Postgraduate Diploma
Business Leadership and Project Management in Industrial Companies

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Postgraduate Diploma
Business Leadership and Project Management in Industrial Companies

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Teaching Hours: **450 h.**

Website: **www.techtitute.com/pk/engineering/postgraduate-diploma/postgraduate-diploma-business-leadership-project-management-industrial-companies**

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01

Introduction

Engineers who hold positions of responsibility in industrial companies must possess a set of competencies that enable their leadership to positively influence team members and promote the achievement of objectives. That is what equips them to deliver successful and results-oriented projects. This academic program focuses on providing professionals with extensive knowledge of the tools and methodologies that facilitate people management and, at the same time, help the company to obtain beneficial results, thus achieving a competitive advantage in the market. This makes this curriculum a cornerstone for every engineer who wants to work in industrial project management with a higher guarantee of success.

Become a key asset in the comprehensive management of industrial companies with this TECH training program. Only then will you reach the forefront of your profession and become a prestigious engineer"

During the course of This specialization, our students will delve into the keys strategic issues that every industrial engineer must know to face this turbulent environment. It covers topics such as excellence, strategic management deployed with balanced scorecards, process management, structural organization to add agility, which is key to create a sustainable and socially responsible company.

Our students will also study everything related to *project management* as a discipline of knowledge associated with large spatial projects as a way to systematize and optimize their execution. Since then, it has been continuously refined and is more relevant today than ever.

Finally, the program will address the importance of people management in companies, which has increased as businesses and markets have evolved. It should come as no surprise that the increasingly strategic decisions made by Human Resources departments significantly condition a company's ability to move towards excellence, to adapt to increasingly changing and uncertain environments and, in short, to respond adequately to the market needs that affect the organization.

This **Postgraduate Diploma in Business Leadership and in Industrial Companies Project Management** contains the most complete and up-to-date program on the market. The most important features include:

- Case studies presented by engineering experts
- 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
- Practical exercises where self-assessment can be used to improve learning.
- Its special emphasis on innovative methodologies
- 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

Study this complete program and see how your professional career takes off"

The program will cover important aspects such as project management and HR management"

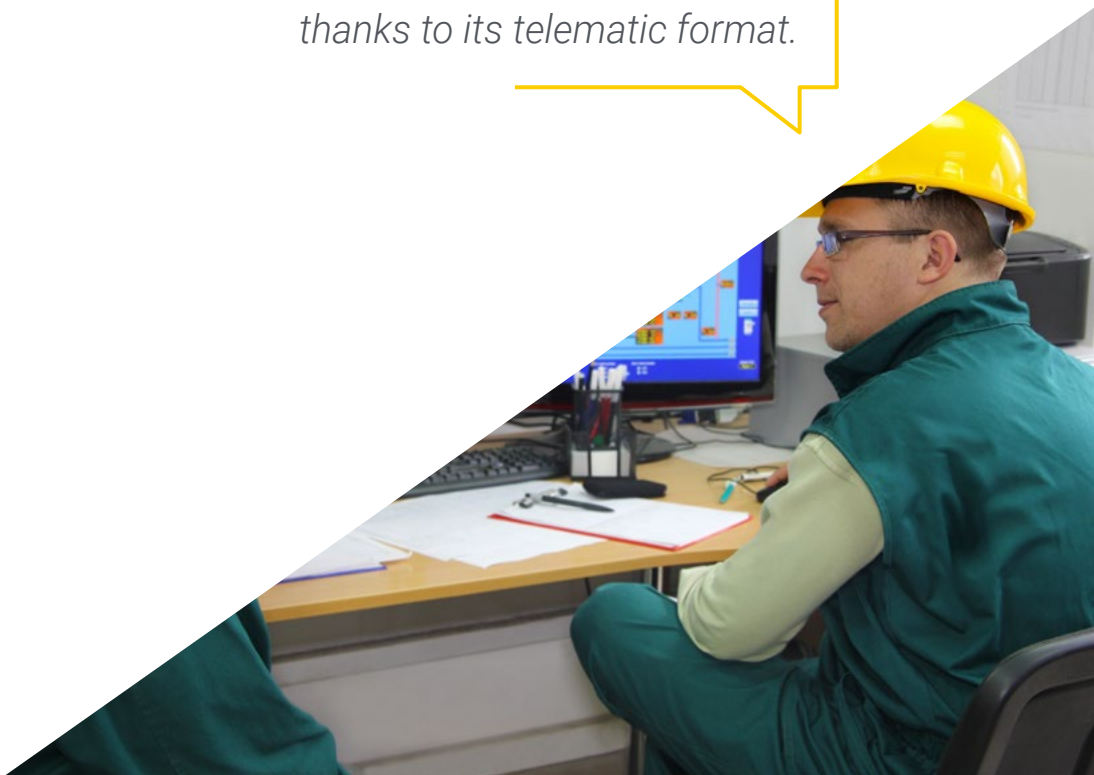
Deepen your knowledge and become an expert engineer in managing industrial companies.

