

# Postgraduate Certificate Drive Profile for Data-Driven Organizations

**DATA  
ANALYTICS**



**tech** technological  
university



## Postgraduate Certificate Drive Profile for Data-Driven Organizations

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of Hours: **150 h.**

Website: [www.techtitute.com/information-technology/postgraduate-certificate/drive-profile-data-driven-organizations](http://www.techtitute.com/information-technology/postgraduate-certificate/drive-profile-data-driven-organizations)

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Certificate

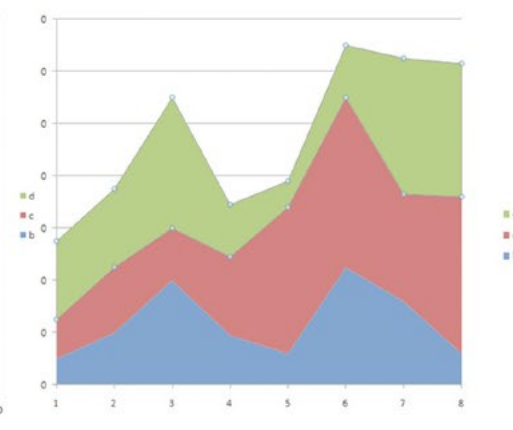
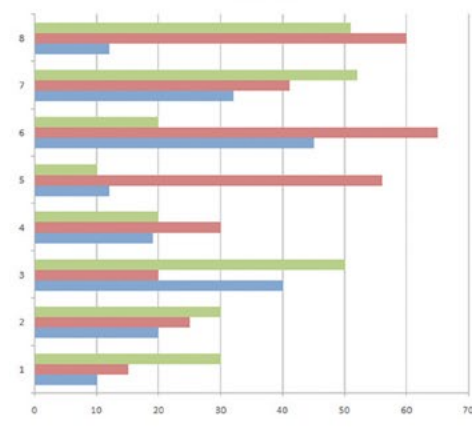
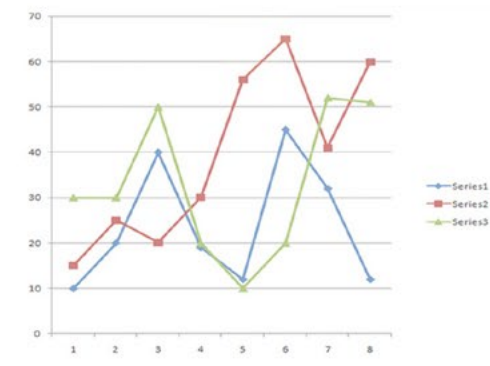
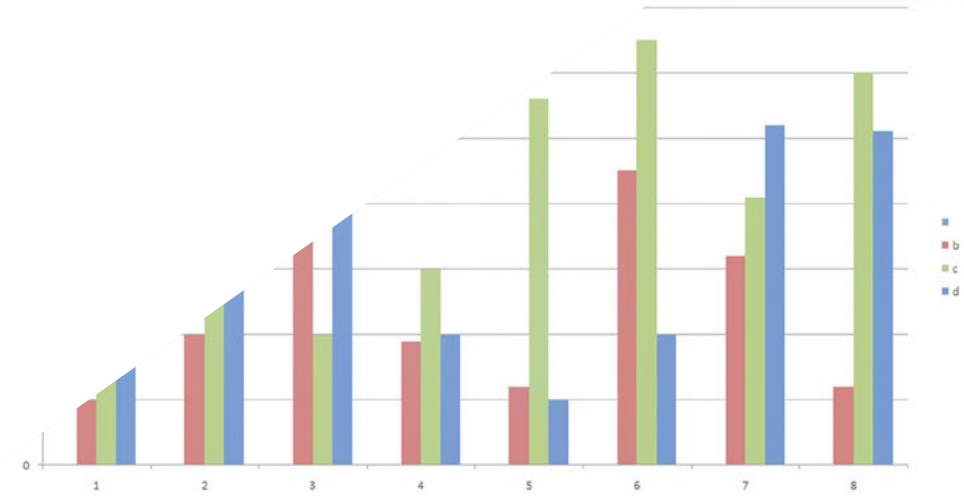
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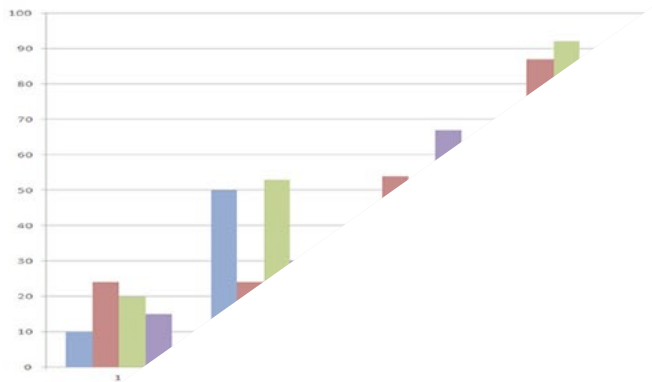
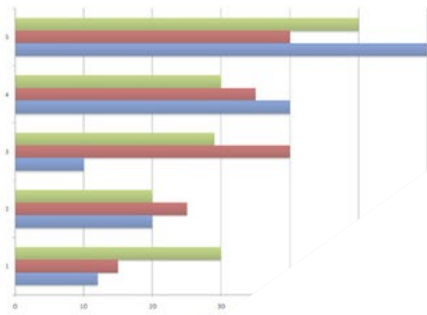
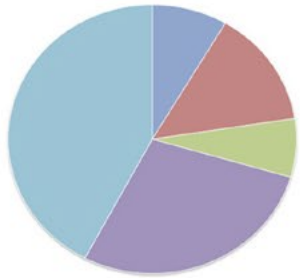
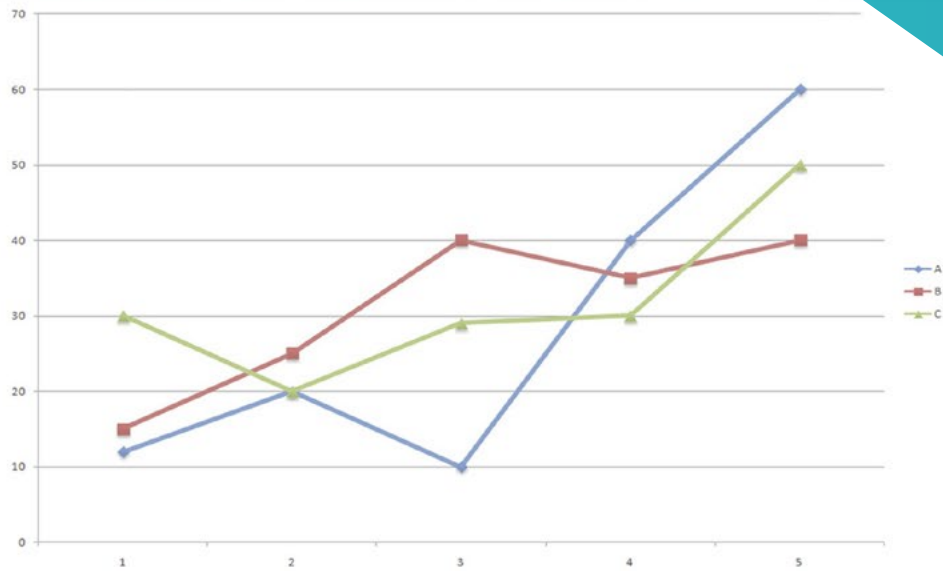
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# 01

