# Postgraduate Diploma
## Methodologies in Business Innovation

tech technological university

tech technological university

# Postgraduate Diploma

## Methodologies in Business Innovation

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/in/engineering/postgraduate-diploma/postgraduate-diploma-methodologies-business-innovation**

# Index

01

# Introduction

Every organization seeks to stand out within the industrial fabric in which it operates, provide greater brand awareness, climb positions, expand its recognition and highlight its products as the first within the broad productive sector. This requires providing unique and specific solutions, which would undoubtedly translate into an increase in financial profitability. That is why professionals who are in charge of making decisions must apply methodologies appropriate to each need, whether focused on customers or on the internal processes of the business itself. With the aim of getting to know each of them in depth, this 6 month refresher program has been created using the most avant garde teaching methodology in the online university environment: Relearning.

*This program will allow you to implement methodologies such as "Future Thinking" and "Design Thinking" in your organizational environment. Become an expert in just a few months"*

There are innovative methodologies that can improve many facets of a business, including its customers. The current trend in organizational contexts is to change the traditional way of working and apply new techniques that involve the entire environment. Be more collaborative, involve different branches of a team or a business, or simply take into account the people who are affected by the problem and for whom a solution will be designed.

This Postgraduate Diploma will explain the most effective methodologies in the industrial innovation environment, but starting from how to create a business, understanding all its basic components and the new entrepreneurial spirit. Future thinking will be studied, how to transform today from tomorrow, creating a forecast of the future, developing in the student the techniques of mental stimulation and collaborative foresight to move from prediction to action.

Likewise, we will analyze the methodology focused on people, DesignThinking, its risks and most common mistakes in practice, and the Customer Journey. The cases in which this methodology should not be applied, the most common risks and errors in its implementation, as well as final recommendations and checklist will be analyzed.

There will be 3 study modules where the professional will be able to specialize in the most innovative tools used in the current industrial context, leading the student to success in their current job performance and opening the way to a promising future. All this through the most avant garde methodology of the current online university environment, powered by TECH, with a total of 450 hours of learning based on Relearning, with a variety of multimedia resources and formats of theoretical and practical content, available from day one to facilitate and streamline the learning process.

This **Postgraduate Diploma Methodologies in Business Innovation** contains the most complete and up to date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in Industrial Engineering
- The graphic, schematic, and eminently 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

*With this program you will apply innovative methodologies for the design of products and the creation of sustainable businesses in modern and competitive environments"*

*Being a professional capable of developing innovative solutions for the business is highly demanded in the current and future work environment. Enroll now and stand out"*

*You will be to consult and download all the contents from day one for your 100% online course and from the comfort of your favorite Devices.*

*Integrate Design Thinking as the main tool for creativity and innovation in the XXI century company.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training 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 training programmed to train 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

The purpose of this refresher program is to develop critical thinking in today's worker, who will devise innovative solutions for the future of the business. This program studies Methodologies in Business Innovation in depth, taking into account the process of creating the business in order to design integral professional profiles. Combining multiple teaching resources with the most advanced technology and study methodology, with the most exclusive content in today's online university environment.

*Being a professional expert in Methodologies in Business Innovation will make you more attractive to productive and competitive environments, opening the way to countless opportunities"*

## General Objectives

- Understand the concept of innovation in the business environment to develop effective solutions by implementing efficient models
- Understand current and future trends related to business innovation
- Analyze the behavior of the entrepreneur and businessman in the evolution of the times, in order to understand the current models
- Understand the Startups funding process, forms of capital and types of investors in the startup framework
- Contemplate sustainability as a concept within Industrial Innovation Management
- Analyze the fundamental aspects of production systems design and product life cycle
- Know the fundamental aspects of the digital transformation of companies and its use for Innovation Management
- Study innovation methodologies in depth, in particular Desing Thinking
- Develop e-commerce strategies within business management
- Study in depth the R&D&I management systems

## Specific Objectives

### Module 1. Future Thinking How to Transform Today from Tomorrow?

- Understand how creativity and innovation have become the drivers of the economy
- Ability to solve problems in novel environments and interdisciplinary contexts
- Know how to manage the process of creation and implementation of novel ideas on specific topics
- Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries

