic covers various types of digital campaigns, including email marketing, social media advertising, and search engine marketing, and discusses how to design and execute effective campaigns.

Topic 8: Mobile payment: Mobile payment solutions are becoming increasingly important in e-commerce. This topic examines the different mobile payment options available, their benefits, and how to integrate them into an e-commerce platform to enhance the customer experience.

Topic 9: Landing page: A well-designed landing page is crucial for converting visitors into customers. This topic covers the key elements of effective landing pages, including layout, content, and calls-to-action, and provides tips for optimizing landing pages to increase conversion rates.

SECTION 3: TALENT MANAGEMENT

Effective talent management is essential for building a high-performing workforce. This section covers the key aspects of attracting, developing, and retaining talent.

Topic 1: Personnel selection: Selecting the right candidates is the first step in building a strong team. This topic covers the various methods and best practices for recruiting and selecting employees, including job descriptions, interviews, assessments, and background checks.

Topic 2: Team planning and evaluation: Planning and evaluating team performance are critical for achieving organizational goals. This topic explores strategies for workforce planning, performance appraisal, and feedback mechanisms to ensure teams are aligned with business objectives and performing at their best.

Topic 3: Performance and performance management: Managing and improving employee performance is an ongoing process. This topic covers performance management systems, goal setting, performance reviews, and strategies for motivating and developing employees to enhance their performance.

Topic 4: Personnel training: Training and development are vital for employee growth and organizational success. This topic examines the various types of training programs, methods for assessing training needs, and techniques for delivering effective training to build skills and knowledge.

Topic 5: Personnel metrics: Measuring and analyzing personnel metrics provide insights into workforce performance and effectiveness. This topic covers key metrics such as turnover rates, employee engagement, and productivity, and discusses how to use these metrics to inform talent management strategies.

Topic 6: Management models: Different management models offer various approaches to leading and managing teams. This topic explores traditional and contemporary management models, including their principles, advantages, and applicability in different organizational contexts.

SECTION 4: OPERATIONS MANAGEMENT

Operations management focuses on the efficient and effective delivery of goods and services. This section covers the strategic and tactical aspects of operations management.

Topic 1: Business Strategy: Developing and implementing business strategies is essential for long-term success. This topic covers the strategic planning process, including the analysis of internal and external environments, setting strategic objectives, and formulating strategies to achieve competitive advantage.

Topic 2: Operations Management: This topic provides an overview of operations management principles, including process design, capacity planning, and supply chain management. It emphasizes the importance of aligning operations with business strategy to achieve operational excellence.

Topic 3: Demand: Understanding and managing demand is crucial for effective operations. This topic covers demand forecasting techniques, demand planning, and strategies for balancing supply and demand to ensure optimal resource utilization.

Topic 4: Product development: Developing new products is a key driver of business growth. This topic explores the product development process, from idea generation to commercialization, and discusses the importance of innovation and collaboration in product development.

Topic 5: Operating systems: Operating systems are the backbone of efficient operations. This topic covers the design and management of operating systems, including process optimization, technology integration, and quality management.

Topic 6: Process planning and management: Effective process planning and management are essential for achieving operational efficiency. This topic examines techniques for process analysis, improvement, and control, and discusses the role of process management in achieving business objectives.

Topic 7: Operational planning: Operational planning involves the detailed planning of day-to-day operations. This topic covers the key elements of operational planning, including resource allocation, scheduling, and performance monitoring, to ensure smooth and efficient operations.

Topic 8: The human factor in operations management: The human factor plays a critical role in operations management. This topic explores the impact of human behavior, motivation, and teamwork on operational performance, and discusses strategies for managing and engaging the workforce to achieve operational goals.

SECTION 5: WEB POSITIONING

Web positioning is crucial for attracting and retaining customers in the digital age. This section covers strategies and techniques for optimizing online presence.

Topic 1: How to attract customers: Attracting customers online requires a combination of strategies. This topic covers techniques for increasing website traffic, including search engine optimization (SEO), content marketing, social media marketing, and online advertising.