# Introduction

In the current environment, working with data deals with a scenario where managing uncertainty is key to the survival of companies. This program has been created to train the student as a specialist in this area. An exceptional possibility to develop specialist knowledge in all aspects necessary for its use, with the exceptional quality of TECH, the world's largest online university.





“

*Visual Analytics is not only technology, but business and management. Update yourself in this field and give your professional skills a quality boost"*

Today's professionals cannot stop at the technical application of their extensive knowledge; they are required to have soft skills adapted to the new Drive environments.

This module offers students a 360-degree view of management, providing them with a balance between technical and managerial training. Management and leadership skills will be enhanced to successfully manage teams and projects. The student will become a resilient leader through the management of emotions, conflict and crisis, fundamental skills in the current context; but also others oriented to decision making, negotiation and change management will be fostered.

This **Postgraduate Certificate in Drive Profile for Data-Driven Organizations** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical case studies presented by 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 development
- ◆ 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



*A comprehensive update that will provide you with the working capacity of a specialist in the field"*



“

*The most useful, practical and efficient learning systems in the international educational system, at your fingertips”*

Its teaching staff includes professionals from the sector who bring their work experience to this program, in addition to recognized specialists from leading societies and universities.

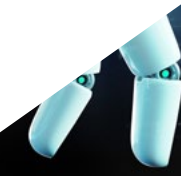
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

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

*This program has the best educational resources that can be accessed online or downloaded, to make it easier for you to manage your studies and effort.*

*A highly comprehensive program, created with the objective of delivering the highest quality education, focused on raising our students to the highest level of proficiency.*

**BIG  
DATA**



# 02 Objectives

The objectives of this Postgraduate Certificate have been established based on realistic and necessary goals for professionals in the sector. Students will be able to progressively verify their learning and progress in the mastery of the contents so that, at the end of the course, they will have achieved professional growth.







“

*With a focus on practice, this Postgraduate Certificate is the boost your CV needs”*



## General Objectives

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- ◆ Acquire a 360° vision of management
- ◆ Enhance management and leadership skills to successfully manage teams and projects
- ◆ Acquire skills for the management of emotions, conflict and crisis

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*A stimulating journey of professional growth designed to keep you interested and motivated throughout the entire program”*







## Specific Objectives

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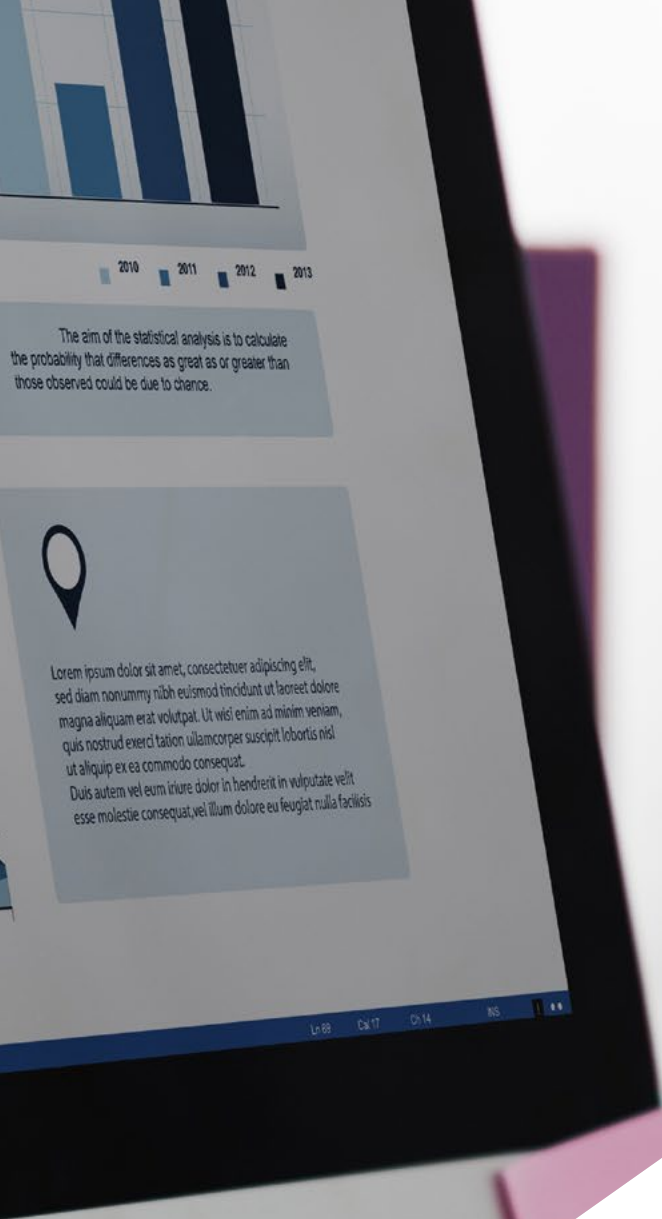
- ◆ Know and develop the Drive profile applied to mass data environments
- ◆ Understand what they are and why advanced management skills generate differential value in data scientists
- ◆ Develop strategic communication and presentation techniques
- ◆ Understand the role of emotional intelligence in the context of Visual Analytics
- ◆ Identify key concepts in Agile team management
- ◆ Develop and leverage digital talent in data-driven organizations
- ◆ Develop emotional management skills as a key to performance-focused organizations