### Module 2. Innovative Methodologies: Desing Thinking

- Understand the main challenges of digital transformation in each area of the company
- Master the *Design Thinking* methodology as the main tool for creativity and innovation in the 21st century company
- Understanding the impact of constant change in business
- Distinguish and understand the major transformation trends occurring in today's businesses

### Module 3. Business Creation

- Identify one's own capabilities and motivations as an entrepreneur
- Identify in a practical way the basic aspects of the business project for the creation of a company
- Apply tools to develop individual and group creativity
- Identify the main phases of the financing process
- Apply the methodology and models of product design and innovation inspecific cases proposed
- Explain the Startups funding cycle, forms of capital and types of investors
- Identify the fundamental aspects of product and customer life cycles
- Designing a business plan for a real organization

03

# Structure and Content

This up to date program has been structured in 3 modules, with content aimed at professionals in the industrial sector who wish to specialize in the creation of businesses, taking into consideration the various methodologies in organizational innovation that will help them achieve success in current and future competitive environments. From the first day the student will have the content in different written and audiovisual formats, completely online, acquiring specialized knowledge in a dynamic and comfortable way.

*TECH implements relearning as a 100% online study methodology. This allows you to learn quality content, quickly and efficiently"*

## **Module 1.** *Future Thinking*: How to Transform Today from Tomorrow

1.1. Methodology Futures Thinking
- 1.1.1. Futures Thinking
- 1.1.2. Benefits of using this Methodology
- 1.1.3. The Role of the "Futurist" in the Creative Enterprise

1.2. Signs of Change
- 1.2.1. The Sign of Change
- 1.2.2. Identification of the Signs of Change
- 1.2.3. Interpretation of the Signs

1.3. Types of Futures
- 1.3.1. Journey to the Past
- 1.3.2. The Four Types of Futures
- 1.3.3. Application of the Methodology Futures Thinking in the Workplace

1.4. Future Forecasting
- 1.4.1. Searching for Drivers
- 1.4.2. How to Create a Forecast for the Future?
- 1.4.3. How to Design a Future Scenario?

1.5. Mental Stimulation Techniques
- 1.5.1. Past, Future and Empathy
- 1.5.2. Facts vs. Experience
- 1.5.3. Alternative Routes

1.6. Collaborative Forecasting
- 1.6.1. The Future as a Game
- 1.6.2. Future Wheel
- 1.6.3. The Future from Different Approaches

1.7. Epic Victories
- 1.7.1 From Discovery to the Innovation Proposal
- 1.7.2. The Epic Victory
- 1.7.3. Fairness in the Game of the Future



1.8. Preferred Futures
- 1.8.1. The Preferred Future
- 1.8.2. Techniques
- 1.8.3. Working Backwards from the Future

1.9. From Prediction to Action
- 1.9.1. Images of the Future
- 1.9.2. Artifacts of the Future
- 1.9.3. Roadmap

1.10. ODS. A Global and Multidisciplinary Vision of the Future ODS
- 1.10.1. Sustainable Development as a Global Goal
- 1.10.2. Human Management in Nature
- 1.10.3. Social Sustainability

## **Module 2.** Innovative Methodologies: *Desing Thinking*

2.1. *Design Thinking*: People-Centered Innovation
- 2.1.1. Understand the Fundamental Principles of *Design Thinking*
- 2.1.2. Objectives and Limitations
- 2.1.3. Benefits Within the Current Context

2.2. *Design Thinking* Phases
- 2.2.1. Understand the Development Flow of this Methodology
- 2.2.2. Challenges in Each Phase of a Project
- 2.2.3. Errors and Malpractice

2.3. Research Methodologies in *Design Thinking* I
- 2.3.1. Methods I
- 2.3.2. Objectives, Benefits and Limitations I
- 2.3.3. Practical Application I

2.4. Research Methodologies in *Design Thinking* II
- 2.4.1. Methodology II
- 2.4.2. Objectives, Benefits and Limitations II
- 2.4.3. Practical Application II

2.5. The *Customer Journey*
- 2.5.1. The *Customer Journey*
- 2.5.2. Objectives, Benefits and Use Cases
- 2.5.3. Practical Application

2.6. Workflow in Design Thinking I: Immersion
- 2.6.1. Objectives
- 2.6.2. Procedure
- 2.6.3. Challenges and Good Practices