A complete study you will be able to balance with the rest of your activities thanks to its telematic format.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

Objectives

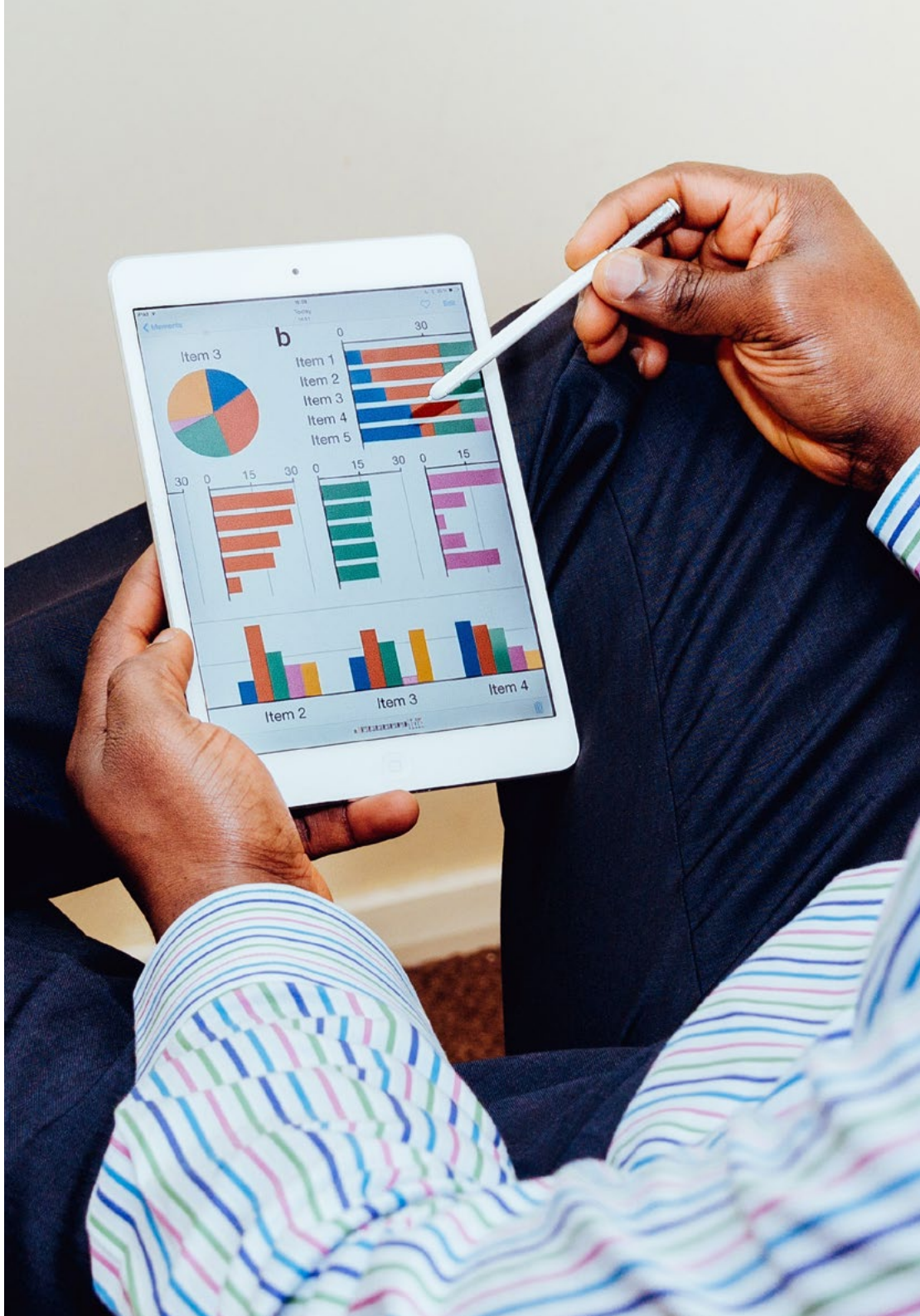
With the aim of providing engineers with a knowledge update and helping them to acquire new skills, TECH has designed This specialization in Business Leadership and Project Management in Industrial Companies, which was designed to be a complete theoretical support for them in their daily practice. A curriculum designed to promote decision-making in uncertain environments with an innovative perspective and an international vision.