# 03

# Course Management

Within the quality criteria that we apply in all our training, this Postgraduate Certificate offers you the opportunity to learn from the best, with a teaching faculty made up of professionals in the sector who will invest their theoretical and practical knowledge to take you to the highest level of proficiency. With the latest and most effective teaching methods on the online teaching market.





“

*Learn with the best and acquire the knowledge and skills you need to intervene in this area of development with total success"*



## Management



### Mr. Galindo, Luis Ángel

- ◆ Senior High Performance Consultant with 16 years of experience
- ◆ Definition, development and implementation of a successful open innovation model, with +10% year-on-year revenue growth leveraged on innovative assets
- ◆ Definition, development and implementation of successful Digital Transformation Programs for more than 8 years and 700+ people leading a pioneering role in the industry
- ◆ Implementation of 20+ complex consulting projects worldwide for large companies in artificial intelligence, economic intelligence, cybersecurity, business development, digital transformation, risk assessment, process optimization and people management
- ◆ Expert in understanding customers and translating their needs into actual sales

## Professors

### Mr. Lominchar, José

- ◆ PhD in Law (Labor Law Program) (UCJC)
- ◆ MBA: Master of Business Administration (MBA)
- ◆ Degree in Law (UCM) Spain
- ◆ Honorary PhD from the Legal Studies University Center in Mexico, 2018. 2018