2.7. Workflow in Design Thinking II: Ideation
- 2.7.1. Objectives
- 2.7.2. Procedure
- 2.7.3. Challenges and Good Practices

2.8. Workflow in Design Thinking III: Implementation
- 2.8.1. Objectives
- 2.8.2. Procedure
- 2.8.3. Challenges and Good Practices

2.9. Workflow in Design Thinking IV: Testing and Closing Up
- 2.9.1. Objectives
- 2.9.2. Procedure
- 2.9.3. Challenges and Precautions Prior to Solution Implementation

2.10. Good and Malpractices in Design Thinking
- 2.10.1. Risks and Common Mistakes in Design Thinking Practice
- 2.10.2. Cases in Which This Methodology Should Not Be Applied
- 2.10.3. Final Recommendations and Checklist

## **Module 3.** Business Creation

3.1. Entrepreneurial Spirit
- 3.1.1. Entrepreneur
- 3.1.2. Entrepreneur Characteristics
- 3.1.3. Types of Entrepreneurs

3.2. Entrepreneurship and Teamwork
- 3.2.1. Teamwork
- 3.2.2. Characteristics of Teamwork
- 3.2.3. Advantages and Disadvantages of Teamwork

3.3. Creation of a Company
- 3.3.1. Being an Entrepreneur
- 3.3.2. Company Concept and Model
- 3.3.3. Stages of the Business Creation Process

3.4. Basic Components of a Company
- 3.4.1. Different Approaches
- 3.4.2. The 8 Components of a Company
  - 3.4.2.1. Customers:
  - 3.4.2.2. Environment
  - 3.4.2.3. Technology
  - 3.4.2.4. Material Resources
  - 3.4.2.5. Human Resources.
  - 3.4.2.6. Finances
  - 3.4.2.7. Enterprise Networks
  - 3.4.2.8. Opportunity

3.5. Value Proposition
- 3.5.1. Value Proposition
- 3.5.2. Ideas Generation
- 3.5.3. General Recommendations for Value Propositions



3.6. Support Tools for the Entrepreneur
- 3.6.1. *Lean Start up*
- 3.6.2. *Design Thinking*
- 3.6.3. *Open Innovation*

3.7. *Lean Start ups*
- 3.7.1. *Lean Start up*
- 3.7.2. *Lean Start up* Methodology
- 3.7.3. Phases a *Start-up* Goes Through

3.8. Business Approach Sequence
- 3.8.1. Validate Hypotheses
- 3.8.2. MVP: Minimum Viable Products
- 3.8.3. Measure: *Lean Analytics*
- 3.8.4. Pivot or Persevere

3.9. Innovate
- 3.9.1. Innovation
- 3.9.2. The Ability to Innovate, Creativity and Growth
- 3.9.3. Innovation Cycle

3.10. Creativity
- 3.10.1. Creativity as a Skill
- 3.10.2. Creativity Process
- 3.10.3. Types of Creativity

*Enroll now and become an expert in Methodologies in Business Innovation in just 6 months"*

04

# 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.

*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 we use the Case Method

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

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


*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*

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

## A learning method that is different and innovative.

This intensive Engineering program at TECH Technological University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard case studies, with which we have a strategic agreement that allows us, to offer you material from the best university in the world.

> *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 by 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