Topic 2: SEO: Organic Optimization: SEO is essential for improving organic search rankings. This topic covers on-page and off-page SEO techniques, keyword research, content optimization, and link building to increase visibility in search engine results pages (SERPs).

Topic 3: SEM: Payment optimization: Search engine marketing (SEM) involves paid strategies to increase online visibility. This topic covers pay-per-click (PPC) advertising, bid management, ad copywriting, and campaign optimization to maximize return on investment (ROI).

Topic 4: Automating sales: Sales automation streamlines the sales process and improves efficiency. This topic explores tools and techniques for automating sales activities, including lead generation, email marketing, customer relationship management (CRM), and sales funnel automation.

Topic 5: Growth hacking: Growth hacking focuses on rapid and scalable growth. This topic covers innovative and unconventional marketing strategies, data-driven decision-making, and experimentation to drive customer acquisition and retention.

Topic 6: Marketing automation: Marketing automation enhances marketing efficiency and effectiveness. This topic covers the use of automation tools for lead nurturing, email marketing, social media management, and analytics to streamline marketing processes and improve results.

Topic 7: Psychology in marketing: Understanding consumer psychology is key to effective marketing. This topic explores psychological principles, including persuasion, motivation, and decision-making, and discusses how to apply these principles to influence consumer behavior and drive sales.

SECTION 6: DIGITAL TRANSFORMATION

Digital transformation is reshaping businesses across industries. This section covers the key technologies and strategies driving digital transformation.

Topic 1: Business digitalization: Digitalization involves integrating digital technologies into business processes. This topic covers the benefits and challenges of digital transformation, strategies for digital adoption, and the impact of digitalization on business models and operations.

Topic 2: Artificial Intelligence (AI): AI is revolutionizing business operations. This topic explores the applications of AI in various business functions, including data analysis, customer service, and process automation, and discusses the ethical considerations of AI implementation.

Topic 3: The Internet of Things (IoT): IoT connects devices and systems to the internet, enabling data collection and analysis. This topic covers the applications of IoT in business, including smart manufacturing, supply chain management, and customer experience, and discusses the challenges of IoT adoption.

Topic 4: Blockchain: Blockchain technology offers secure and transparent transactions. This topic explores the applications of blockchain in business, including supply chain management, finance, and data security, and discusses the potential and limitations of blockchain technology.

Topic 5: Big Data and Business Intelligence (BI): Big Data refers to vast amounts of data generated from various sources, while Business Intelligence (BI) involves analyzing this data to inform decision-making. This topic covers methods for collecting and analyzing large datasets, and how BI tools and techniques are used to generate actionable insights, forecast trends, and support strategic decisions.

Topic 6: Cloud computing: Cloud computing provides on-demand access to computing resources over the internet. This topic explores the different types of cloud services (such as SaaS, PaaS, and IaaS), their benefits, and how businesses can leverage cloud technologies for flexibility, scalability, and cost efficiency.

Topic 7: Industrial automation and robotics: Industrial automation and robotics enhance efficiency and productivity in manufacturing and other sectors. This topic covers the implementation of automated systems and robots, focusing on their applications in production processes, the benefits they offer, and the challenges associated with their deployment.

Topic 8: Cybersecurity: Cybersecurity is crucial for protecting digital assets from threats. This topic explores various aspects of cybersecurity, including threat detection, risk management, and strategies for safeguarding sensitive information against cyberattacks and breaches.

SECTION 7: BUSINESS PLAN

Developing a comprehensive business plan is essential for guiding a business's strategy and operations. This section covers the core components of effective business planning.

Topic 1: Vision, mission, and values: Defining a company's vision, mission, and values sets the foundation for its strategic direction. This topic explains how to articulate a vision that inspires, a mission that guides daily operations, and core values that shape organizational culture and decision-making.

Topic 2: Strategic plan: A strategic plan outlines long-term goals and the methods for achieving them. This topic covers the process of developing a strategic plan, including environmental scanning, goal setting, strategic initiatives, and aligning resources with strategic objectives.

