

# MASTER

“Business Information Technology”

## Target Skills

- Analyze and design a complex information system using data modeling.
- Create project plans for an entire information system.
- Analyze the effectiveness of information system policies in companies with many locations.
- Analyze the effectiveness of security policies, identifying strengths and making recommendations for improvement.
- Assess IT situations and managing IT projects.
- Interpret and use data to analyze an organization's position, performance, and changes in financial position.
- Implement marketing metrics to evaluate the effectiveness of marketing activities, digital marketing, and analyzing strategies for the integration of information technology for successfully managing the supply chain.