The program is designed to help engineers achieve their goals. To that end, it makes use of the most complete teaching material and methodology on the market"

General Objectives

- Apply the main strategic keys to better compete in current and future times Master the tools to achieve excellence, define business strategies and deployment in an organization, process management, and structural typology to better adapt to changes Consider aspects to ensure corporate sustainability, customer management, internationalization and change management, which is becoming more and more common
- Manage the projects presented with both conventional and agile methodologies
- Ensure proper HR management to offer a company all the potential required to provide the highest value possible

This training is the most complete on the market as it brings together each and every one of the fundamental aspects for proper industrial management"



Specific Objectives

Module 1. Strategic Tips to Improve Competitiveness

- Gain in-depth knowledge of the importance of excellence and how to measure it
- Define competetitive strategies
- Implement and deploy a strategy throughout an organization using balanced scorecards
- Discover, define and manage the fundamental processes for value generation in a company
- Analyze various structural typologies and the new trend to develop agile organizations with a rapid response to turbulence in this environment
- Define the fundamental bases for the development of a new business through important work methodologies
- Implement and develop Sustainability and Social Responsibility in the company
- Properly manage the relationship with customers
- In-depth study of the internationalization aspect of the company's operations.
- Manage change in a more appropriate way and integrate it as a necessity for a company to advance and progress in a highly competitive environment

Module 2. Project Management

- Establish the objectives of the project
- Identify the business value of a project
- Define project launching factors
- Acquiring the skills of a project manager
- Identify and manage constraints and stakeholders in a project
- Establish the relationship between project management and corporate strategy
- Develop procedures and best practices in project management
- Develop professionally as a project manager

Module 3. Leadership and People Management

- Analyze leadership, motivation and communication styles and show effective behaviors, indicating the most correct ways to generate commitment, work as a team and encourage the responsibility of the registered collaborators
- Identify, develop and retain talent, and gain a deeper understanding of the tools used for talent mapping in a company
- Analyze relevant aspects when carrying out team performance assessments and conduct them successfully as aligned with the organization's strategy
- Schedule training plans suitable for the company's needs
- Analyze the main indicators of people management and how to use the information they report
- Detect possible risk situations in people management before they have a negative impact on the organization, triggering the implementation of preventive actions

03

Course Management

This TECH program provides engineers with a teaching staff made up of leading experts in everything related to project management and human resources in industrial companies, who pour into this refresher program their years of professional experience. Other prestigious experts in related areas have also participated in its design and elaboration, complementing the training with an interdisciplinary approach.

TECH offers you an exceptional teaching staff so you can learn from the best in the sector”

Management

Dr. Asensi, Francisco Andrés

- PhD in Industrial Engineering in Business Organization from the University of Castilla la Mancha (UCLM)
- Degree Industrial in Industrial Organization Engineer from the University Polytechnic of Valencia
- He has worked in several areas, Engineering, Quality, Production, Logistics, Information Systems and Human Resources, for companies involved in several industrial sectors
- He has implemented and developed a multitude of management systems for excellence (Quality, Scorecard, *Lean Manufacturing*, Continuous Improvement and Process Improvement) for several industrial companies
- Coach in Strategic Coaching
- Author of various business books: The Adaptable Company, *Lean Manufacturing*: Key Indicators Used to Efficiently Manage Continuous Improvement, and *Lean Manufacturing*: Keys to Material Flow Improvement"
- Author of several books on Personal and Professional Development: Total Leader, and Self-Coaching

Professors

Mr. Ibáñez Capella, Juan

- Head of Facilities and Projects at Power Electronics in Valencia where he was in charge of the execution of the project for the new headquarters of the company with 50,000m2 of floor space and 10,000m2 of office space
- Industrial Engineer from the Polytechnic University of Valencia
- *Executive MBA. IESE Business School*. Navarra University
- *Project Manager Professional* PMP® #2914541
- He has been responsible for Facilities Projects in the company Ferrovial
- He has participated in the execution of important projects such as: SOLMED galvanized steel plant in Sagunto (Valencia), Participation in the works of the AVE Station in Zaragoza, participating in the works of the 32nd edition of the America's Cup in Valencia

Mr. Navarro Jarque, Francisco

- Human Resources professional with more than 20 years of experience
- More than 10 years working in ISTOBAL, providing experience in collective and individual bargaining, talent recruitment and retention, development of remuneration, compensation and benefits policies, and occupational risk prevention, including plans for the prevention of psychosocial risks
- Academic background in Psychology
- Extensive communication and interlocution skills with all levels of staff and management