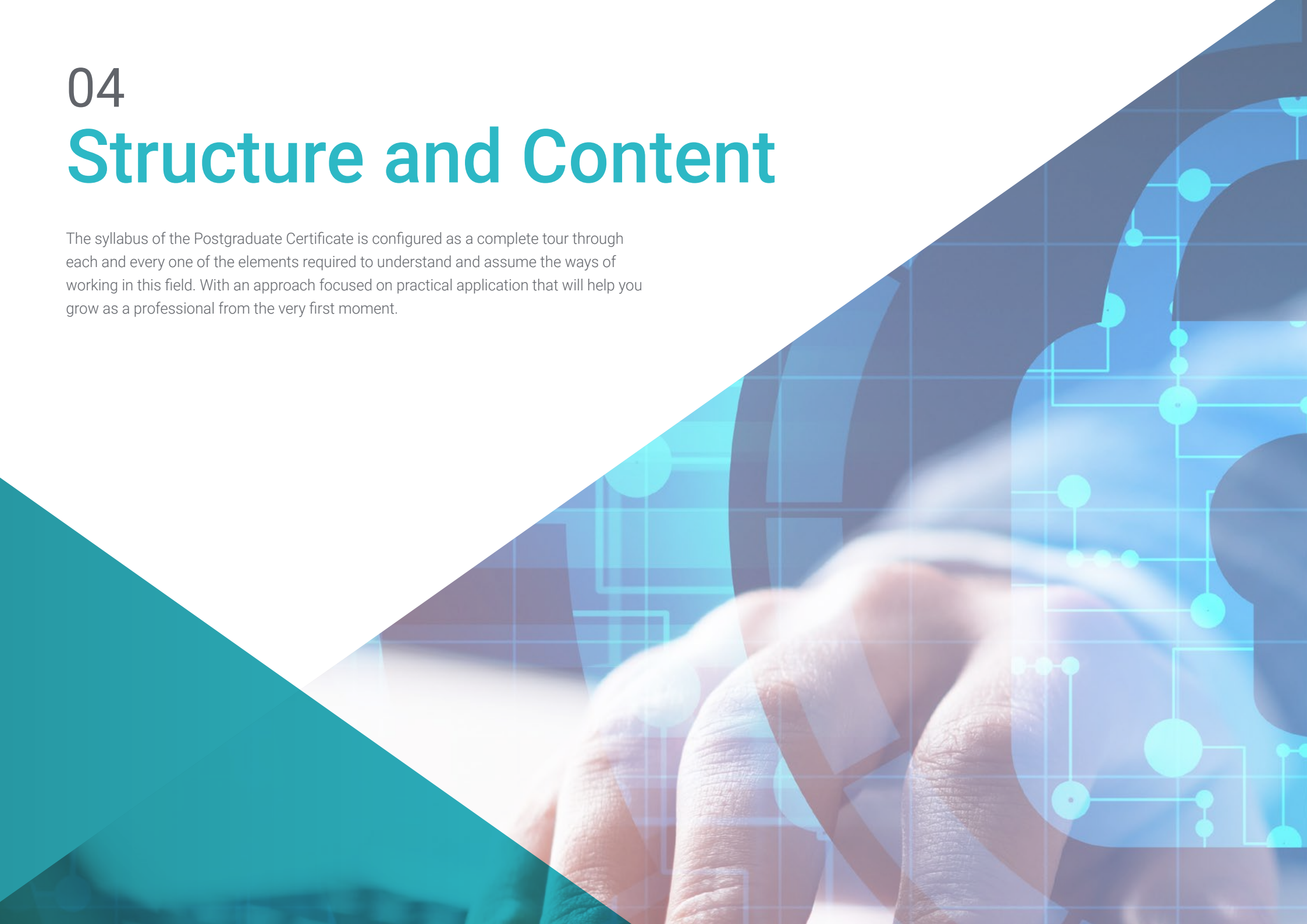
“

*A comprehensive and multidisciplinary program that will allow you to excel in your career”*

# 04

## Structure and Content

The syllabus of the Postgraduate Certificate is configured as a complete tour through each and every one of the elements required to understand and assume the ways of working in this field. With an approach focused on practical application that will help you grow as a professional from the very first moment.





“

*A syllabus that will show you all aspects of data processing, developed along units prepared to take you to the control of the subject"*

## Module 1. Data-Driven Soft Skills in Strategic Management in Visual Analytics

- 1.1. Drive Profile for Data-Driven Organizations
- 1.2. Advanced Management Skills in Data-Driven Organizations
- 1.3. Using Data to Improve Strategic Communication Performance
- 1.4. Emotional Intelligence Applied to Management in Visual Analytics
- 1.5. Effective Presentations
- 1.6. Improving Performance Through Motivational Management
- 1.7. Leadership in Data-Driven Organizations
- 1.8. Digital Talent in Data-Driven Organizations
- 1.9. Data-Driven Agile Organization I
- 1.10. Data-Driven Agile Organization II







“

*This program is the key to advancing your professional career, don't let this opportunity pass you by"*

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 has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. 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 course, students 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 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.



