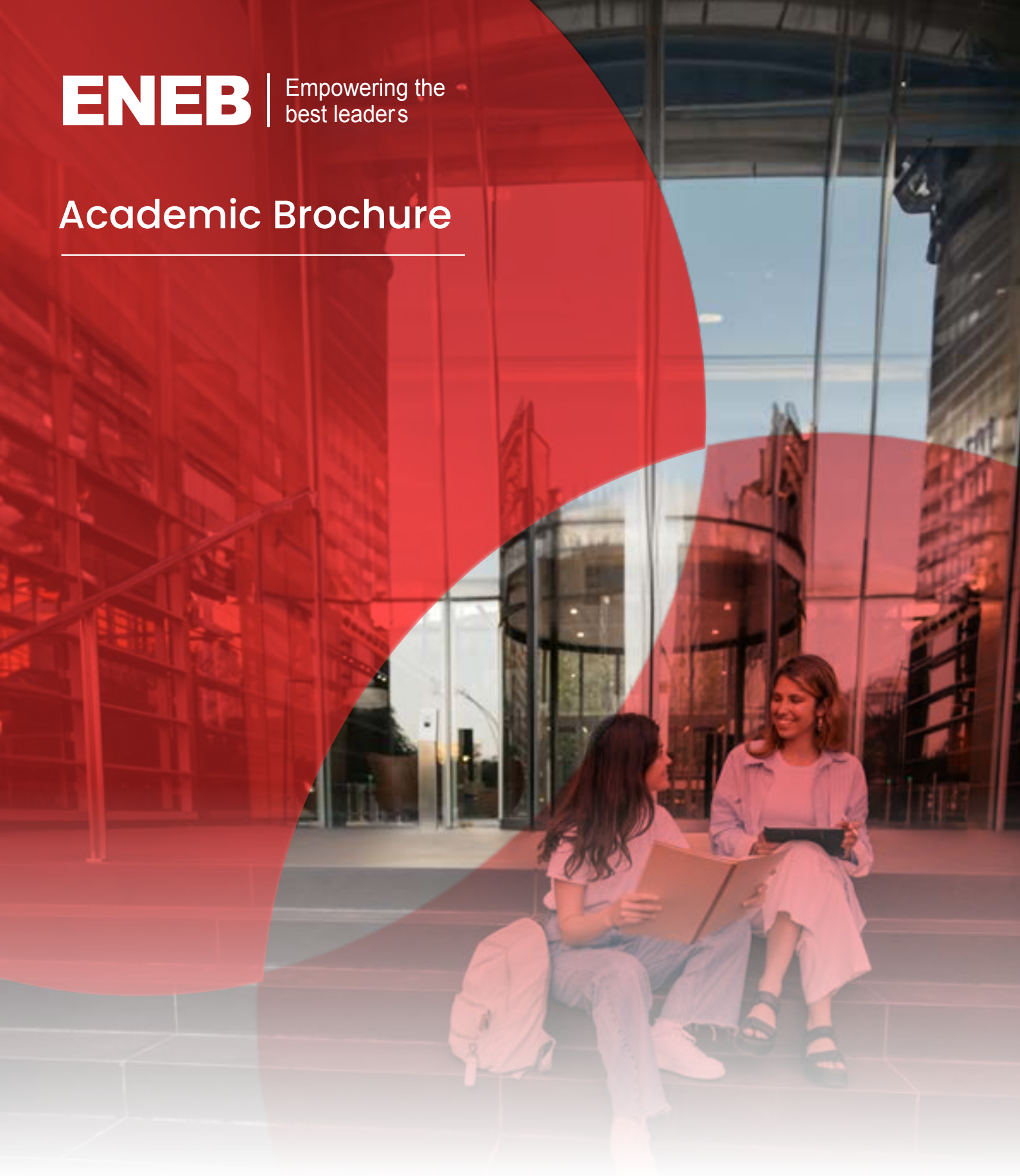
ENEB | Empowering the best leaders

# Academic Brochure



## European Business School of Barcelona

In collaboration with:

Universidad Isabel I

Harvard Business Publishing Education

aaen asociación española de escuelas de negocios

IEE International Education Evaluations

Cum Laude Award 2023:

# Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.

# Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

## MAIN PARTNERS

Universidad Isabel I

Harvard Business Publishing Education

## TECH PARTNERS

numintec

hotmart

ZOHO

moodle

Power BI

Hawkings

power query

nubii

## + 100 PARTNERS

UIN UNIVERSIDAD INSURGENTES

IEP Instituto Europeo de Posgrado

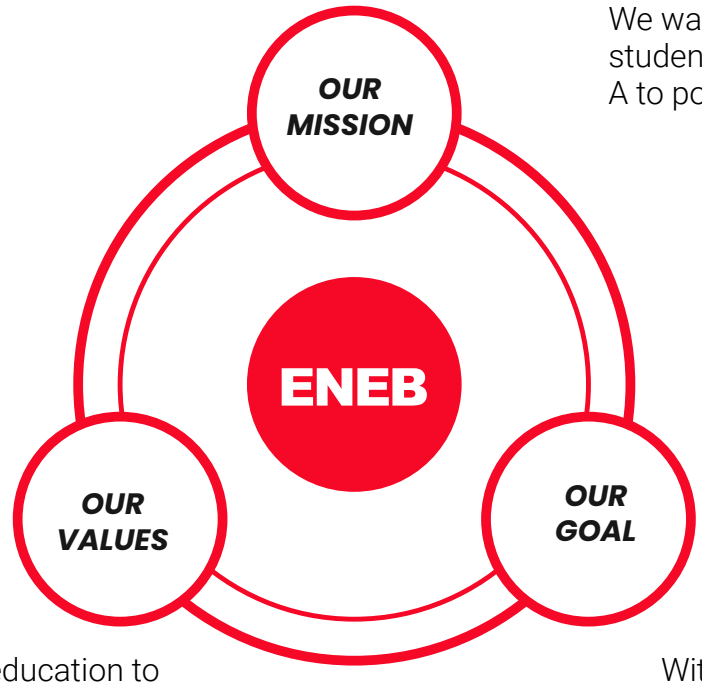
CLAEH

Corporación Universitaria Autónoma de Nariño

# You are our mission, our values and our goals

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

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

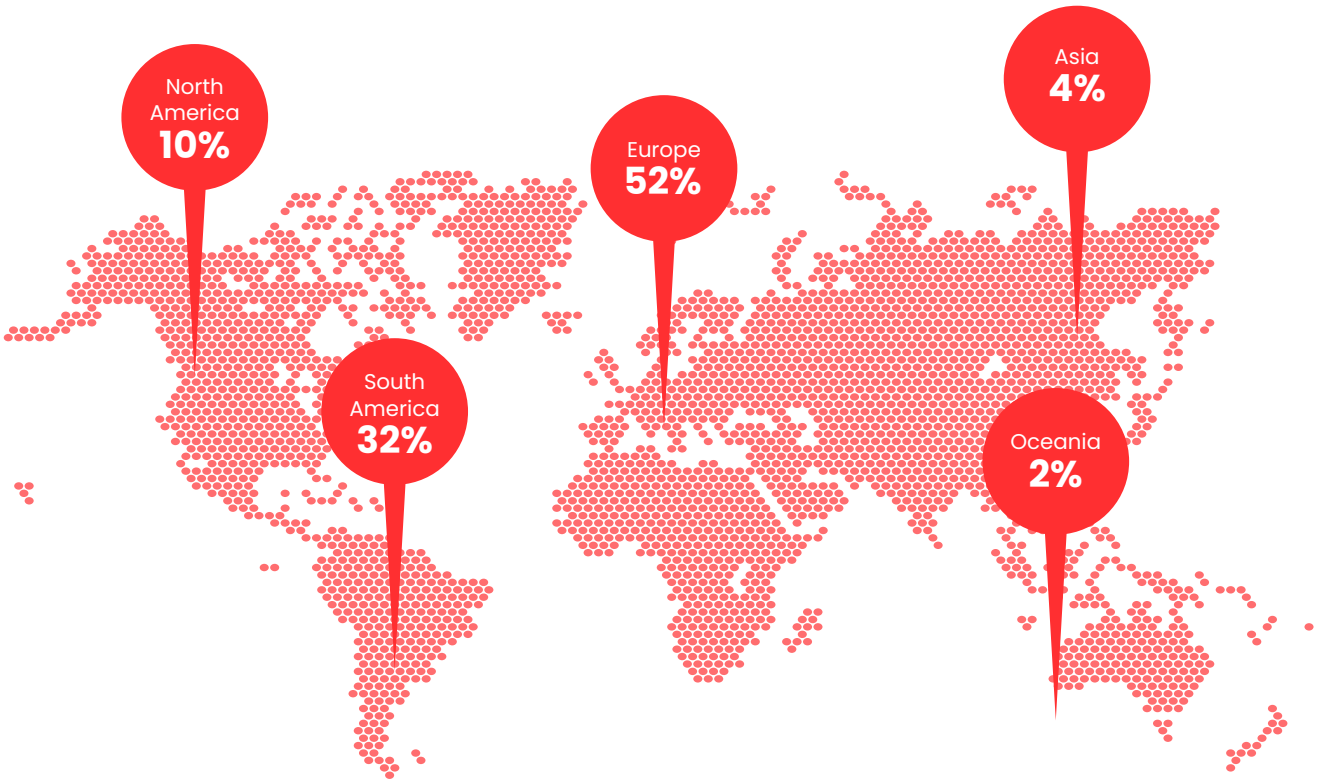



We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

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

# ENEB in the world

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




# ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.

| | | | | |
|---|---|---|---|---|
| +115k Alumni | +30k Current students. | 64 Countries | +19k Students per year | 37 Average student age |
| #1 Technology | 21 Awards | +230 Training programs | +1.5K Employability partners | +600 m Million in scholarship |

# Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:

All our training programmes are certified by Universidad Isabel I.

Collaboration with IEE, for validations in USA and Canada.

Member of the Spanish Confederation of Private Centres and Academies.

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

Collaborating Centre of the Trinity College London.

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

Certificate of educational excellence established

Member of the Barcelona Chamber of Commerce

Best business school rated by its students.

Registered trademark with the number 3,543,757 within class 41 of Education and Training.

Associated to the Latin American Council of Management Schools

Associated with the Asociación Española de Escuelas de Negocios.

# Remote learning

ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.

Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.

Flexible | Customised | Accessible | Online

# Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.

