

# Postgraduate Certificate

## Planning and Financial Management of Educational Projects

STUDY





## Postgraduate Certificate Planning and Financial Management of Educational Projects

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/education/postgraduate-certificate/planning-financial-management-educational-projects](http://www.techtute.com/us/education/postgraduate-certificate/planning-financial-management-educational-projects)

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# 01

# Introduction

For the programming of an educational project, it is necessary to take into account different fundamental processes that serve for its integration. In order to execute the project correctly, it is necessary to have planning, organization and management in order to have a solid foundation in terms of quality and organization.





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*This Postgraduate Certificate in Planning and Financial Management of Educational Projects generates a sense of confidence when fulfilling your role in your profession, which will help you to grow both on a personal and professional level”*

To study the project, it is necessary to study in depth all the key aspects to be taken into account, which serve as fundamental and argumentative pillars of the project's rationale. The process starts with planning, organization, management and, last but not least, execution.

That is why this Postgraduate Certificate will delve into all these factors, answering fundamental questions in the implementation phase such as the following: How many are they? Who are they? Where are they? What is the main objective? One of the areas to be taken into account when programming and implementing an educational project is the financial area. Other academic plans forget this fundamental field when considering the implementation or transformation of an educational project.

For this reason, TECH launches a 100% online program so that the education professional can identify the due process for the planning and management of a project, delving into the financial aspects.

This program will have top-quality audiovisual material, as well as dynamic readings and self-knowledge workshops. All program content can be downloaded online from any mobile device with an internet connection, allowing students to access the information whenever they wish.

This **Postgraduate Certificate in Planning and Financial Management of Educational Projects** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Case studies presented by experts in planning and financial management of educational projects
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ News on Planning and Financial Management of Educational Projects
- ♦ It contains practical exercises where the self-assessment process can be carried out to improve learning
- ♦ With special emphasis on innovative methodologies in Planning and Financial Management of Educational Projects
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Update your knowledge through the program in Planning and Financial Management of Educational Projects"*

“ *This Postgraduate Certificate is the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge in Planning and Financial Management of Educational Projects, you will obtain a qualification from TECH Global University”*

It includes in its teaching staff professionals belonging to the field of planning and financial management of educational projects that pour into this program the experience of their work, in addition to recognized specialists belonging to prestigious reference societies and universities.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program to learn in real situations.

This program is designed around Problem-Based Learning, whereby the Educators must try to solve the different professional practice situations that arise throughout the program. For this purpose, the educators will be assisted by an innovative interactive video system developed by recognized experts in the field of the planning and financial management of educational projects, with extensive teaching experience.

*Increase your decision-making confidence by updating your knowledge through this Postgraduate Certificate.*

*Take the opportunity to learn about the latest advances in Planning and Financial Management of Educational Projects and improve the education of your students.*



# 02

# Objectives

The program in Planning and Financial Management of Educational Projects is oriented to facilitate the performance of the professional dedicated to working with students related to the educational field.







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*This program is designed to help you update your knowledge in Planning and Financial Management of Educational Projects, with the use of the latest educational technology, to contribute with quality and confidence to the decision-making and monitoring of your students"*



## General Objectives

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- ♦ Know the most important elements of the educational project
- ♦ Specialize people in the educational field in order to improve the educational projects they use, or to develop an innovative project of their own creation or based on evidence
- ♦ Study each of the phases of programming and implementation of an educational project
- ♦ Analyze the essential factors to be taken into account in the programming and implementation of an educational project
- ♦ Get a global view of the whole process and not just a biased position
- ♦ Understand the role of each of the educational agents in each phase of the programming and implementation of the educational project
- ♦ Delve into the essential success factors of the educational project
- ♦ Become an expert to lead or participate in a quality educational project



*Take advantage of the opportunity and take the step to get up to date on the latest developments in planning and financial management of educational projects"*





