

Máster online 100%

Master in Digital Skills and Competencies + 60 ECTS Credits

Structuralia

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Master in Digital Skills and Competencies + 60 ECTS Credits

Modality
Online

Languages
Español

Duration
1500 hours (60 ECTS)

No Limit
AI Assistant

Does it include practices?
NO

Educational Institutions

Structuralia Engineering eLearning

UNIVERSIDAD NEBRIJA

Summary

The Master in Digital Skills and Competencies is a high-level specialization designed for experienced professionals seeking to update and deepen their knowledge in digital transformation. This program explores the strategic implications of digital trends for business development and the management of digital projects and services in any organization. It will allow you to understand and apply the broad potential of these trends in key sectors such as finance, energy, healthcare, construction, logistics, traceability, contracts and regulatory compliance. You will delve into areas such as industrial control, data protection and copyright, digital marketing and electoral applications, among other essential fields. You will acquire a comprehensive vision of how digital skills are crucial to leading innovation and efficiency in your professional field. This master's degree provides you with the knowledge necessary to navigate and thrive in an environment of constant technological evolution, preparing you to design and implement solutions that drive growth and competitiveness,

consolidating your position as an agent of strategic change and key decision-maker in digital transformation.

Agenda

MODULE 1. DIGITAL TRANSFORMATION CONTEXT

1. DIDACTIC UNIT 1. MANAGEMENT APPROACH TO DIGITAL TRANSFORMATION

1. Management approach focused on digital transformation
2. Agile data: Data 2.0.
3. Democratization of data
4. Democratization of technology
5. Agile data management

2. DIDACTIC UNIT 2. AGILE DATA. DATA DRIVEN COMPANIES

1. Data driven companies
2. Agile and data: Agile data
3. Data and agility projects
4. Implementation of agile data
5. Infrastructure for agile data

3. DIDACTIC UNIT 3. AGILE DIGITALIZATION

1. Present and future: digitalization and agility
2. Datafication as a pillar of digital transformation
3. Other applications of agile digitalization
4. Digital transformation strategy
5. User experience

4. DIDACTIC UNIT 4. SOFT SKILLS FOR AGILISM AND DIGITAL TRANSFORMATION

1. Soft skills for agile management (I)
2. Soft skills for agile management (II)
3. Soft skills for agile management (III)
4. Soft skills for agile management (IV)
5. Summary tips for the agile management approach

MODULE 2. INNOVATION

1. DIDACTIC UNIT 1. AGILISM AND INNOVATION

1. Current context of innovation and change
2. Dimensions, critical factors and innovation models
3. Challenges to achieve agile innovation management
4. Current challenges for agile innovation management
5. Creating and capturing value

2. DIDACTIC UNIT 2. INNOVATION, ACCELERATION AND AGILISM

1. Innovation strategy
2. Value co-creation
3. Agile value co-creation approach

4. Streamlining and acceleration
5. Corporate accelerators

3. DIDACTIC UNIT 3. WHY DESIGN THINKING EMERGES

1. Why Design Thinking arises: empathy and closeness to the client
2. What is Design Thinking?
3. Understanding Design Thinking
4. A look at the Design Thinking process
5. Methods to identify user needs

4. DIDACTIC UNIT 4. DESIGN THINKING PROCESS

1. Step 1: Empathize with users
2. Step 2: Define the problem
3. Step 3: Ideate
4. Step 4: Prototype
5. Step 5: Test

MODULE 3. DIGITAL BUSINESS

1. DIDACTIC UNIT 1. DIGITAL ECONOMY CONTEXT

1. Digital transformation context
2. Digital transformation strategy
3. Digital economy
4. Relevant concepts in digital transformation
5. Introduction to Smart Contracts

2. DIDACTIC UNIT 2. SMART CONTRACTS

1. Practical knowledge of Smart Contracts
2. Tokenization and Smart Contracts
3. Smart Legal Contract
4. Applications of Smart Contracts
5. Additional applications

3. DIDACTIC UNIT 3. TECHNOLOGY FOR THE DIGITAL ECONOMY

1. Digital identity, NTF and DAO
2. Metaverse
3. Digital twins
4. Artificial intelligence and work disciplines
5. Digital transformation and artificial intelligence

4. DIDACTIC UNIT 4. CONSTRUCTION AND REAL ESTATE SECTORS; IMPACT ON PROFESSIONALS

1. Smart Contracts in the construction sector
2. Tokenization of real estate assets
3. Smart Contracts for SMEs
4. The digital economy professional
5. Summing it all up: digital economy perspective

MODULE 4. PROJECT MANAGEMENT FOR DIGITAL TRANSFORMATION (PART I)

MODULE 5. PROJECT MANAGEMENT FOR DIGITAL TRANSFORMATION (PART II)