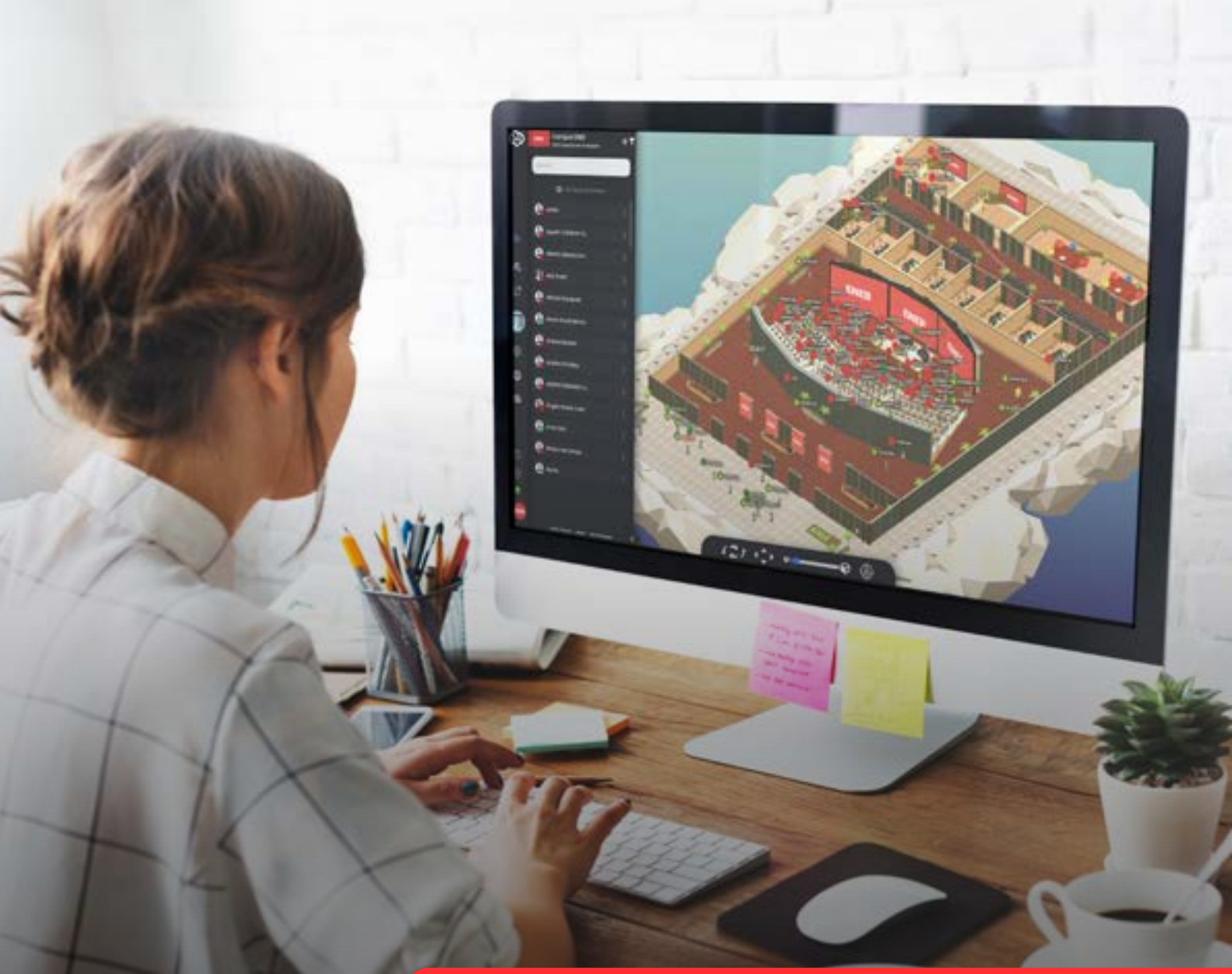
# SPECIAL PROGRAMS

## “The Food Truck Challenge”

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

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

With content from Harvard Business Publishing Education.



## Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.

## Flexible Learning

**24/365 Access**

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

**Self-Assessment and Practical Assignments**

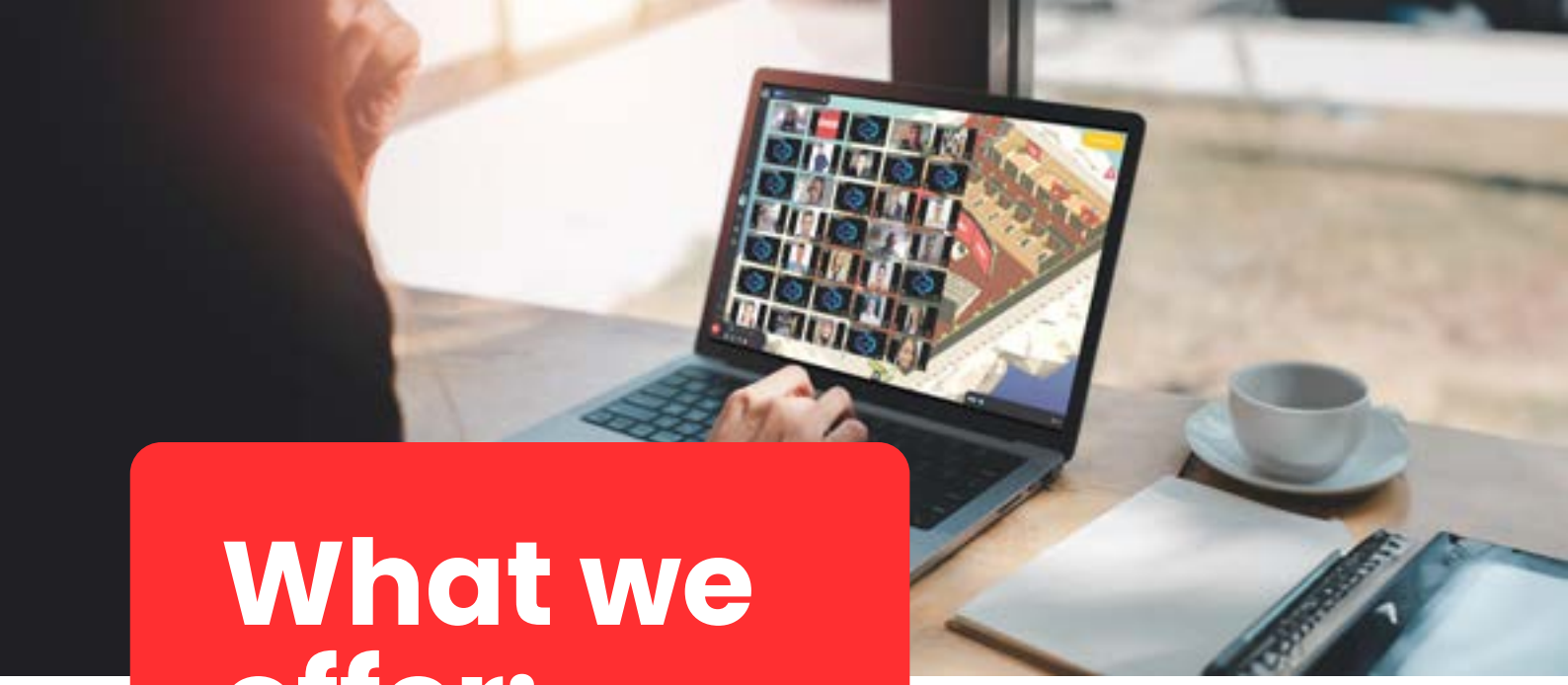
Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

## Calendar

All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

“

**Thanks to our 7/24 Method we will answer all your questions and doubts every day of the year through the Virtual Campus.**



# What we offer:

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

# Class President

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

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

Connect, collaborate and grow with us!

## Saqib Achakzai

***MBA***

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

## Richard Overton

***MBA + Master in Project Management***

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

## Roner Chichirita

***MBA + Master in Big Data and Business Intelligence***

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

## Steven Poole

***MBA + Master in Logistics***

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

## Samir Bouazzi

***MBA + Master in Team Management***

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

# What do we expect from students

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

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

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

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

# Certifications

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

ENEB | Formamos a los mejores líderes

Certifies that

**Student's Name**

has been awarded with the

**PROGRAM'S NAME**

and has successfully completed the training program, satisfying its academic requirements and has a duration of XXX hours.

Attested by the Escuela de Negocios Europea de Barcelona, an Educational Institution registered in the State Registry of Training Entities under the No. 8174, and member of the Spanish Alliance of Training Companies.

On the Xth of X, XXXX,

Persona interesada

Mr. Santiago Navarro-Rubio
Director of Studies

Mrs. Jessica García Rodríguez
Registrar

Certificate's Registration nº XXXXXX

UNIVERSIDAD INTERNACIONAL ISABEL I DE CASTILLA

certifies that

*Student's Full Name*

with ID number xxxxxxx has completed the studies corresponding to the programme indicated overleaf, taught by **Escuela de Negocios Europea de Barcelona** and certified by **Universidad Internacional Isabel I de Castilla**, with a duration of xxxx hours (equivalent to xx ECTS), and issues the present certificate in

**Program's Name***

which proves having successfully completed the aforementioned studies.