## Specific Objectives

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- ♦ Develop a study on the benefits of deepening the ideology and style of the educational center through the implementation of an educational project
- ♦ Know all the factors and circumstances that influence the process of programming and implementation of educational projects
- ♦ Understanding the obstacles to be overcome by the educational project
- ♦ Understand the most important educational marketing terms
- ♦ Know the basic aspects necessary for efficient advertising of an educational project
- ♦ Discover the need for marketing in the implementation of an educational project in a center
- ♦ Analyze the commercial planning process
- ♦ Learn the necessary phases for the analysis, establishment of objectives, design of strategies and evaluation related to the marketing area of the educational project
- ♦ Research market and customer segmentation
- ♦ Identify customer needs to design an effective and realistic marketing plan
- ♦ Develop the appropriate techniques for positioning and building the personal brand

03

# Course Management

The program's teaching staff includes leading experts in planning and financial management of projects, who contribute their vast work experience to this educational program. In addition, other experts of recognized prestige participate in its design and elaboration, completing the program in an interdisciplinary way.



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*Learn the latest advances in procedures in planning and financial management of educational projects from leading professionals”*

## Management



### Mr. Pattier Bocos, Daniel

- ◆ Specialist in educational innovation
- ◆ Researcher and university lecturer at the Faculty of Education at Complutense University of Madrid
- ◆ Finalist for Best Teacher in Spain at the Educa Abanca Awards

## Professors

### Ms. Lozano Morote, María

- ◆ Diploma in Consulting Project Management
- ◆ Lawyer, MBA, mediator and expert in educational project management
- ◆ She currently works as an educational project manager for a Spanish educational foundation

### Dr. Paredes Giménez, Jorge

- ◆ Specialist professor in management and management of educational centers
- ◆ PhD in Education
- ◆ Teacher and director of an educational center in the Valencian Community

### Ms. Martin Arteaga, Andrea Carolina

- ◆ Community Manager specialized in Market Research
- ◆ Curricular Doctorate in Pedagogical Sciences. Latin American and Caribbean Pedagogical Institute (IPLAC). "UBEVISTA Identity"
- ◆ Degree in Advertising and Public Relations. University of Zulia
- ◆ Diploma in University Education. Latin American and Caribbean Pedagogical Institute.
- ◆ Cuba-Venezuela Agreement (IPLAC)
- ◆ Specialty in Photography, Julio Arraga National School of Plastic Arts



# 04

# Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational centers and universities in the country, aware of the current relevance of innovative specialization, and committed to quality teaching through new educational technologies.







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*This Postgraduate Certificate in Planning and Financial Management of Educational Projects, contains the most complete and up-to-date program on the market”*

**Module 1. Implementation Phase of the Educational Project: Key Factors for an Efficient and Effective Educational Project**