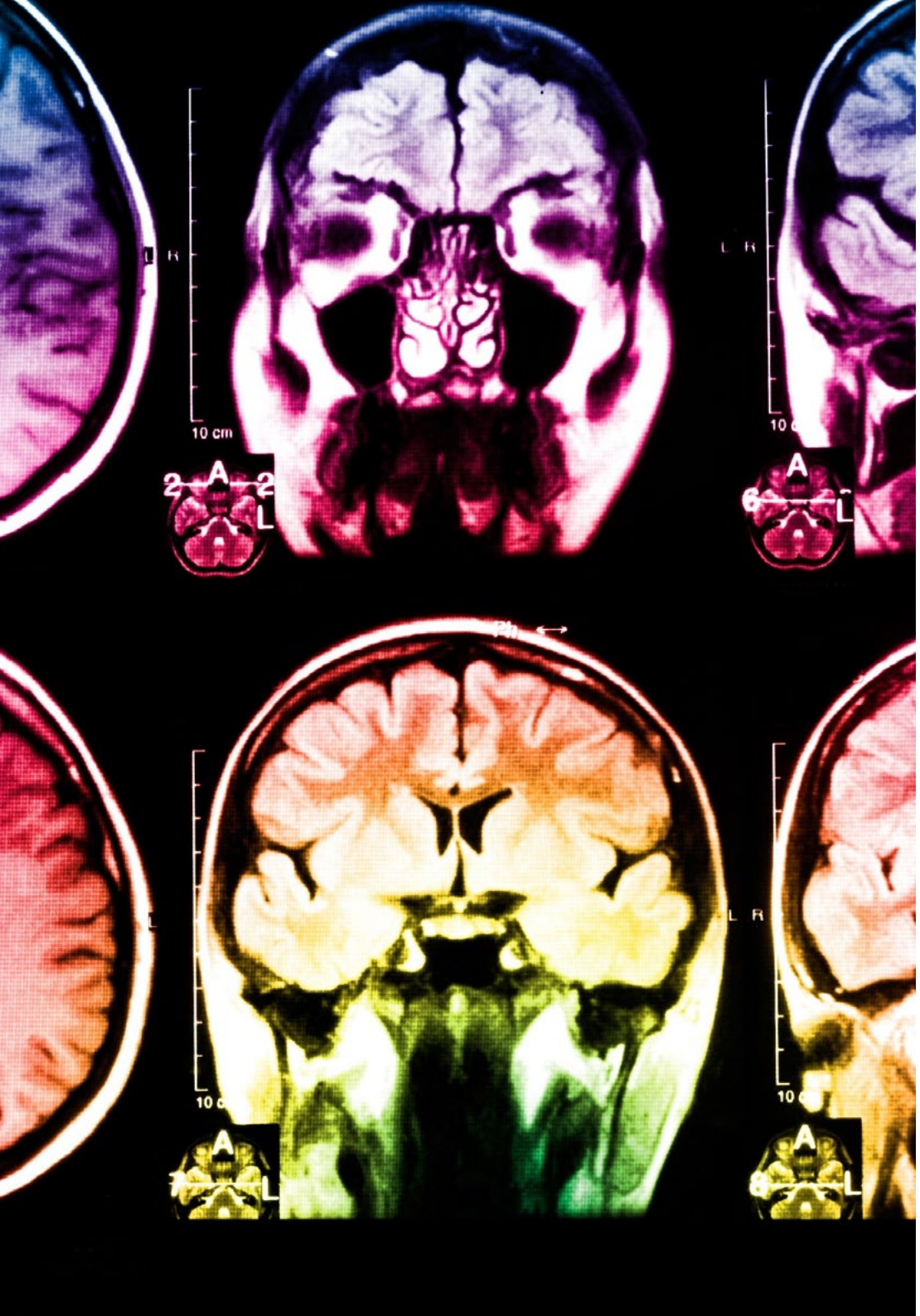
TECH is the first university in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines 8 different didactic elements in each lesson.

We enhance Harvard case studies 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 university 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

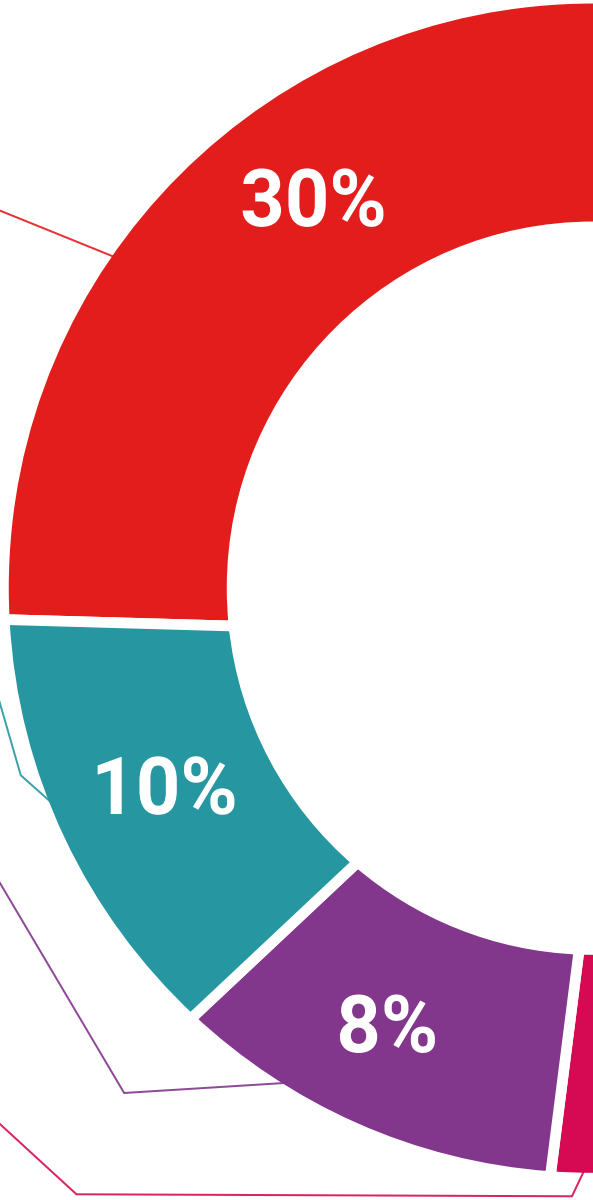
There is scientific evidence suggesting that observing third-party experts can be useful. Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