Topic 3: Business model: The business model describes how a company creates, delivers, and captures value. This topic explores different business model frameworks, including revenue streams, cost structures, and value propositions, and discusses how to design and evaluate effective business models.

Topic 4: Strategic analysis: Strategic analysis involves assessing the internal and external environments to inform strategic decisions. This topic covers tools and techniques for analyzing market conditions, competitive forces, and organizational strengths and weaknesses.

Topic 5: Monitoring the strategic plan: Implementing and tracking a strategic plan ensures that goals are being met. This topic explores methods for monitoring progress, measuring performance against objectives, and making adjustments to stay on course.

SECTION 8: PROJECT MANAGEMENT

Effective project management ensures that projects are completed on time, within scope, and on budget. This section covers key aspects of project management.

Topic 1: Project management figure: This topic introduces the role of the project manager and the skills required for successful project management. It covers responsibilities, leadership qualities, and the importance of stakeholder management.

Topic 2: Team management: Managing a project team involves organizing, motivating, and leading team members. This topic explores techniques for building effective teams, managing conflicts, and fostering collaboration to achieve project goals.

Topic 3: Team management and communication: Effective communication is crucial for team management. This topic covers communication strategies, including how to facilitate meetings, provide feedback, and ensure clear and consistent information flow among team members.

Topic 4: Project management: This topic covers the principles and methodologies of project management, including project planning, scheduling, risk management, and project control. It discusses frameworks like PMBOK, PRINCE2, and Agile, and their application in managing projects.

SECTION 9: DECISION MAKING

Decision making is a critical skill for managers and leaders. This section covers structured approaches to making effective decisions.

Topic 1: Problem definition: Defining the problem accurately is the first step in the decision-making process. This topic explores techniques for identifying the root causes of issues and framing problems in a way that leads to effective solutions.

Topic 2: Selection of criteria and techniques: This topic covers methods for establishing criteria for decision-making and selecting appropriate techniques for evaluating alternatives. It includes decision-making frameworks, such as cost-benefit analysis and decision matrices.

Topic 3: Development of alternatives: Generating alternative solutions is essential for effective decision-making. This topic explores brainstorming techniques, scenario planning, and the importance of considering diverse perspectives when developing alternatives.

Topic 4: Analysis: Analyzing alternatives involves evaluating the feasibility, risks, and benefits of different options. This topic covers analytical methods, including SWOT analysis, risk assessment, and impact analysis, to determine the best course of action.

Topic 5: Decision: Making the final decision involves choosing the most suitable alternative based on the analysis. This topic explores decision-making processes, including how to balance quantitative data with qualitative factors and making decisions under uncertainty.

Topic 6: Action plan: An action plan outlines the steps needed to implement a decision. This topic covers how to develop and execute an action plan, including setting objectives, allocating resources, and establishing timelines for implementation.

Topic 7: Examples of problems: Real-world examples are used to illustrate common decision-making challenges. This topic provides case studies and practical examples to help students understand how to apply decision-making techniques in various situations.

SECTION 10: STRATEGIC PEOPLE MANAGEMENT

Strategic people management focuses on aligning human resource practices with organizational goals. This section covers advanced concepts in managing and developing talent.

Topic 1: Strategic management in human resources: This topic explores how HR strategies can support overall business objectives. It covers the alignment of HR practices with business strategy, including workforce planning, talent management, and organizational development.

Topic 2: Strategic communication: Effective communication strategies are essential for achieving organizational goals. This topic covers methods for developing and implementing strategic communication plans, including internal and external communication strategies.

Topic 3: Organizational culture: Organizational culture influences employee behavior and performance. This topic explores how to shape and maintain a positive culture that supports business goals, including culture change initiatives and cultural assessments.

Topic 4: Business ethics: Business ethics involves the principles and standards that guide ethical behavior in organizations. This topic covers ethical decision-making frameworks, the role of ethics in corporate governance, and strategies for promoting ethical practices.

Topic 5: Labor flexibility: Labor flexibility refers to the ability to adapt the workforce to changing needs. This topic explores different forms of labor flexibility, including flexible work arrangements, contract work, and the use of temporary or part-time employees.