MODULE 6. AGILE SERVICE MANAGEMENT

MODULE 7. INTRODUCTION TO BIG DATA

MODULE 8. BLOCKCHAIN AND DLT TECHNOLOGY

MODULE 9. APPLICABLE REGULATIONS

MODULE 10. TFM. MASTER IN DIGITAL SKILLS AND COMPETENCES

Qualification

University Degree in Master of Lifelong Training in Digital Skills and Competencies issued by the Antonio de Nebrija University with 60 ECTS University Credits. Teachings not leading to obtaining an official qualification

Objectives

- • Consolidate knowledge about the evolution and impact of digitalization for strategic decision making. • Design digital innovation strategies that drive organizational agility and acceleration. • Implement scalable digital business models, optimizing their application in various industrial sectors. • Direct the management of projects and services under agile methodologies, adapting to the context of digital transformation. • Evaluate the impact of emerging technologies such as blockchain, NFTs, tokenization and Big Data on business strategy. • Integrate a global perspective of digital applications in finance, energy, healthcare and logistics. • Apply Design Thinking to create value and optimize digital solutions. • Encourage strategic decision making based on data analysis to drive operational efficiency.

What does it prepare you for?

This program prepares you to lead digitalization in your organization, providing you with advanced digital skills to design and implement innovative and sustainable business strategies. You will develop a comprehensive vision that will allow you to integrate disruptive trends such as blockchain, NFTs and tokenization in the management of digital projects, optimizing their performance and scalability. You will learn to make strategic decisions based on data, applying methodologies such as Agile Data and Design Thinking to drive innovation and business agility. You will evaluate the impact of these technologies in various sectors, from finance to healthcare, and manage the strategic adaptation of your company to a constantly evolving environment, ensuring competitiveness and long-term growth.

Who is it addressed to?

This master's degree is aimed at active professionals in engineering, finance, energy, healthcare, construction, logistics and other sectors, as well as managers and executives in the public and private spheres. It is for those seeking to delve deeper into the strategic implications of digital transformation and wish to integrate new methodologies and emerging technologies in project and service management. Also for profiles oriented to digital leadership and decision making who seek to update their knowledge to promote digital business strategies and maintain competitiveness in their organizations.

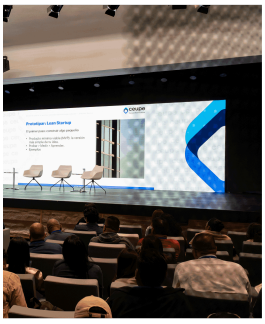
Official Character

This training is not included within the scope of official regulated training (Early Childhood Education, Primary Education, Secondary Education, Official Vocational Training FP, Baccalaureate, University Degree, Master University Officer and Doctorate). It is therefore a complementary and/or specialization training, aimed at the acquisition of certain competencies, skills or aptitudes of a professional nature, which can be assessed as merit in job boards and/or competitive examinations, always within the section of Complementary Training and/or Continuous Training. It is always essential to review the specific grading requirements of the specific public job boards to which we wish to apply.

Professional Outings

- Specialization in digital transformation management allows you to assume senior management and strategic consulting roles in various sectors. You will be able to lead teams as Digital Project Director, orchestrating the implementation of innovative solutions and process optimization. You can also work as a Senior Digital Business Consultant, advising organizations on redefining their operating models and integrating emerging technologies such as blockchain and big data. Another key role is Head of Digital Operations, leading strategy to ensure efficiency and scalability in evolving environments. Likewise, you will be able to develop as an Innovation Manager, promoting the adoption of agile methodologies and Design Thinking to generate value, or as a Digital Business Expert, identifying new market opportunities and designing sustainable growth strategies.







Live Madrid

Live the International Week

As an additional complement to your training, you can be part of the SIM: Week International in Madrid. A unique meeting that brings together students from all over the world. For seven days you can live an academic and cultural experience in the heart of Europe, culminating with the graduation ceremony in Madrid.

- Conferences and workshops with international experts
- Visits to companies and reference organizations
- Networking with students from different countries
- Cultural activities and discovery of Madrid
- graduation ceremony

Structural

Structuralia is a leading educational institution in postgraduate and highly specialized online training, focused on the fields of engineering, architecture, construction, energy, technology and digital transformation.

Founded in 2001 with a strong industrial DNA, the result of collaboration between large companies in the sector and the Universitat Politècnica de Catalunya (UPC), for more than 25 years we have accompanied technical professionals in their academic and professional development through practical, flexible training aligned with the reality of the labor market.

Our training proposal connects advanced technical knowledge, real employability and international projection, acting as key support in the professional evolution of those seeking to specialize, grow professionally and generate impact in their sector, with a firm commitment to the democratization of access to technical excellence.



