

Mr. Altonjunior Siima, with identification document 9801065264089  
has successfully passed and obtained the title of:

**Executive master's degree MBA in Digital Transformation  
(CDO, Chief Digital Officer)**

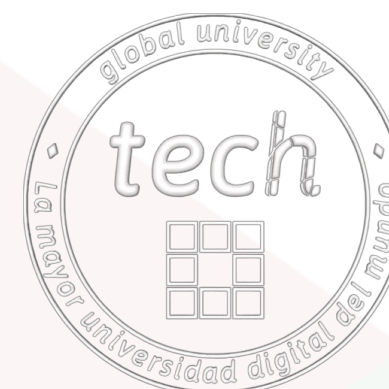
This is a private qualification of 2700 hours of duration equivalent to 90 ECTS, with a start date of 5/4/2024  
and an end date of 5/4/2025

TECH Global University is a university officially recognized by the Government of Andorra on the 31st  
of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on Sunday, April 6, 2025



Dr. Pedro Navarro Illana  
Chancellor



# Executive master's degree MBA in Digital Transformation (CDO, Chief Digital Officer)

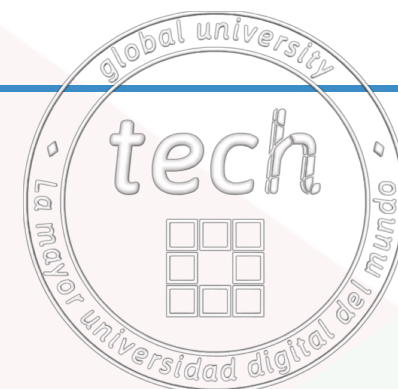
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## Grades

Subject type	ECTS Credits	Subject	Note
Compulsory (CO)	90	MODULE 1. THE DIGITAL ENVIRONMENT IN BUSINESS PROCESSES	7,01
Optional (OP)	0	MODULE 2. DIGITAL TRANSFORMATION IN THE COMPANY	8,89
External Work Placement (WP)	0	MODULE 3. THE NEW DIGITAL ERA: INTERNET OF THINGS (IOT)	8,2
Master's Degree Thesis (MDT)	0	MODULE 4. DIGITAL TRANSFORMATION AS A 360° STRATEGY	7,7
		MODULE 5. MARKETING CHANNELS IN THE DIGITAL ERA	8,46
		MODULE 6. NEW BEHAVIOR IN THE DIGITAL TRANSFORMATION OF COMPANIES	8,69
		MODULE 7. BUSINESS PROCESS MANAGEMENT (BPM)	8,7
		MODULE 8. PROCESS MODELING AND ANALYSIS	8,2
		MODULE 9. PROCESS CONTROL AND OPTIMIZATION	8,18
		MODULE 10. LEGAL ASPECTS OF THE DIGITAL TRANSFORMATION	8,16
	Total 90		



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## General Structure of the Syllabus

Subject type	ECTS Credits	Year	Subject	ECTS	Type
Compulsory (CO)	90	1 <sup>o</sup>	<b>Module 1. The Digital Environment in Business Processes</b>	9	CO
Optional (OP)	0		1. The Digital World		
External Work Placement (WP)	0		2. Impacts of Digital Transformation		
Master's Degree Thesis (MDT)	0		3. Process Management		
			4. Optimization in Process Management		
			5. Process Innovation		
			6. Digital Strategy in the Company		
			7. Organizational Environment		
			8. Analysis and Management of Data		
			9. Innovation and Technology		
			10. Applications and Success Stories		
		1 <sup>o</sup>	<b>Module 2. Digital Transformation in the Company</b>	9	CO
			1. Digital and Business Transformation		
			2. Smart Company or Company 4.0		
			3. Digital Transformation		
			4. Typology of Digital Transformation		
			5. Profiles Leading the Digital Transformation by Area		
			6. TI/ IS Strategic Planning		
			7. Information Systems Project Management		
			8. Differences Between Methodologies		
			9. Digital Competencies		
			10. Consequences of Digital Transformation		
	Total 90				