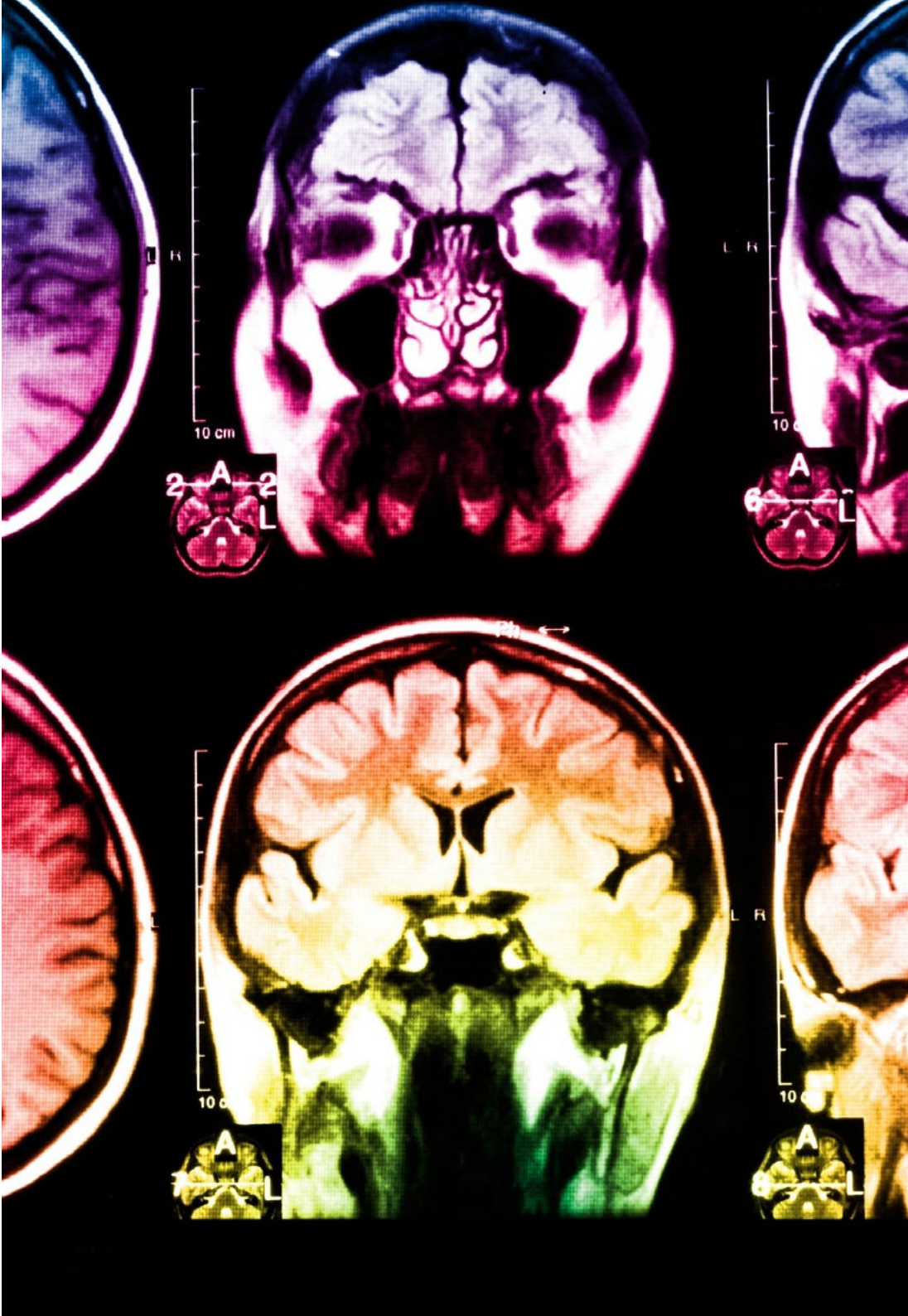
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

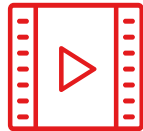
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