In Burgos, 19 January 2024

*CHANCELLOR OF UNIVERSIDAD ISABEL I*
Alberto Gómez Barahona

ENEB | Formamos a los mejores líderes

Certifica que otorga el presente

**DIPLOMA DE ESPECIALIZACIÓN EN SPANISH FOR BUSINESS**

a

**Student's Name**

quien ha superado todos los requisitos establecidos en el programa.

Título expedido y acreditado por la Escuela de Negocios Europea de Barcelona, centro de formación inscrito en el Registro Estatal de Entidades de Formación con el nº 8174, miembro de Confederación Española de Empresas de Formación y con una duración de X horas lectivas

Barcelona, x de xxxx del xxxx

Persona interesada

Mr. Santiago Navarro-Rubio
Director Académico de ENEB

Mrs. Jessica García Rodríguez
Secretaria Académica

Registro de título: XXXXXX

UNIVERSIDAD INTERNACIONAL ISABEL I DE CASTILLA

certifies that

*Student's Full Name*

with ID number XXXXX has completed the studies corresponding to the programme indicated overleaf, taught by **Escuela de Negocios Europea de Barcelona** and certified by **Universidad Internacional Isabel I de Castilla**, with a duration of xx hours (equivalent to xx ECTS), and issues the present certificate in

**HIGHER EDUCATION COURSE IN SPANISH BUSINESS PROGRAM***

which proves having successfully completed the aforementioned studies.

In Burgos, 19 January 2024

*CHANCELLOR OF UNIVERSIDAD ISABEL I*
Alberto Gómez Barahona

# Certificate of completion

Harvard Business Publishing Education

HARVARD ManageMentor

*Certificate of Completion*

**Student's Name**

successfully completed the following course in
**Harvard ManageMentor®**

**Marketing Essentials**

25 05 2024

Ian Fanton
SENIOR VICE PRESIDENT & HEAD OF CORPORATE LEARNING,
HARVARD BUSINESS PUBLISHING

# Internship program

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

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

## International character

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

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

## Job Opportunities

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

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

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

# Scholarships and grants

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

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

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

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

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

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

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

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

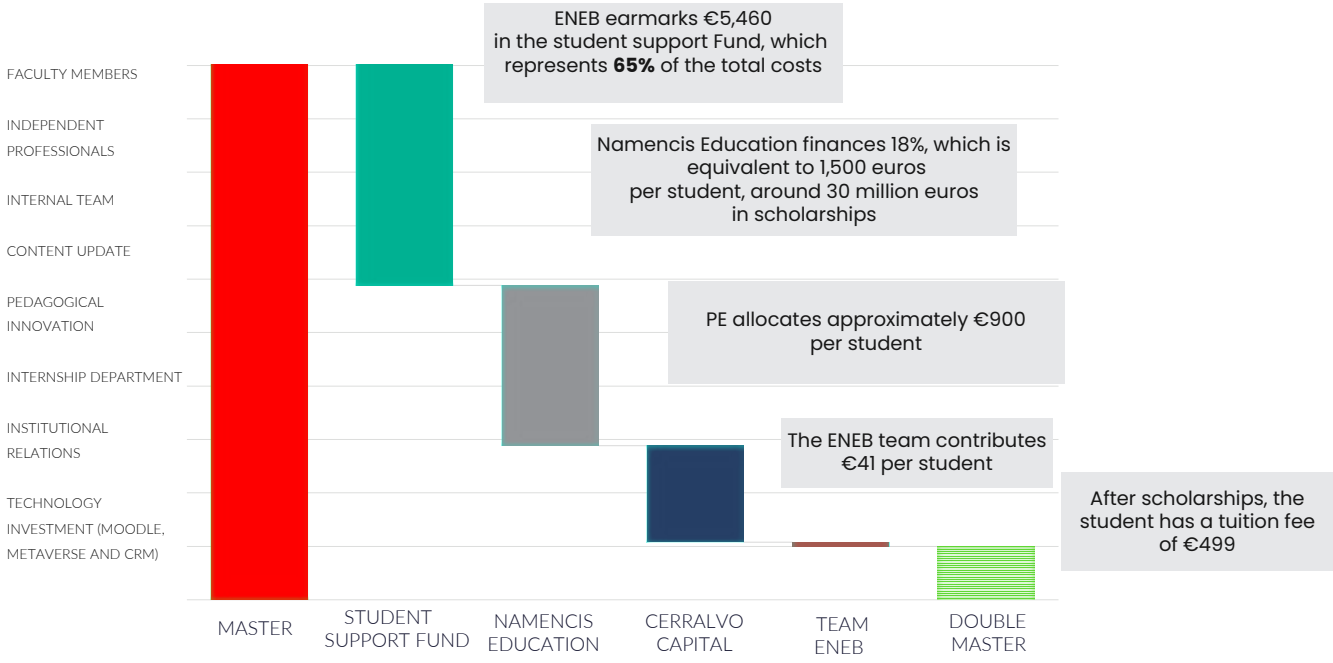
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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

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

# We are committed to making education accessible to everyone

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



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

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

# MASTER IN DIGITAL MARKETING AND ANALYTICS + MASTER IN AI FOR BUSINESS

**Credits: 72 ECTS | Price: 8,400 € | Duration: 12 months**

## INTRODUCTION

The Master in Digital Marketing and Analytics + Master in AI for Business is designed to provide professionals with a comprehensive education in digital marketing and data analysis, while integrating advanced knowledge in Artificial Intelligence (AI) applications within the business environment. Throughout the program, students will develop expertise in creating and implementing digital marketing strategies, analyzing data to make informed business decisions, and applying AI to optimize marketing efforts and enhance data-driven insights.

The program combines in-depth knowledge of digital marketing with practical skills in AI, preparing students to lead and transform organizations by integrating AI solutions into marketing strategies and analytics. Additionally, the program addresses key aspects of modern business environments, including digital transformation and strategic planning.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

## THREE DIPLOMAS

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

- Master in Digital Marketing and Analytics + Master in AI for Business
- Business Spanish Program Certificate (optional)

Additionally, you will obtain a Diploma of Specialization in Innovation and Project Management issued by the European Business School of Barcelona. This diploma certifies the acquisition of key competencies in these strategic areas, significantly enhancing your professional profile and improving your employment opportunities in today's competitive job market.