- 1.1. Educational Leadership How Many of Us Are There?
  - 1.1.1. General Considerations
  - 1.1.2. Theories That Bring Us Closer to the Figure of the Leader
  - 1.1.3. Essential Leadership Competencies
  - 1.1.4. Leadership Models
  - 1.1.5. European Trends in Educational Leadership
  - 1.1.6. Tools for Effective and Efficient Leadership
  - 1.1.7. Phases to Become a Leader
  - 1.1.8. Social Skills
  - 1.1.9. Emotional skills
  - 1.1.10. Aspects to Take into Account
- 1.2. Preparation. Who Are We?
  - 1.2.1. General Considerations
  - 1.2.2. Definition of the Educational Project
  - 1.2.3. Relationship of the Educational Project with Other Documents
  - 1.2.4. Components of the Educational Project
  - 1.2.5. Implications of the Educational Project
  - 1.2.6. Process Definition
  - 1.2.7. Performance Planning
  - 1.2.8. Proposal
  - 1.2.9. Examples of Planning the Process of Elaboration of an Educational Project
  - 1.2.10. Aspects to Take into Account
- 1.3. Situation Analysis. Where are we?
  - 1.3.1. General Considerations
  - 1.3.2. Process Definition
  - 1.3.3. Analysis of the Center
    - 1.3.3.1. Center Analysis Sheets
  - 1.3.4. Analysis of the Environment
    - 1.3.4.1. Environmental Analysis Sheets
- 1.3.5. Model Report from the Management Team to the Different Educational Agents
- 1.3.6. Educational Project Survey
- 1.3.7. Aspects to Take into Account
- 1.4. Sensitization. Why Do We Need Everyone?
  - 1.4.1. General Considerations
  - 1.4.2. Process Definition
  - 1.4.3. Performance Planning
  - 1.4.4. Proposal
  - 1.4.5. Examples of Planning the Awareness-Raising Process of an Educational Project
  - 1.4.6. Aspects to Take into Account
- 1.5. Production. What Do We Want?
  - 1.5.1. General Considerations
  - 1.5.2. Process Definition
  - 1.5.3. Principles, Values and Signs of Identity of the Center
  - 1.5.4. Basic Objectives. Priorities
  - 1.5.5. Approval and Validation
  - 1.5.6. Broadcast
  - 1.5.7. Templates
  - 1.5.8. Aspects to Take into Account
- 1.6. Implementation. How Do We Do It?
  - 1.6.1. General Considerations
  - 1.6.2. Process Definition
  - 1.6.3. Templates
  - 1.6.4. Aspects to Take into Account
- 1.7. Monitoring and Assessment Which Way Do We Go?
  - 1.7.1. General Considerations
  - 1.7.2. Process Definition
  - 1.7.3. Validity and Revision
  - 1.7.4. Templates
  - 1.7.5. Aspects to Take into Account



- 1.8. Redesign of the Educational Project. Shall We Continue?
  - 1.8.1. General Considerations
  - 1.8.2. Process Definition
  - 1.8.3. Aspects to Take into Account
- 1.9. Coordination of Unipersonal and Collegiate Governing Bodies. How Are We Going to Coordinate?
  - 1.9.1. General Considerations
  - 1.9.2. Process Definition
  - 1.9.3. Single-Member Bodies
  - 1.9.4. Collegiate Governing Bodies
  - 1.9.5. Aspects to Take into Account
- 1.10. Participation of the Different Educational Agents. How Are We Going to Participate?
  - 1.10.1. General Considerations
  - 1.10.2. Process Definition
  - 1.10.3. Participation and Management Model
  - 1.10.4. Family Involvement
  - 1.10.5. Teacher Participation
  - 1.10.6. Non-Teaching Staff Participation
  - 1.10.7. Student Participation
  - 1.10.8. Involvement of the Environment
  - 1.10.9. Aspects to Take into Account
- 1.11. To Learn More