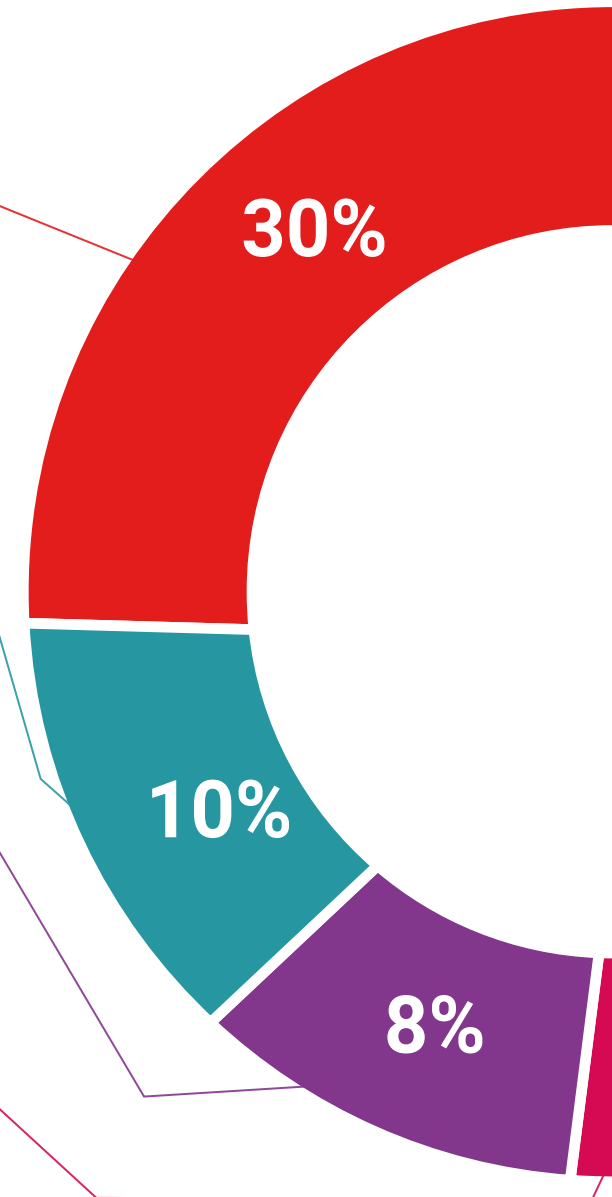
### Practising Skills and Abilities

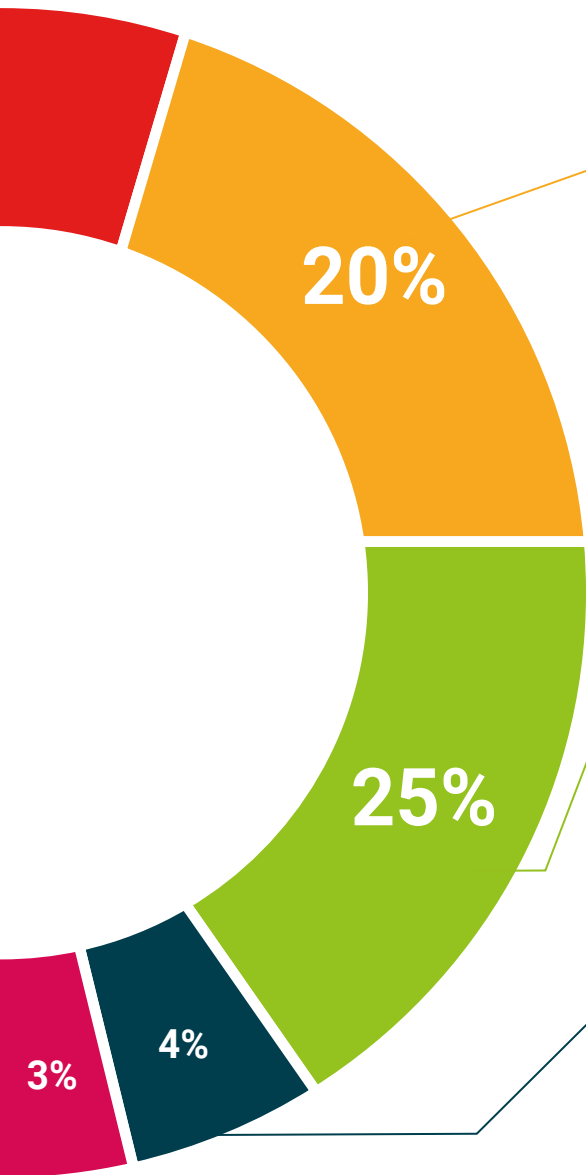
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Certificate in Drive Profile for Data-Driven Organizations guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Drive Profile for Data Driven Organizations** 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Drive Profile for Data-Driven Organizations**

Official N° of Hours: **150 h.**



\*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.

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



Postgraduate Certificate  
Drive Profile for Data-  
Driven Organizations

Course Modality: Online

Duration: **Week 6**

Certificate: **TECH Technological University**

Official N° of Hours: 150 h.



# Postgraduate Certificate Drive Profile for Data-Driven Organizations