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Subject type	ECTS Credits	Year	Subject	ECTS	Type
Compulsory (CO)	90	1 <sup>o</sup>	<b>Module 3. The New Digital Era: Internet of Things (IoT)</b>	9	CO
Optional (OP)	0		1. Internet Of Things		
External Work Placement (WP)	0		2. Big Data		
Master's Degree Thesis (MDT)	0		3. Cloud Productivity		
			4. Technology Blockchain		
			5. Artificial Intelligence (AI)		
			6. Extended Reality (XR)		
			7. Augmented Humans or Human 2.0		
			8. 3D Printing		
			9. Localization-Based Services (LBS)		
			10. 5G Technology		
		1 <sup>o</sup>	<b>Module 4. Digital Transformation as a 360° Strategy</b>	9	CO
			1. 360° Strategy		
			2. Rebranding		
			3. HR Marketing		
			4. Relationship Marketing		
			5. Innovation Ecosystems and Communities		
			6. Social Selling		
			7. Experience Marketing		
			8. Branded Content and Native Advertising		
			9. Real Time Marketing		
			10. Key Performance Indicators (KPIs) in the Digital Era		
	Total 90				

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Subject type	ECTS Credits	Year	Subject	ECTS	Type
Compulsory (CO)	90	1 <sup>o</sup>	<b>Module 5. Marketing Channels in the Digital Era</b>	9	CO
Optional (OP)	0		1. Social Networks		
External Work Placement (WP)	0		2. Influencer Marketing		
Master's Degree Thesis (MDT)	0		3. e-Mail Marketing		
			4. Website and SEO		
			5. Mobile Applications and ASO		
			6. Paid Campaigns		
			7. Affiliate Marketing		
			8. Programmed Advertising		
			9. Loyalty Programs		
			10. Co-Branding vs. Co-Marketing		
		1 <sup>o</sup>	<b>Module 6. New Behavior in the Digital Transformation of Companies</b>	9	CO
			1. New Adopted Behaviors		
			2. Trends in Communication		
			3. Evolution of the Contents		
			4. The Evolution of Searches		
			5. Support Advances		
			6. Customer Centric		
			7. The Evolution of E-commerce		
			8. Behavioral Economics		
			9. Digital Transformation: Physical + Digital		
			10. Evolution of Sectors in the Digital environment		
	Total 90				

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Subject type	ECTS Credits	Year	Subject	ECTS	Type
Compulsory (CO)	90	1 <sup>o</sup>	<b>Module 7. Business Process Management (BPM)</b>	9	CO
Optional (OP)	0		1. Enterprise Architecture		
External Work Placement (WP)	0		2. Diagnosis of BPM		
Master's Degree Thesis (MDT)	0		3. BPM Principles		
			4. Benefits of BPM		
			5. Sectoral Application of BPM		
			6. Process Reference Models		
			7. Process Center of Excellence (COE)		
			8. Steps to BPM Success		
			9. Challenges of Business Process Management		
			10. Considerations when Starting a BPM Project		
		1 <sup>o</sup>	<b>Module 8. Process Modeling and Analysis</b>	9	CO
			1. Process Modeling		
			2. Business Process Modelling Notation (BPMN)		
			3. Other Types of Process Modeling		
			4. Process Modeling Approaches		
			5. Process Modeling Levels		
			6. Information Capture		
			7. Modeling Software (BPMS)		
			8. Process Analysis		
			9. Considerations for Process Analysis		
			10. Simulation of Business Processes		
	Total 90				

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Subject type	ECTS Credits	Year	Subject	ECTS	Type
Compulsory (CO)	90	1º	<b>Module 9. Process Control and Optimization</b>	9	CO
Optional (OP)	0		1. Process Design		
External Work Placement (WP)	0		2. Towards Process Performance Control		
Master's Degree Thesis (MDT)	0		3. Process Performance Measurement and Control		
			4. Methods to Measure and Control Performance		
			5. Statistical Process Control		
			6. Process Mining		
			7. Process Intelligence		
			8. Change Management		
			9. Organizational Transformation		
			10. A New Business Process Management		
		1º	<b>Module 10. Legal Aspects of the Digital Transformation</b>	9	CO
			1. Law in the Digital Transformation		
			2. Corporate Recruitment		
			3. Intellectual Property		
			4. Legal Information Technology		
			5. Competition/Antitrust		
			6. Free Trade Agreements		
			7. Valuation of Intangible Assets		
			8. Protection of Personal Data		
			9. Protection of Consumer Rights		
			10. Legal TECH		
	Total 90				



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