## WHO IS IT FOR?

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

- University graduates in Marketing, Advertising, Communication, Business Administration, and related disciplines who wish to specialize in digital marketing and data analysis.
- Marketing and advertising professionals seeking to update their knowledge and skills in the digital domain and AI applications.
- Entrepreneurs aiming to develop their digital marketing skills and leverage AI to enhance their business.
- Professionals from technology and data analysis fields who wish to specialize in digital marketing and its AI applications.

- Individuals interested in digital marketing who want to acquire advanced skills and knowledge in this field.

## OBJECTIVES

The curriculum of the Master in Digital Marketing and Analytics + Master in AI for Business aims to:

- Train students to become experts in digital marketing and data analysis, with a strong focus on AI integration.
- Provide a thorough understanding of digital marketing strategies, including online advertising, search engine optimization, content marketing, email marketing, and social media.
- Teach students how to collect and analyze data to make informed business decisions and apply AI to enhance marketing strategies.
- Offer insights into the latest trends in digital marketing, data analytics, and AI applications.
- Foster critical thinking and problem-solving skills in the context of digital marketing and AI.
- Provide opportunities for internships and valuable business contacts to enhance practical experience and professional networking.

## CAREER OPPORTUNITIES

- **Digital Marketing Specialist:** Responsible for planning, executing, and monitoring digital marketing strategies to improve a company's online presence, with a focus on AI-driven insights.
- **Marketing Data Analyst:** In charge of analyzing marketing data to extract valuable insights and improve marketing strategies using AI tools.
- **SEO Specialist**: Focused on enhancing a company's position in search engines by optimizing website content, incorporating AI techniques for better results.
- **Digital Marketing Manager**: Responsible for leading and coordinating all digital marketing activities of a company, including strategic planning, campaign execution, and performance analysis, with a strong emphasis on AI integration.

## 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.

# SYLLABUS

## SECTION 1. 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 2. PROJECT MANAGEMENT

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

## SECTION 3. WEB POSITIONING

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

## SECTION 4. AGILE METHODOLOGIES

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

## SECTION 5. 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 6. 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 7. 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 8. 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 9. 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 10. DATA ANALYSIS AND INTERPRETATION

- Topic 1. Data representation
- Topic 2. Measurements
- Topic 3. Regression and correlation
- Topic 4. Probability
- Topic 5. Distributions
- Topic 6. Confidence intervals
- Topic 7. Introduction to Hypothesis Testing
- Topic 8. Statistics with R

## SECTION 11. AI FOR BUSINESS

- Topic 1: Introduction to AI
- Topic 2: How to apply AI in your daily life
- Topic 3: AI in the workplace
- Topic 4: AI for finance
- Topic 5: AI for marketing
- Topic 6: AI for human resources
- Topic 7: AI for operations
- Topic 8: Case studies
- Topic 9: The future of AI

## SECTION 12. MANAGEMENT SKILLS

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

# SYLLABUS

**SECTION 13. 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 14. 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 15. 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

## A JOURNEY THROUGH THE SYLLABUS

### SECTION 1: DIGITAL TRANSFORMATION

This section examines the impact of digital technologies on hospitality and revenue management operations, emphasizing strategies for leveraging digital innovations to enhance customer experiences and operational efficiency.

**Topic 1: Business Digitalization**
This topic introduces digital transformation strategies for integrating digital technologies into hospitality and revenue management operations. Discussions include digitizing processes, enhancing service delivery through digital platforms, and leveraging data analytics for informed decision-making.

**Topic 2: Artificial Intelligence (AI)**
Here, you will explore the applications of artificial intelligence (AI) in hospitality and revenue management. Topics include AI-driven customer service enhancements, predictive analytics for demand forecasting, and optimizing operational efficiency through AI-powered solutions.

**Topic 3: The Internet of Things (IoT)**
This topic examines the Internet of Things (IoT) and its applications in enhancing operational processes within hospitality and revenue management sectors. Topics include IoT-enabled smart devices, data connectivity, and leveraging IoT data for real-time insights and decision-making.

**Topic 4: Blockchain**
In this topic, you will study blockchain technology and its potential applications in improving transparency and security within hospitality and revenue management operations. Topics include blockchain-based transaction systems, supply chain management, and enhancing trust and traceability in business processes.

**Topic 5: Big Data and Business Intelligence (BI)**
Here, you will explore big data analytics and business intelligence (BI) tools for extracting actionable insights from large datasets within hospitality and revenue management sectors. Topics include data-driven decision-making, predictive analytics, and optimizing customer experiences through BI-driven strategies.

**Topic 6: Cloud Computing**
This topic covers cloud computing solutions and their benefits for hospitality and revenue management operations. Discussions include cloud-based infrastructure, scalability, data storage, and leveraging cloud platforms for flexible and cost-effective IT solutions.

**Topic 7: Industrial Automation and Robotics**
Here, you will study the applications of industrial automation and robotics in optimizing operational processes within hospitality and revenue management sectors. Topics include robotic process automation (RPA), automation in service delivery, and enhancing efficiency through robotic technologies.

**Topic 8: Cybersecurity**
This topic examines cybersecurity principles and best practices for protecting digital assets and customer data within hospitality and revenue management operations. Discussions include cybersecurity frameworks, data privacy regulations, and strategies for mitigating cyber threats and vulnerabilities.

## SECTION 2: PROJECT MANAGEMENT

This section covers the essential skills and techniques needed for effective project management. You will learn how to initiate, plan, execute, and close projects successfully, ensuring that projects meet their objectives on time and within budget. By mastering these concepts, you will be prepared to lead projects and drive results in various business contexts.

**Topic 1. Project Management Figure**
Explore the role of the project manager and the key responsibilities associated with the position. Learn about the skills required for successful project management, including leadership, communication, and problem-solving.

**Topic 2. Team Management**
Understand the principles of effective team management. Learn how to build and lead teams, foster collaboration, and resolve conflicts to ensure project success and achieve team goals.

**Topic 3. Team Management and Communication**
Delve into strategies for managing team dynamics and effective communication. Learn how to facilitate open dialogue, provide constructive feedback, and maintain team cohesion throughout the project lifecycle.

## SECTION 3: WEB POSITIONING

Web positioning, or search engine optimization (SEO), involves strategies to improve a website's visibility on search engines. This section covers techniques for enhancing online presence and attracting customers.

**Topic 1: How to Attract Customers**
Attracting customers online involves strategies for increasing website traffic and engaging potential customers. This topic covers techniques such as content marketing, search engine optimization, and social media outreach to draw visitors to a website.

**Topic 2: SEO: Organic Optimization**
Organic optimization focuses on improving a website's ranking in search engine results without paid advertising. This topic explores methods for optimizing website content, structure, and keywords to achieve higher search engine rankings and attract more visitors.