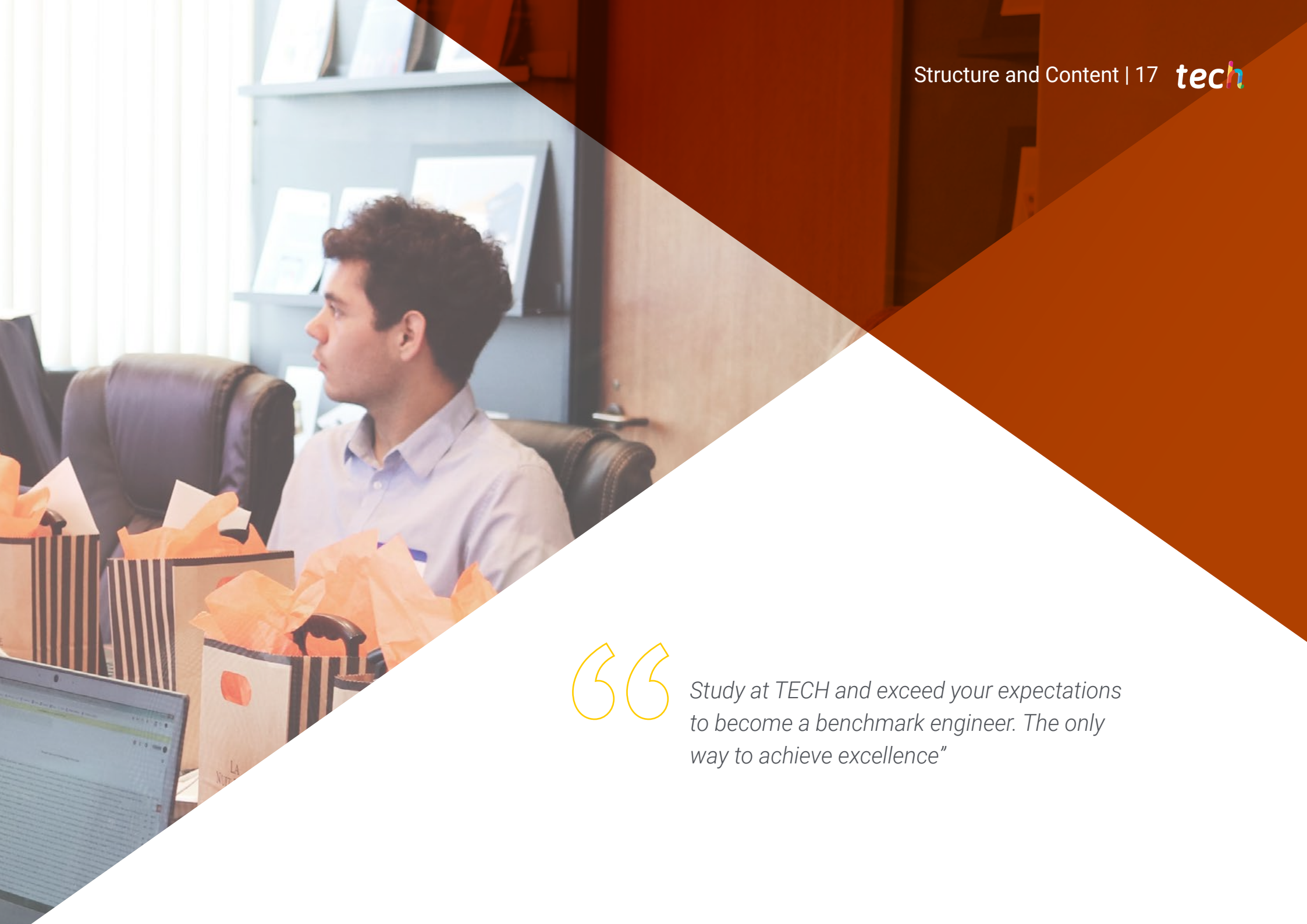
Mr. Giner Sanchis, David

- Portfolio and Program Manager in a Project Management Office (PMO). With the monitoring of compliance with BSC indicators and actions established for the alignment with the company's strategy
- Chemical Engineer with a Master's Degree in Project Management from the Polytechnic University of Valencia and an Official Master's Degree in *Project Management* from the European University of Valencia
- More than 6 years as project manager in the industrial sector, monitoring and communicating progress against the project/deployment plan, timeline and key milestones
- Certificates in *Project Management Professional* (PMP), *Project Management Office Certified Practitioner* (PMO-CP), *Agile Scrum Foundation* and *Design Thinking Professional Certificate* (DTPC), Member of the PMI Valencia Chapter Board of Directors

04

Structure and Content

The syllabus for This specialization was designed based on the latest developments in the sector to provide engineers with the most updated knowledge on the market. All this, in addition, in a 100% online format so that the student can choose the time and place that best suits their availability, schedule and interests. A program created with the current needs of professionals in mind and specially designed to catapult them towards career success.



Study at TECH and exceed your expectations to become a benchmark engineer. The only way to achieve excellence"

Module 1. Strategic Tips to Improve Competitiveness

1.1. Excellence in Today's Business
- 1.1.1. Adaptation to VUCA Environments
- 1.1.2. Satisfaction of *Stakeholders*
- 1.1.3. *World Class Manufacturing*
- 1.1.4. Measurement of Excellence: *Net Promoter Score*

1.2. Design of Business Strategy
- 1.2.1. General Strategy Definition Process
- 1.2.2. Definition of the Current Situation Positioning Models
- 1.2.3. Possible Strategic Moves
- 1.2.4. Strategic Models of Action
- 1.2.5. Functional and Organizational Strategies
- 1.2.6. Environmental and Organizational Analysis. SWOT Analysis for Decision Making

1.3. Strategy Deployment. Balanced Scorecard
- 1.3.1. Mission, Vision, Values and Principles of Action
- 1.3.2. Need for a Balanced Scorecard
- 1.3.3. Perspectives to Be Used in CMI
- 1.3.4. Strategic Map
- 1.3.5. Phases to Implement a Good CMI
- 1.3.6. General Map of CMI