+350.000

Students have gone through our virtual classrooms



+20 years

Experience in the training sector



5 stars

QS ranking in online education

EDUCA EDTECH
Group

Educa Edtech GROUP

When you enroll in a course or master's degree, you will get a free subscription to MyLXP while your training lasts. You will have access to more than 400 key courses (soft skills, languages, digital skills, etc.) and other surprises. Sign up and see how MyLXP improves your learning.

EDUCA LXP Methodology

The comprehensive tailored online education experience

EDUCA LXP is more than a methodology, it is a completely educational experience personalized thanks to all the possibilities offered by artificial intelligence. Now the content adapts to you, your needs and preferences, while offering you access to updated and practical content that really makes a difference in the labor market.

Flexibility

100% online learning adapted to your schedule: study from any device wherever, whenever and however you want.

Personalization

Contents and training itineraries adapted to your needs, thanks to AI.

Innovation

Constantly evolving technological developments driven by AI through the Learning Experience Platform.

Artificial intelligence

Discover PHIA, your learning assistant that will help you every step of the way.

Teaching support

Human empathy and academic guidance from a specialized teaching team.

Educational Experience

Didactic approach oriented to work by competencies, which favors practical and meaningful learning.

MY LXP

When you enroll in a course or master's degree, you will get a free subscription to MyLXP while your training lasts

You will have access to more than 400 key courses (soft skills, languages, competencies digital, etc.) and other surprises. Sign up and see how MyLXP improves your learning.

Meet PHIA, your personalized learning assistant

Use all the possibilities of artificial intelligence to get the most out of it match to your training

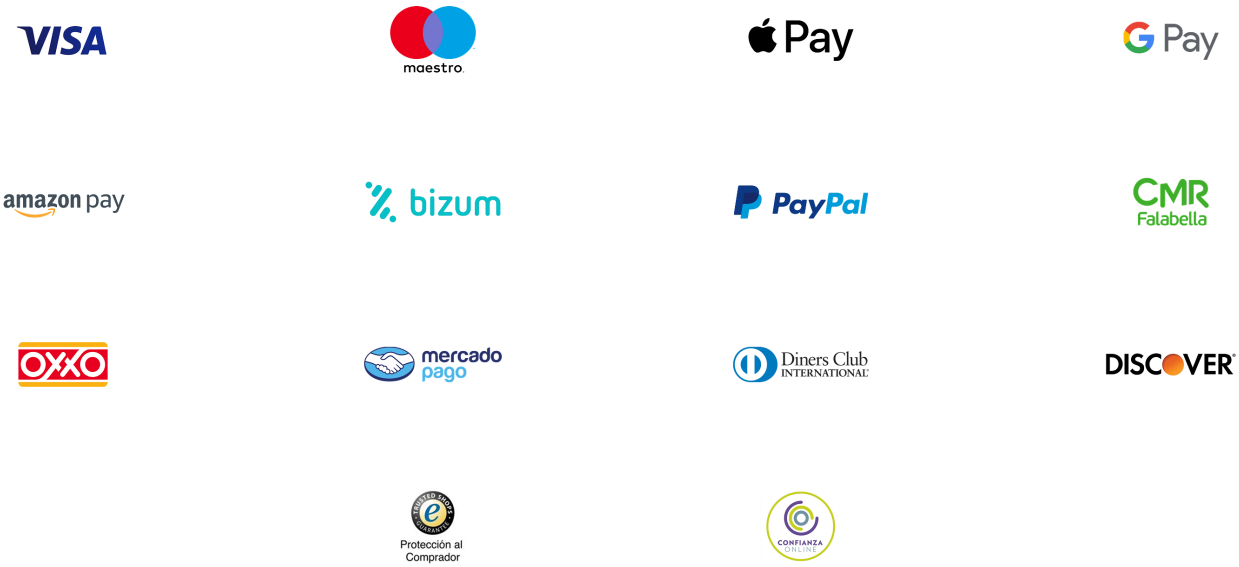
EDUCA EDTECH Group leads the digital revolution in education, promoting the continuous learning and technological transformation. The group is made up of recognized training institutions and its mission is to democratize access to education, promote the transfer of knowledge, technological development and research.

With the experience accumulated over more than 20 years, we have perfected our learning platform EDUCA LXP (Learning Experience Platform), the basis of our educational methodology, which provides students with online training practical and meaningful.



Discover all the payment facilities

We adapt to all international payment methods.



Funding and scholarships

Finance your course or master's degree and enjoy the available scholarships. Contact our expert team to know which one best suits your profile.

25%
Alumni Scholarship

15%
Scholarship recommended

20%
Functional Diversity Scholarship

20%
Unemployment scholarship

15%
GROUP Scholarship

20%
Scholarship for Professionals, Healthcare, members

15%
Entrepreneurship Scholarship

20%
Large Family Scholarship