**Topic 3: SEM: Payment Optimization**
Search engine marketing (SEM) involves using paid advertising to improve a website's visibility. This topic covers strategies for creating effective SEM campaigns, including keyword selection, ad creation, and budget management to achieve marketing objectives.

**Topic 4: Automating Sales**
Automating sales involves using technology to streamline sales processes. This topic explores tools and techniques for automating tasks such as lead generation, follow-ups, and sales reporting to increase efficiency and drive revenue.

**Topic 5: Growth Hacking**
Growth hacking is a strategic approach to achieving rapid business growth. This topic covers innovative techniques for scaling a business, including creative marketing strategies, data-driven experiments, and leveraging technology for growth.

**Topic 6: Marketing Automation**
Marketing automation involves using software to manage marketing tasks and campaigns. This topic explores tools for automating tasks such as email marketing, social media management, and lead nurturing to improve efficiency and effectiveness.

**Topic 7: Psychology in Marketing**
Psychology in marketing examines how consumer behavior and decision-making processes influence marketing strategies. This topic covers concepts such as consumer motivation, perception, and decision-making biases to develop effective marketing campaigns.

## SECTION 4: AGILE METHODOLOGIES

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

**Topic 1: Product management**
Learn about agile product management, including techniques for defining product vision, managing product backlogs, and delivering value to customers through iterative development.

**Topic 2: Lean startup**
Understand the lean startup methodology, which emphasizes building and scaling businesses efficiently by rapidly testing and iterating on ideas to achieve market fit.

**Topic 3: Agile management**
Explore agile project management frameworks like Scrum and Kanban, including their principles, roles, events, and artefacts, and how to apply them to your projects for improved efficiency and flexibility.

## SECTION 5: MARKETING ANALYTICS

This section introduces you to the tools and techniques used in marketing analytics. You will learn how to optimize your online presence, manage web traffic, and measure the effectiveness of marketing efforts. These skills will help you make data-driven decisions and improve marketing performance.

**Topic 1. How to Optimize Your Website**
Learn strategies for optimizing your website to improve user experience and drive conversions. Explore techniques for enhancing site speed, usability, and search engine ranking.

**Topic 2. Web Traffic Management**
Understand how to manage and analyze web traffic to achieve marketing goals. Learn about traffic sources, metrics, and tools for monitoring and increasing website visits.

**Topic 3. Affiliate Marketing and Its Measurement**
Explore the principles of affiliate marketing and how to measure its effectiveness. Learn about affiliate programs, tracking performance, and optimizing affiliate relationships.

**Topic 4. Google Data Studio**
Learn how to use Google Data Studio for data visualization and reporting. Explore how to create dashboards, analyze marketing metrics, and present data in a clear and actionable format.

## SECTION 6: MARKETING

The Marketing section lays the foundation for understanding modern marketing principles and practices. It explores the evolving role of the consumer, the importance of brand management, and the strategies for effectively targeting and engaging customers. This section is designed to provide a

comprehensive overview of marketing fundamentals and the essential concepts that drive successful marketing campaigns.

**Topic 1: New Role of the Consumer**
This topic addresses how the consumer's role has transformed in the digital age. It explores shifts in consumer behaviour, including the rise of digital channels and the increasing influence of social media and online reviews. Students will learn about the modern consumer's expectations and how businesses can adapt their strategies to meet these new demands.

**Topic 2: The Brand**
In this topic, students will learn about the concept of brand identity and its significance in marketing. It covers the elements that make up a brand, such as brand values, positioning, and differentiation. The topic focuses on how to build a strong brand presence and manage brand equity to achieve business objectives.

**Topic 3: The Ideal Customer**
This topic explores the process of defining and understanding the ideal customer for a business. Students will learn how to create customer personas, identify target audiences, and tailor marketing efforts to address the needs and preferences of these ideal customers.

**Topic 4: The Customer Journey**
Here, students will study the stages of the customer journey, from awareness to decision-making. This topic covers techniques for mapping the customer journey, understanding touchpoints, and designing strategies to enhance the customer experience at each stage.

**Topic 5: Types of Marketing**
This topic introduces various types of marketing strategies and techniques. Students will explore different marketing approaches such as inbound and outbound marketing, content marketing, and experiential marketing. The focus is on understanding which types of marketing are most effective for different business goals.

## SECTION 7: SOCIAL MEDIA STRATEGY

The Social Media Strategy section emphasizes the development and execution of effective social media marketing plans. It covers strategies for building a strong online presence, engaging with audiences, and leveraging social media platforms for business growth.

**Topic 1: Social Networks**
This topic explores various social media platforms and their uses for marketing. It covers the characteristics of different networks, strategies for platform selection, and approaches for building a social media presence.

**Topic 2: Social Media Action Plan**
The Social Media Action Plan topic focuses on creating structured plans for social media marketing efforts. Students will learn about setting objectives, developing strategies, and implementing actions for successful social media campaigns.

**Topic 3: Social Media Strategy**
This topic covers the development of comprehensive social media strategies. It includes methods for defining goals, identifying target audiences, and creating content that aligns with business objectives.

**Topic 4: Tools**
In this topic, students will explore various tools and platforms used for managing and optimizing social media efforts. This includes tools for scheduling posts, analysing engagement metrics, and monitoring brand mentions. Students will learn about different social media management tools like

Hootsuite, Buffer, and Sprout Social, and how to leverage these tools to streamline their social media strategies and measure campaign effectiveness.

**Topic 5: Listening to Your Audience**
This topic focuses on techniques for understanding and responding to the needs and opinions of your audience on social media. It covers methods for gathering feedback, monitoring conversations, and analyzing sentiment to improve social media strategies and address customer concerns effectively.

**Topic 6: Generate Sales with Your Networks**
Here, students will learn strategies for converting social media interactions into sales opportunities. This includes techniques for creating compelling offers, driving traffic to sales pages, and using social media platforms as sales channels to boost revenue and achieve marketing goals.

## SECTION 8: MARKETING STRATEGY

This section will deepen your understanding of marketing strategies that drive business success. You will learn how to develop comprehensive marketing plans, analyze markets, and implement effective strategies to achieve business goals. This section equips you with advanced skills in creating and executing marketing strategies.

**Topic 1. Marketing Strategy**
Discover the foundations of marketing strategy, including how to set objectives, define target markets, and develop plans to achieve business goals. Learn to create strategies that drive growth and success.

**Topic 2. The Key to Marketing**
Explore essential marketing principles and practices. Understand how to develop a unique value proposition, craft effective marketing messages, and use these elements to achieve competitive advantage.