1.4. Process Management
- 1.4.1. Process Description
- 1.4.2. Types of Processes. Main Processes
- 1.4.3. Process Prioritization
- 1.4.4. Process Representation
- 1.4.5. Measuring Processes for Improvement
- 1.4.6. Business Process Mapping
- 1.4.7. Process Reengineering

1.5. Structural Typologies. Agile Organizations ERR
- 1.5.1. Structural Typologies.
- 1.5.2. The Company Seen as an Adaptable System
- 1.5.3. The Horizontal Business
- 1.5.4. Characteristics and Key Factors of Agile Organizations (RRA)
- 1.5.5. The Organizations of the Future: The TEAL Organization

1.6. Business Model Design
- 1.6.1. Canvas Model for Business Model Design
- 1.6.2. *Lean Startup* Methodology in the Creation of New Businesses and Products
- 1.6.3. The Blue Ocean Strategy

1.7. Corporate Social Responsibility and Sustainability
- 1.7.1. Corporate Social Responsibility (CSR): ISO 26000
- 1.7.2. Sustainable Development Goals SDGs
- 1.7.3. Agenda 2030

1.8. *Customer Management*
- 1.8.1. The Need to Manage Customer Relationships
- 1.8.2. *Customer Management* Elements
- 1.8.3. Technology and *Customer Management.* CRM

1.9. Management in International Environments
- 1.9.1. The Importance of Internationalization
- 1.9.2. Export Potential Diagnosis
- 1.9.3. Elaborating an Internationalization Plan
- 1.9.4. Implementing Internationalization Plans
- 1.9.5. Export Assistance Tools

1.10. Change Management
- 1.10.1. The Dynamics of Change in Companies
- 1.10.2. Obstacles to Change
- 1.10.4. Factors of Adaptation to Change
- 1.10.5. Kotter's Methodology for Change Management

Module 2. Corporate

2.1. The Project
- 2.1.1. Fundamental Project Components
- 2.1.2. Project Director
- 2.1.3. Project Environment

2.2. Project Scope Management
- 2.2.1. Scope Analysis
- 2.2.2. Project Scope Planning
- 2.2.3. Project Scope Control

2.3. Schedule Management
- 2.3.1. Importance of Planning
- 2.3.2. Project Planning Management *Project Schedule*
- 2.3.3. Trends in Time Management

2.4. Cost Management
- 2.4.1. Project Cost Analysis
- 2.4.2. Financial Project Selection
- 2.4.3. Project Cost Planning
- 2.4.4. Project Cost Control

2.5. Quality, Resources and Procurement
- 2.5.1. Total Quality and Project Direction
- 2.5.2. Project Resources
- 2.5.3. Acquisition. Recruitment System

2.6. Project Stakeholders and Communications
- 2.6.1. Importance of *Stakeholders*
- 2.6.2. Project Stakeholders Management
- 2.6.3. Project Communication

2.7. Project Risk Management
- 2.7.1. Fundamental Principles in Risk Management
- 2.7.2. Process Management for Project Risk Management
- 2.7.3. Trends in Risk Management

2.8. Integrated Project Management
- 2.8.1. Strategic Planning and Project Management
- 2.8.2. Project Management Plan
- 2.8.3. Implementation and Control Processes
- 2.8.4. Project Closing

2.9. Agile Methodologies I: Scrum
- 2.9.1. Agile and Scrum Principles
- 2.9.2. Scrum Team
- 2.9.3. Scrum Events
- 2.9.4. Scrum Artifacts