## Module 2. Planning and Financial Management of Educational Projects

- 2.1. Situation Analysis and Educational Problems
  - 2.1.1. Diagnostic Examination
  - 2.1.2. Educational Indicators
  - 2.1.3. The Educational Problem
  - 2.1.4. Infrastructure Problems
  - 2.1.5. Socio-Economic Problems
  - 2.1.6. Administrative and Institutional Problems
  - 2.1.7. Environmental Problems
  - 2.1.8. Historical-Cultural Problems
  - 2.1.9. Cause-Effect Analysis
  - 2.1.10. SWOT Analysis
- 2.2. Introduction to the planning and economic-financial management of educational projects.
  - 2.2.1. Project Preparation and Assessment
  - 2.2.2. Decision-Making Associated with a Project
  - 2.2.3. Typology of Projects
  - 2.2.4. Project Assessment
  - 2.2.5. Social Assessment of Projects
  - 2.2.6. Projects in Development Planning
  - 2.2.7. Scope of the Project Study
  - 2.2.8. The Technical Study of the Project
  - 2.2.9. Market Research
  - 2.2.10. Organizational and Financial Study
- 2.3. Economic Structure and Market Research Educational
  - 2.3.1. Market Structure
  - 2.3.2. Demand for Educational Product
  - 2.3.3. Pricing
  - 2.3.4. The Offer
  - 2.3.5. The Project Market
  - 2.3.6. Objective and Stages of the Market Study
  - 2.3.7. The Consumer
  - 2.3.8. Commercial Strategy
  - 2.3.9. Analysis of the Medium
  - 2.3.10. The Demand
- 2.4. Projection and Cost Estimation Techniques
  - 2.4.1. The Projection
  - 2.4.2. Projection Methods
  - 2.4.3. Qualitative and Causal Methods
  - 2.4.4. Time Series Model
  - 2.4.5. Cost Information
  - 2.4.6. Differential and Future Costs
  - 2.4.7. Relevant Cost Elements
  - 2.4.8. Short-Term Cost Functions
  - 2.4.9. Cost-Volume-Utility Analysis
  - 2.4.10. Accounting Costs and V.A.T. (Value Added Tax) Cost. (Value Added Tax)
- 2.5. Economic Background for Technical Study and Sizing
  - 2.5.1. Scope of the Study and Production Process
  - 2.5.2. Economies of Scale
  - 2.5.3. Lange Model
  - 2.5.4. Investments in Equipment
  - 2.5.5. Personal Balance and Choice of Technological Alternatives
  - 2.5.6. Factors Influencing Project Size
  - 2.5.7. Size Economy
  - 2.5.8. Size Optimization
  - 2.5.9. Size of a Project With a Growing Market
  - 2.5.10. Size of a Project With Constant Demand
- 2.6. Location Decisions and Organizational Economic Effects
  - 2.6.1. Study and Location Factors
  - 2.6.2. Non-Quantifiable Factor Evaluation Methods
  - 2.6.3. Qualitative Point Method
  - 2.6.4. Brown and Gibson's Method
  - 2.6.5. Net Present Value Maximization

- 2.6.6. The Study of the Project Organization
- 2.6.7. The Economic Effects of Organizational Variables
- 2.6.8. Investment in Organization
- 2.6.9. Administrative Operation Costs
- 2.6.10. Relevance of Administrative Systems in Project Preparation and Appraisal
- 2.7. Project Benefits and Construction of Cash Flows
  - 2.7.1. Types of Benefits
  - 2.7.2. Scrap Values
  - 2.7.3. Pricing Policies
  - 2.7.4. Profitability Analysis for Pricing
  - 2.7.5. Elements of Cash Flow
  - 2.7.6. Structure of a Cash Flow
  - 2.7.7. Investor Cash Flow
  - 2.7.8. Cash Flows from Projects in Operating Companies
  - 2.7.9. EBITDA
  - 2.7.10. Other Considerations
- 2.8. Project Assessment Criteria and Discount Rate
  - 2.8.1. Net Present Value (NPV) Approach
  - 2.8.2. The Internal Rate of Return Criterion (IRR)
  - 2.8.3. Other Decision Criteria
  - 2.8.4. Effects of Inflation on Project Appraisal
  - 2.8.5. The Cost of Capital
  - 2.8.6. The Cost of Debt
  - 2.8.7. The Cost of Equity
  - 2.8.8. Capital Asset Pricing Model for Determining the Cost of Equity
  - 2.8.9. Average Company Rate Versus CAPM
  - 2.8.10. The Agency Problem
- 2.9. Risk and Sensitivity Analysis
  - 2.9.1. Preliminary Considerations
  - 2.9.2. One-Dimensional Model of NPV Sensitization
  - 2.9.3. Multidimensional NPV Sensitization Model, Monte Carlo Simulation
  - 2.9.4. Uses and Abuses of Sensitivity
  - 2.9.5. Project Preparation and Social Assessment
  - 2.9.6. Social Costs and Benefits
  - 2.9.7. Incidence of Indirect Effects or Externalities
  - 2.9.8. Incidence of Intangible Effects
  - 2.9.9. Incidence of the Social Discount Rate
  - 2.9.10. Private and Social Assessment



*A unique, key, and decisive program to boost your professional development”*

05

# Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*



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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving your goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Planning and Financial Management of Educational Projects guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Planning and Financial Management of Educational Projects** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Planning and Financial Management of Educational Projects**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



## Postgraduate Certificate Planning and Financial Management of Educational Projects

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Planning and Financial Management of Educational Projects