**Topic 3. Market Analysis**
Learn how to conduct comprehensive market analysis. Explore techniques for analysing market trends, understanding customer needs, and identifying opportunities for growth.

**Topic 4. Advanced Marketing Strategy**
Delve into advanced concepts in marketing strategy. Learn about strategic frameworks, competitive positioning, and innovative approaches to marketing in a dynamic business environment.

**Topic 5. Action Plan**
Understand how to develop and implement a detailed marketing action plan. Learn how to translate marketing strategies into actionable steps, set priorities, and allocate resources effectively.

**Topic 6. Marketing Channels**
Explore different marketing channels and their roles in reaching target audiences. Learn how to select and manage channels for maximum impact, including digital, traditional, and direct marketing methods.

**Topic 7. Target Price**
Learn how to set and manage target prices for products and services. Explore pricing strategies, including cost-based, value-based, and competitive pricing, and understand their impact on sales and profitability.

## SECTION 9: E-COMMERCE

The E-Commerce section focuses on the strategies and technologies involved in conducting business online. Students will learn about online sales processes, web store management, and methods for converting leads into customers. The section covers both the operational and strategic aspects of e-commerce.

**Topic 1: Online Sales**
This topic covers the fundamentals of online sales, including setting up an online store, managing product listings, and strategies for increasing online sales. Students will learn about e-commerce platforms and techniques for driving traffic and sales.

**Topic 2: Web Store**
Students will learn how to design and manage a web store, focusing on the technical and operational aspects of e-commerce websites. This topic includes website development, user interface design, and the management of online transactions.

**Topic 3: Mobile Applications**
This topic explores the role of mobile applications in e-commerce. Students will learn about mobile app development, user experience design for mobile platforms, and strategies for engaging customers through mobile applications.

**Topic 4: From Interested Lead to Buyer**
Students will learn strategies for converting leads into paying customers. This topic covers lead generation techniques, nurturing leads, and using sales funnels and CRM systems to manage and close sales.

**Topic 5: Web Analytics**
This topic introduces web analytics tools and techniques for measuring website performance. Students will learn how to collect, analyze, and interpret web data to inform marketing decisions and optimize online sales strategies.

**Topic 6: User Experience**
Students will explore best practices for designing a positive user experience on e-commerce sites. This topic covers principles of user experience design, including usability, accessibility, and creating intuitive user interfaces.

**Topic 7: Digital Campaigns**
This topic covers the creation and management of digital marketing campaigns. Students will learn about campaign planning, execution, and measurement, including strategies for online advertising, email marketing, and social media promotions.

**Topic 8: Mobile Payment**
Students will learn about mobile payment systems and technologies. This topic covers various mobile payment methods, security considerations, and the integration of payment solutions into e-commerce platforms.

**Topic 9: Landing Page**
This topic focuses on designing effective landing pages for e-commerce and marketing campaigns. Students will learn about landing page best practices, including layout, content, and call-to-action strategies to maximize conversions.

## SECTION 10: DATA ANALYSIS AND INTERPRETATION

This section covers the principles and techniques of data analysis and interpretation, focusing on data representation, measurements, regression and correlation, probability, distributions, confidence intervals, hypothesis testing, and statistics with R.

**Topic 1: Data Representation**
Data Representation explores the various methods for representing data. Students will learn about different types of data visualizations, techniques for summarizing data, and best practices for effective data representation.

**Topic 2: Measurements**
Measurements cover the concepts of statistical measurements. Students will learn about measures of central tendency (mean, median, mode), measures of dispersion (range, variance, standard deviation), and techniques for interpreting statistical data.

**Topic 3: Regression and Correlation**
Regression and Correlation examine the relationships between variables. Students will learn about linear regression, correlation coefficients, and techniques for modeling and analyzing relationships in data.

**Topic 4: Probability**
Probability covers the fundamental concepts of probability theory. Students will learn about probability distributions, conditional probability, and techniques for calculating and interpreting probabilities.

**Topic 5: Distributions**
Distributions explore the different types of probability distributions. Students will learn about normal distribution, binomial distribution, and techniques for analysing and interpreting distributions in data.

**Topic 6: Confidence Intervals**
Confidence Intervals examine the concept of confidence intervals in statistics. Students will learn about the calculation and interpretation of confidence intervals, and techniques for estimating population parameters.

**Topic 7: Introduction to Hypothesis Testing**
Introduction to Hypothesis Testing covers the principles and practices of hypothesis testing. Students will learn about null and alternative hypotheses, test statistics, p-values, and techniques for conducting hypothesis tests.

**Topic 8: Statistics with R**
Statistics with R explores the use of R for statistical analysis. Students will learn about R programming, statistical functions in R, and techniques for conducting statistical analysis using R.

## SECTION 11: AI FOR BUSINESS

This course provides a comprehensive overview of how Artificial Intelligence (AI) is reshaping various aspects of the business world. It explores AI's foundational concepts, practical applications, and its impact on different business functions, from finance to human resources. By the end of the course, participants will have a deep understanding of how to leverage AI to enhance business operations, drive innovation, and stay competitive in a rapidly evolving market.

**Topic 1: Introduction to AI**
This topic introduces the fundamentals of AI, covering its history, key concepts, and the technological advancements that have driven its development. Participants will learn what AI is, how it works, and why it has become a crucial element in modern business strategies.

**Topic 2: How to Apply AI in Your Daily Life**
Here, the focus is on the practical application of AI in everyday life. This topic demonstrates how AI tools and technologies can be integrated into daily routines, enhancing personal productivity, decision-making, and convenience through examples like virtual assistants and personalized recommendations.

**Topic 3: AI in the Workplace**
This topic examines the transformative impact of AI in the workplace. It explores how AI can automate routine tasks, support complex decision-making, and improve overall business efficiency, leading to significant changes in how work is performed across various industries.

**Topic 4: AI for Finance**
This topic focuses on how Artificial Intelligence enhances fraud detection and cash flow optimization in the financial sector. Participants will learn about AI tools that identify fraud patterns and automate collection and payment processes to improve working capital and the financial health of companies.

**Topic 5: AI for Marketing**
This topic focuses on the application of AI in marketing. It covers AI-driven techniques for customer targeting, personalization, content creation, and campaign optimization, showing how AI can enhance marketing effectiveness and drive better business outcomes.

**Topic 6: AI for Human Resources**
Participants will learn about the impact of AI on Human Resources in this topic. The focus is on AI's role in recruitment, employee engagement, talent management, and performance analysis, helping HR professionals streamline their processes and make data-driven decisions.