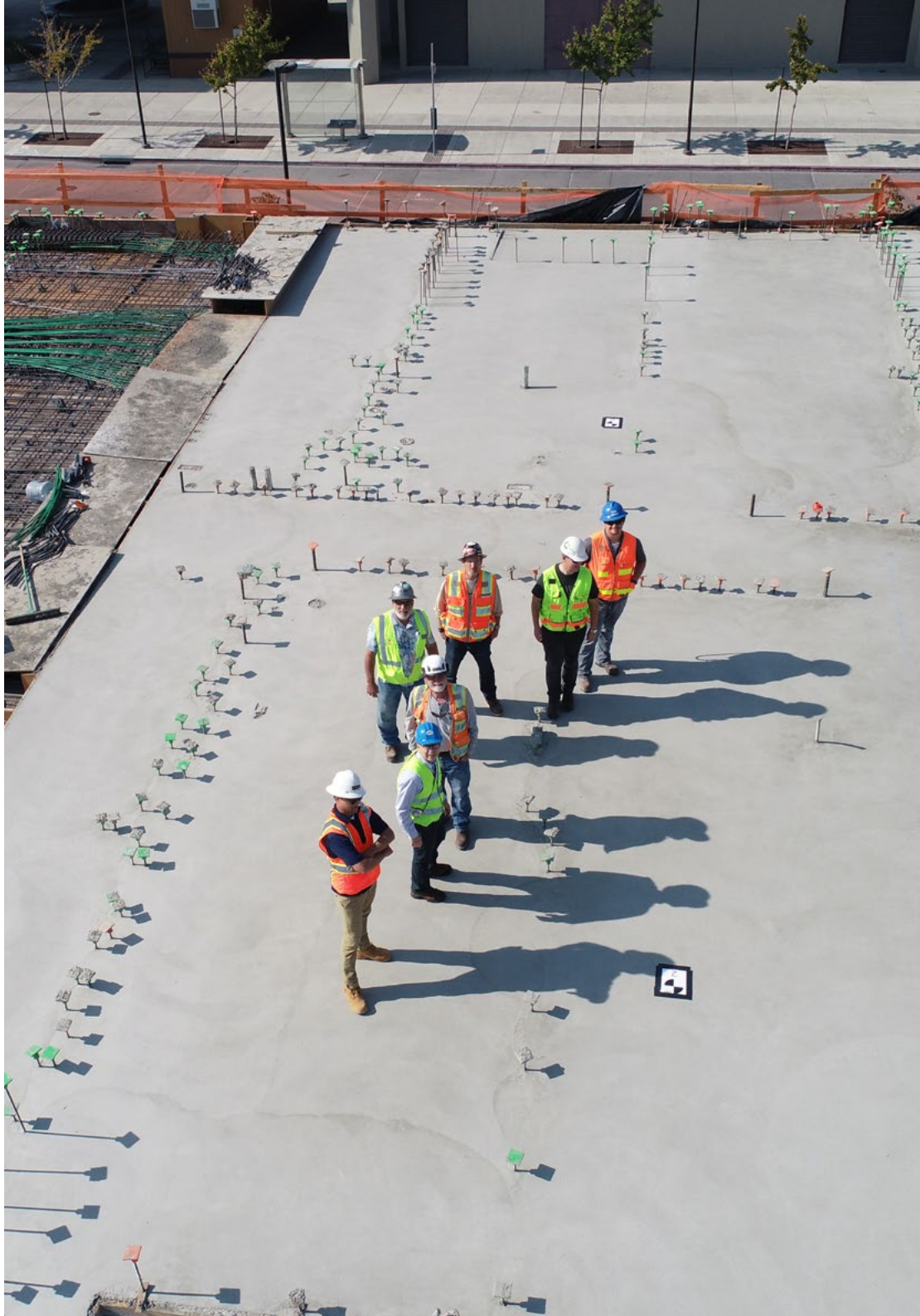
2.10. Agile Methodologies II: *Kanban*
- 2.10.1. *Kanban* Principles
- 2.10.2. *Kanban* and *Scrumban*
- 2.10.3. Certifications

Module 3. Leadership and People Management

3.1. The Role of the Leader
- 3.1.1. Leadership in Effective People Management
- 3.1.2. Types of Decision-Making Style in People Management
- 3.1.3. The Coach Leader
- 3.1.4. Self-Directed Teams and *Empowerment*

3.2. Team Motivation
- 3.2.1. Needs and Expectations
- 3.2.2. Effective Recognition
- 3.2.3. How Can Team Cohesion Be Strengthened?

3.3. Communication and Conflict Resolution
- 3.3.1. Intelligent Communication
- 3.3.2. Constructive Conflict Management
- 3.3.3. Conflict Solving Strategies



3.4. Emotional Intelligence in People Management
- 3.4.1. Emotion, Feelings and Mood
- 3.4.2. Emotional Intelligence
- 3.4.3. Ability Model (Mayer and Salovey): Identify, Use, Understand and Manage
- 3.4.4. Emotional Intelligence and Personnel Recruitment

3.5. Indicators in People Management
- 3.5.1. Productivity
- 3.5.2. Staff Turnover
- 3.5.3. Talent Retention Rate
- 3.5.4. Staff Satisfaction Rate
- 3.5.5. Average Time of Unfilled Vacancies
- 3.5.6. Average Training Time
- 3.5.7. Average Time to Achieve Goals
- 3.5.8. Absenteeism Levels
- 3.5.9. Occupational Accidents

3.6. Performance Evaluation
- 3.6.1. Performance Assessment Components and Cycle
- 3.6.2. 360º Assessment
- 3.6.3. Performance Management: A Process and a System
- 3.6.4. Management by Objectives
- 3.6.5. Operation of the Performance Assessment Process

3.7. Training Plan
- 3.7.1. Fundamental Principles
- 3.7.2. Identification of Training Needs
- 3.7.3. Training Plan
- 3.7.4. Training and Development Indicators

3.8. Identification of Potential
- 3.8.1. Potential
- 3.8.2. Soft Skills as a Key High-Potential Initiator
- 3.8.3. Methodologies for Identifying Potential: Learning Agility Assessment (Lominger) and Growth Factors

3.9. Talent Map
- 3.9.1. George Odiorne – 4 Box Matrix
- 3.9.2. 9-Box Matrix
- 3.9.3. Strategic Actions to Achieve Effective Talent Outcomes

3.10. Talent Development Strategy and ROI
- 3.10.1. 70-20-10 Learning Model for Soft Skills
- 3.10.2. Career Paths and Succession
- 3.10.3. Talent ROI

TECH wants to be the bridge that enables you to achieve your goals"

05

Methodology

This academic program offers students 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.