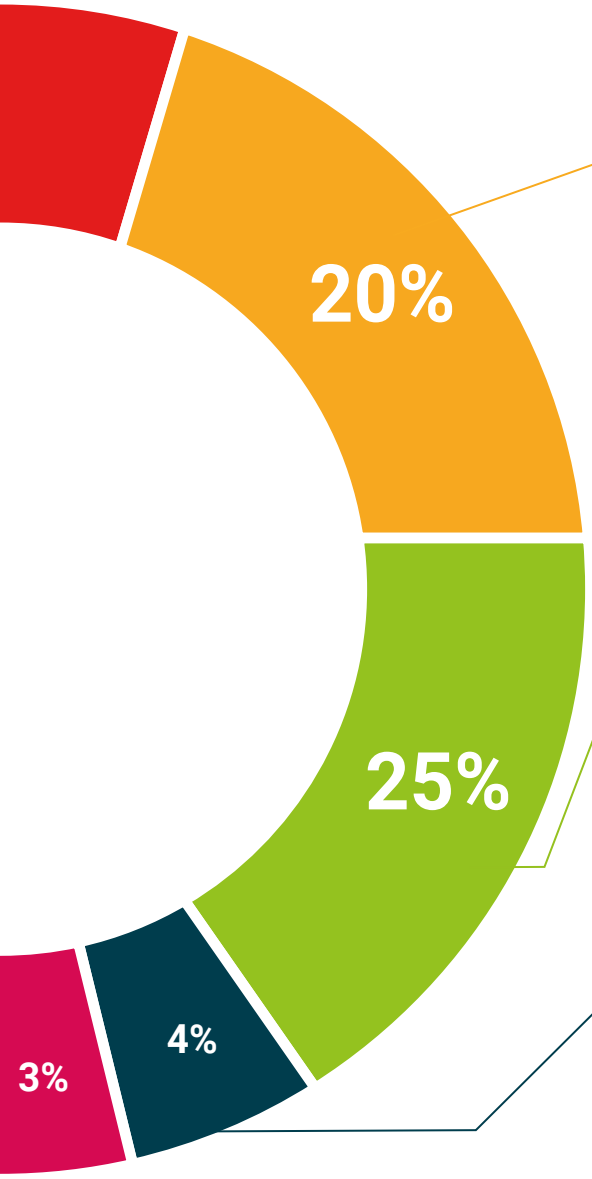
### Practising Skills and Abilities

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

### 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

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management 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 multimedia content presentation training Exclusive system 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 your goals.

05

# Certificate

The **Postgraduate Diploma in Methodologies in Business Innovation** guarantees, in addition to the most rigorous and up to date training, access to a Postgraduate Diploma qualification issued by TECH Technological University.

*Successfully complete this training program and receive your university certificate without travel or laborious paperwork"*

This **Postgraduate Diploma in Methodologies in Business Innovation** contains the most complete and up to date program on the market.

After the student has passed the assessments, 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 **Postgraduate Diploma**, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Methodologies in Business Innovation**
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

Methodologies in Business Innovation

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.

tech technological university

# Postgraduate Diploma

## Methodologies in Business Innovation

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

# Postgraduate Diploma
## Methodologies in Business Innovation

tech technological university