**Topic 7: AI for Operations**
This topic highlights how AI optimizes business operations. It includes discussions on AI applications in supply chain management, logistics, inventory management, and production processes, illustrating how businesses can improve efficiency and reduce costs through AI.

**Topic 8: Case Studies**
This topic provides real-world examples of successful AI implementations across various industries. Participants will analyze these case studies to gain insights into how AI has been effectively applied in different business scenarios, learning from both successes and challenges.

**Topic 9: The Future of AI**
The course concludes with a look at the future of AI. This topic explores emerging trends, ethical considerations, and the potential long-term impact of AI on the business landscape, preparing participants to navigate the ongoing evolution of AI technologies.

## SECTION 12: MANAGEMENT SKILLS

This section focuses on developing essential management skills for effective leadership. You will learn about leadership styles, communication techniques, and strategies for managing change and empowering teams. These skills will help you lead teams and drive organizational success.

**Topic 1. Leadership**
Learn about different leadership styles and their applications. Explore effective leadership practices, including how to inspire, motivate, and guide teams toward achieving organizational goals.

**Topic 2. Effective Communication**
Understand the principles of effective communication in a management context. Learn how to convey messages clearly, listen actively, and manage conflicts to build strong professional relationships.

**Topic 3. Coaching**

Explore the role of coaching in employee development. Learn techniques for providing constructive feedback, setting goals, and supporting employees in their personal and professional growth.

**Topic 4. Empowering Teams**
Learn how to empower teams to achieve high performance. Explore strategies for delegating responsibilities, fostering autonomy, and creating an environment that encourages team members to excel.

**Topic 5. Change Management**
Understand the principles of change management and how to lead organizational change. Learn about change models, overcoming resistance, and guiding teams through transitions to achieve successful outcomes.

## SECTION 13: DECISION MAKING

This section delves into the process of decision making in a business context. You will learn how to define problems, select criteria and techniques, develop alternatives, analyze options, make decisions, and create action plans. Practical examples will enhance your understanding of these concepts.

**Topic 1. Problem Definition**
Learn how to accurately define and frame problems. Understand the importance of problem definition in the decision-making process and how to identify root causes.

**Topic 2. Selection of Criteria and Techniques**
Explore the criteria and techniques used in decision making. Learn how to select appropriate criteria and apply decision-making techniques to evaluate options and make informed choices.

**Topic 3. Development of Alternatives**
Understand how to generate and develop alternative solutions. Learn creative problem-solving techniques and how to evaluate the feasibility of different options.

**Topic 4. Analysis**
Learn how to analyze alternatives using various tools and techniques. Understand the importance of data analysis, risk assessment, and scenario planning in the decision-making process.

**Topic 5. Decision**
Explore the process of making decisions based on analysis. Learn about decision-making models, the role of intuition, and how to make decisions under uncertainty.

**Topic 6. Action Plan**
Learn how to create and implement an action plan. Understand the steps involved in translating decisions into actionable steps, assigning responsibilities, and setting timelines.

**Topic 7. Examples of Problems**
Examine real-world examples of business problems and the decision-making processes used to address them. Learn from case studies and practical scenarios to apply decision-making concepts effectively.

## SECTION 14: BUSINESS PLAN

In this section, you will explore the foundational principles of business strategy, which are essential for guiding a company's long-term direction and success. The focus is on understanding how to define an organization's vision, mission, and values, and how to develop a strategic plan that aligns with these elements. You will learn how to analyze the internal and external environment of a business to craft effective strategies, create a business model that supports the company's objectives, and monitor the implementation of the strategic plan to ensure that goals are met.

**Topic 1: Vision, Mission, and Values**
This topic covers the essential components of a company's strategic foundation. The vision statement outlines what the company aspires to achieve in the long-term future, serving as a source of inspiration and a guide for strategic decisions. The mission statement defines the company's current purpose, including its core functions and target market. Values are the guiding principles that shape the company's culture and inform decision-making processes.

**Topic 2: Strategic Plan**
Here, you will learn how to create a comprehensive strategic plan. This involves setting specific, measurable goals and identifying the actions needed to achieve these goals. The strategic plan includes evaluating the internal strengths and weaknesses of the organization, as well as external opportunities and threats, to develop a structured approach for future growth and success.

**Topic 3: Business Model**
This topic explores the components of a business model, which explains how a company generates value and earns revenue. You will examine different types of business models, including value propositions, revenue streams, and cost structures, to understand how these elements work together to support the company's strategic objectives.

**Topic 4: Strategic Analysis**
In this topic, you will study various tools and techniques for assessing a company's internal capabilities and external environment. Methods like SWOT analysis are used to identify strengths, weaknesses, opportunities, and threats, providing insights that inform strategic decisions and planning.

**Topic 5: Monitoring the Strategic Plan**
This topic focuses on techniques for tracking and evaluating the effectiveness of the strategic plan. You will learn how to set performance metrics, collect and analyze data, and make adjustments to ensure that the strategic goals are being met and that the organization remains on track for success.

## SECTION 15: OPERATIONS MANAGEMENT

This section covers the principles and practices essential to managing the operations of a business. You will learn how to optimize processes, manage demand, and ensure the efficient production of goods and services. By mastering these topics, you will be able to improve operational performance and contribute to the overall success of your organization.

**Topic 1. Business Strategy**
Understand the role of business strategy in operations management. Learn how to align operational activities with the broader strategic goals of the organization to ensure cohesive and effective execution.

**Topic 2. Operations Management**
Gain a comprehensive understanding of operations management principles. Explore key concepts such as process design, capacity planning, and supply chain management to enhance operational efficiency.

**Topic 3. Demand**
Learn how to forecast and manage demand effectively. Understand various demand planning techniques and tools to ensure that your organization can meet customer needs without overproducing or underproducing.

**Topic 4. Product Development**
Explore the stages of product development, from idea generation to market launch. Learn how to manage the development process, coordinate cross-functional teams, and ensure that new products meet customer expectations.

**Topic 5. Operating Systems**
Understand the different types of operating systems used in production and service environments. Learn how to select and implement the right system to improve efficiency, quality, and customer satisfaction.

**Topic 6. Process Planning and Management**
Delve into process planning and management techniques. Learn how to design, analyze, and optimize processes to ensure that operations run smoothly and efficiently.

**Topic 7. Operational Planning**
Learn the principles of operational planning, including resource allocation, scheduling, and workflow management. Understand how to create effective plans that align with strategic objectives and improve operational performance.

**Topic 8. The Human Factor in Operations Management**
Explore the impact of human factors on operations management. Learn about workforce management, employee motivation, and the role of leadership in fostering a productive and engaged operational team.