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"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

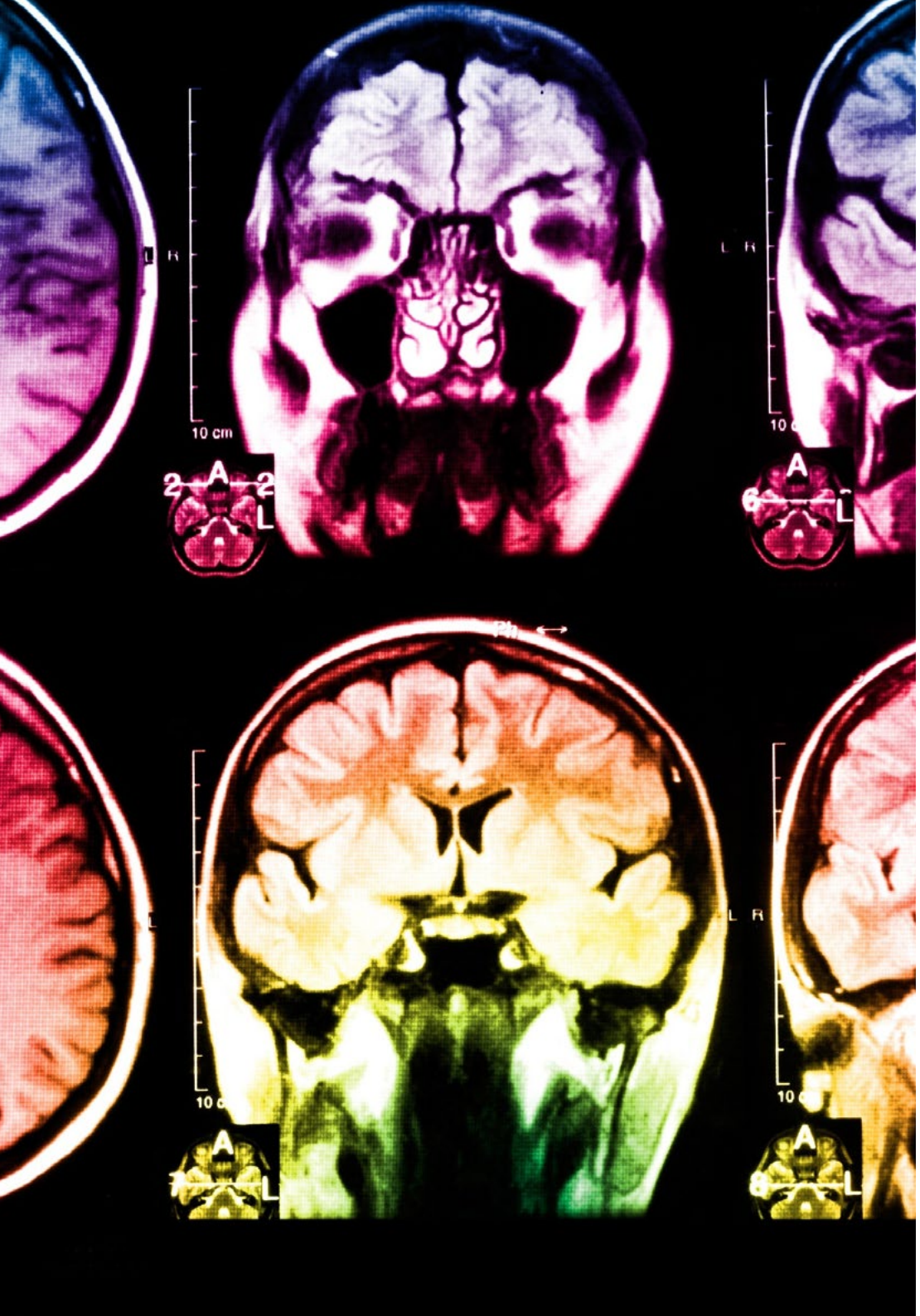
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

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

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly 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.