SECTION 11: ACCOUNTING MANAGEMENT

Accounting management focuses on financial reporting and control. This section covers the principles and practices of accounting for managerial decision-making.

Topic 1: The Balance Sheet: The balance sheet provides a snapshot of a company's financial position. This topic covers the components of the balance sheet, including assets, liabilities, and equity, and explains how to analyze and interpret balance sheet information.

Topic 2: The profit and loss statement: The profit and loss statement, or income statement, shows a company's financial performance over a period. This topic covers the structure of the profit and loss statement, including revenue, expenses, and net income, and how to analyze financial performance.

Topic 3: Cash flow statements: Cash flow statements track the inflow and outflow of cash. This topic covers the components of cash flow statements, including operating, investing, and financing activities, and explains how to use cash flow statements for financial management.

Topic 4: Journal entries: Journal entries record financial transactions. This topic covers the principles of double-entry accounting, how to prepare journal entries, and the importance of accurate record-keeping for financial reporting.

Topic 5: Advanced accounting: Advanced accounting covers complex accounting issues and practices. This topic explores topics such as consolidations, foreign currency transactions, and accounting for mergers and acquisitions.

Topic 6: Taxes: Understanding taxes is crucial for financial management. This topic covers various types of taxes, including corporate taxes, VAT, and income taxes, and discusses tax planning strategies and compliance requirements.

SECTION 12: MANAGEMENT ACCOUNTING

Management accounting provides information for internal decision-making. This section covers techniques for planning, controlling, and evaluating financial performance.

Topic 1: Cost accounting: Cost accounting involves tracking and analyzing costs. This topic covers cost allocation methods, cost behavior analysis, and techniques for controlling and reducing costs to improve profitability.

Topic 2: Management Accounts: Management accounts provide financial information for decision-making. This topic covers the preparation and use of management accounts, including financial statements, performance reports, and variance analysis.

Topic 3: Working capital: Working capital management ensures a company can meet its short-term obligations. This topic covers strategies for managing working capital components, including inventory, receivables, and payables, to maintain liquidity and operational efficiency.

Topic 4: Net financial debt: Net financial debt measures a company's financial health. This topic explores how to calculate net financial debt, analyze debt levels, and manage debt to achieve a balanced financial position.

SECTION 13: CORPORATE FINANCE

Corporate finance focuses on financial decision-making at the organizational level. This section covers key concepts and techniques for managing a company's financial resources.

Topic 1: Financial evaluation of projects: This topic covers methods for assessing the financial viability of projects. It includes techniques such as discounted cash flow analysis, net present value (NPV), and internal rate of return (IRR) for evaluating investment opportunities.

Topic 2: Financial Analysis: Financial analysis involves examining financial statements to assess performance. This topic covers financial ratios, trend analysis, and benchmarking techniques for evaluating a company's financial health and performance.

Topic 3: Company valuation: Valuing a company is essential for various financial transactions. This topic covers valuation methods, including discounted cash flow (DCF), comparable company analysis, and precedent transactions for determining a company's market value.

Topic 4: Due diligence: Due diligence is a thorough investigation process in transactions. This topic explores the steps involved in due diligence, including financial, legal, and operational assessments to ensure the accuracy and completeness of information.

SECTION 14: INVESTMENT MANAGEMENT

Investment management involves managing assets to achieve financial objectives. This section covers strategies and techniques for investing and managing financial portfolios.

Topic 1: Types of investments: This topic explores different types of investments, including stocks, bonds, real estate, and mutual funds. It covers the characteristics, risks, and returns associated with each investment type.

Topic 2: Capital Markets: Capital markets are where securities are traded. This topic covers the structure of capital markets, including primary and secondary markets, market participants, and the role of capital markets in economic development.

Topic 3: Macroeconomic Indicators: Macroeconomic indicators influence investment decisions. This topic covers key indicators such as GDP, inflation, interest rates, and unemployment rates, and their impact on investment strategies and market conditions.