Classes

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

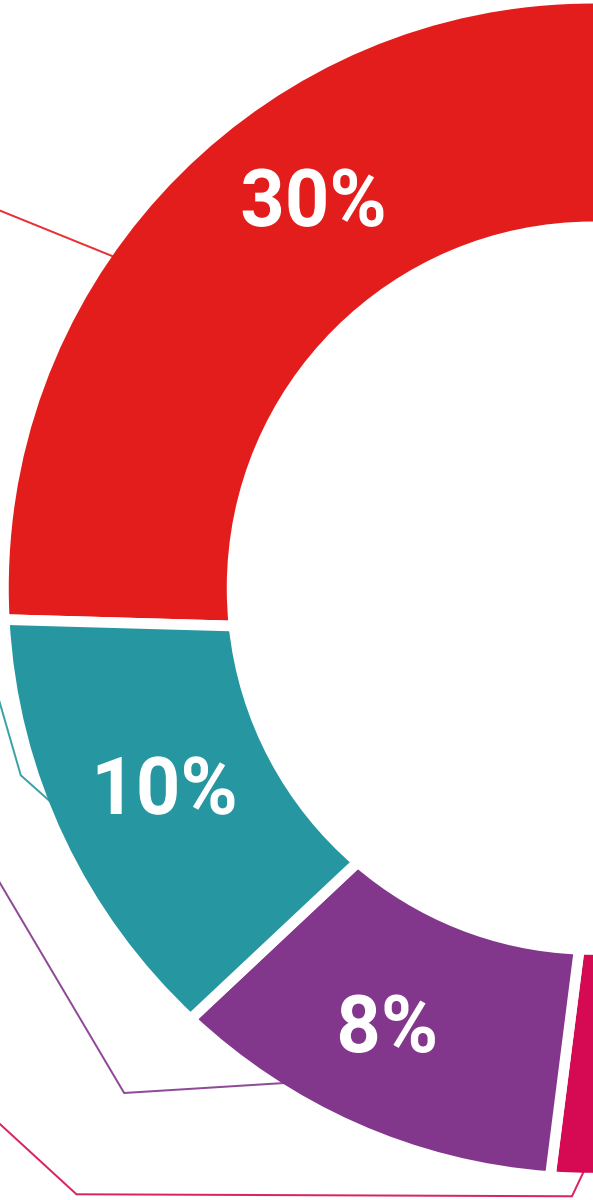
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

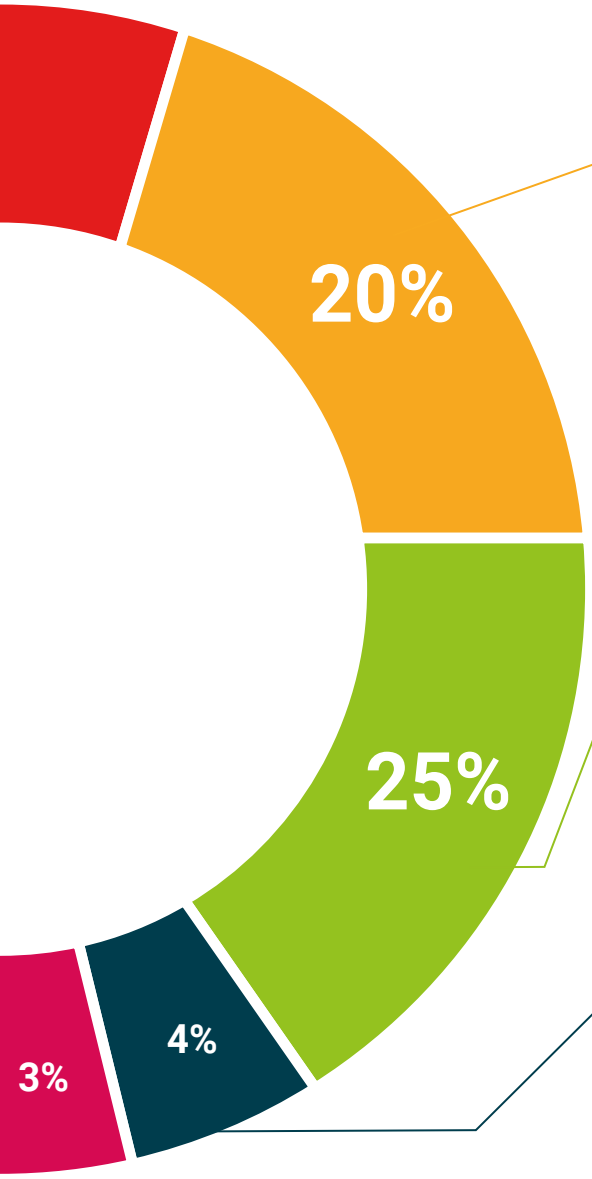
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

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 educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

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 their goals.

06

Certificate

The Postgraduate Diploma in Business Leadership and Project Management in Industrial Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Specialization issued by TECH Technological University.

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

This **Postgraduate Diploma in Business Leadership and in Industrial Companies Project Management** contains the most complete and up-to-date program on the market.

After the student has passed the evaluations, they will receive their corresponding Postgraduate Diploma issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the qualification Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Business Leadership and Project Management in Industrial Companies**

Official Nº of Hours: **450 h.**


tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Business Leadership and Project Management in Industrial Companies

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro

Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.

Unique TECH Code: AFWORD23S techtitute.com/certificates

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

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