Topic 4: Futures and options: Futures and options are financial derivatives used for speculation and hedging. This topic covers the basics of futures contracts, options trading, and strategies for managing risk and leveraging market opportunities.

Topic 5: Stock market and trading: The stock market is a platform for buying and selling shares. This topic explores stock market operations, trading strategies, market analysis techniques, and the role of stock exchanges.

Topic 6: How to invest: This topic provides practical advice on investment strategies. It covers principles of portfolio management, asset allocation, risk assessment, and techniques for building and managing investment portfolios.

SECTION 15: INVESTMENT VEHICLES

Investment vehicles are structures for making investments. This section covers various types of investment vehicles and their applications.

Topic 1: The entrepreneur, the life cycle of a company, and investment vehicles: This topic explores the relationship between entrepreneurs, the stages of a company's life cycle, and suitable investment vehicles for each stage. It covers funding options for startups, growth strategies, and exit planning.

Topic 2: Private equity: Private equity involves investing in private companies. This topic covers the types of private equity investments, including buyouts, growth capital, and venture capital, and the role of private equity firms in financing and managing businesses.

Topic 3: Venture capital: Venture capital provides funding for early-stage companies. This topic explores venture capital funding processes, including fundraising, due diligence, and the management of venture capital investments.

Topic 4: Investment funds: Investment funds pool resources for collective investing. This topic covers types of investment funds, including mutual funds, hedge funds, and exchange-traded funds (ETFs), and their structures, strategies, and benefits for investors.

Topic 5: Search funds: Search funds are investment vehicles for acquiring and managing a business. This topic covers the search fund model, including the process of raising capital, acquiring a target company, and managing it to achieve growth and profitability.

SECTION 16: FINTECH AND BLOCKCHAIN

Fintech and blockchain technologies are reshaping the financial services industry. This section covers their applications and implications for the future of finance.

Topic 1: Introduction to the digital transformation of the financial system: This topic provides an overview of how digital technologies are transforming financial services. It covers trends, innovations, and the impact of digital transformation on traditional financial institutions and new fintech startups.

Topic 2: Technology applied to fintech: This topic explores the technologies driving the fintech revolution. It covers applications of technologies such as artificial intelligence, big data, and blockchain in fintech, and their role in creating new financial products and services.

Topic 3: Blockchain: Blockchain technology offers a secure and transparent way to record transactions. This topic covers the fundamentals of blockchain technology, its applications in various sectors, and the potential it holds for transforming financial systems.

Topic 4: Crypto: Cryptocurrencies are digital assets that use blockchain technology. This topic explores the types of cryptocurrencies, their market dynamics, and the opportunities and risks associated with investing in and using digital currencies.

Topic 5: Business models: Understanding business models is essential for fintech innovation. This topic covers different business models in the fintech industry, including peer-to-peer lending, robo-advisors, and digital wallets, and discusses how these models generate value for businesses and consumers.

Topic 6: Startup: This topic focuses on the challenges and opportunities of starting a fintech business. It covers the startup lifecycle, including idea generation, market research, business planning, and scaling strategies for new fintech ventures.

Topic 7: Financial regulation: Financial regulation ensures the stability and integrity of financial systems. This topic covers the regulatory framework for fintech, including compliance requirements, regulatory bodies, and the impact of regulations on fintech innovation and growth.

SECTION 17: AGILE METHODOLOGIES

Agile methodologies are approaches to managing projects and processes that emphasize flexibility and iterative development. This section covers key concepts and practices of agile management.

Topic 1: Product management: Product management involves overseeing the development and lifecycle of products. This topic covers the roles and responsibilities of product managers, including product strategy, roadmap development, and market analysis.

Topic 2: Lean startup: The lean startup methodology focuses on creating and managing startups with minimal resources. This topic explores principles of lean startups, including rapid experimentation, customer feedback, and iterative development to achieve market fit.

Topic 3: Agile management: Agile management is a framework for managing projects in a flexible and collaborative manner. This topic covers agile methodologies such as Scrum and Kanban, including their principles, practices, and applications in various project settings.