

Postgraduate Certificate

Improving IT Projects and Businesses Using Analytical Techniques



Postgraduate Certificate Improving IT Projects and Businesses Using Analytical Techniques

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

Website: www.techtute.com/us/information-technology/postgraduate-certificate/improving-it-projects-business-analytical-techniques

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01

Introduction

Data analytics is a science that companies use to predict and study what actions to take based on what works best and avoid failure. The important thing is to know exactly what is needed and the tools that can help to use the data in the right way. To do this, there are Multiple Analytics, Digital Campaigns, Actions and Dashboards that will be explored in depth during this program. Students will be more than ready to access new professional opportunities, leading teams under an innovative methodology.



A hand is shown typing on a laptop keyboard. The image is overlaid with various data visualization icons, including a bar chart, a pie chart, a line graph, and a network diagram. The background is a blurred image of a laptop screen with numbers and letters. The overall color scheme is teal and blue.

“

Do you want to make good decisions to achieve your goals and improve professionally? Enroll in this program and make forecasts to increase your results”

Any company, no matter how small, can and should apply a Data Analytics Strategy. With this science, it is possible to predict and study the actions that will avoid the failure of a Sales Plan or a Web Strategy. In this way, you can have a better understanding of customer behavior, identify business opportunities to innovate, visualize the performance of employees, among others.

For all this, the following Postgraduate certificate focuses on improving IT Projects and Businesses via Analytical Techniques. Thus, the program will begin with a study of the most current methods used by companies for Data Analysis with the intention of improving business indicators.

Then, we will proceed to delve into Digital Marketing and the different campaigns and applications in order to create a Web Integration Plan. Similarly, the different ways of managing data and applications in business scenarios are also studied. Thanks to these contents, students will be able to integrate data to IT Projects to promote improvements that generate positive results at a commercial and professional level.

This **Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques** contains the most complete and up-to-date scientific program on the market. Its most notable features are:

- ◆ Analysis of everything involved in the Management and Direction of an IT Project, both in a productive and human sense
- ◆ Specific knowledge in the field of Team Management, with Innovative Methodologies adapted to New Technological Realities
- ◆ Extensive audiovisual content throughout the learning process, which makes study work easier and more enjoyable
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



Improve Marketing and Sales Strategies to increase company revenue”

“

*Don't miss this opportunity.
It will take you six weeks
to learn what you need to
know to become a Customer
Journey expert”*

*You will become an expert
who combines Marketing with
Business Intelligence knowledge.*

*Examine the Data Life Cycle in
relation to customer behavior.*

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

To help students improve their role within a company, this program has been designed to focus on improving IT Project Quality by using Analytics Techniques. Therefore, a study of digital marketing and its benefits to determine consumer behavior and increase sales will be carried out in depth. Also, greater importance will be given to data analysis as the main element when making important decisions.





Upon completing the Postgraduate Certificate, you will be able to lead a work team while gaining experience to continue moving up the company's organizational chart"



General Objectives

- ◆ Generate specialized knowledge of Digital Marketing with special emphasis on Digital Campaigns
- ◆ Address redemption and the importance of dashboards to automate the monitoring of goal achievement
- ◆ Examine real-world cases of life cycle campaigns, digital marketing tools and practical examples where data analytics is used in business



Specialize in the use of Data Analytics to develop effective Marketing Campaigns”





Specific Objectives

- ◆ Analyze the Digital Marketing Campaign, Creation and Management, so it aligns with a Global Digital Marketing Strategy
- ◆ Apply the proposed drive techniques to improve organization results
- ◆ Examine a Client's Life Cycle and the necessary actions to be carried out in each phase
- ◆ Determine the different types of campaign exclusions, control and apply them to mitigate risks in executing Digital Marketing Campaigns



03

Course Management

This Postgraduate Certificate has brought together experts academically and professionally specialized in the development of IT projects. Among their experience, they have participated in several projects in customer value management, as well as in the design and development of IT campaigns. All this, on a national and an international level. Thanks to their years of training, they have managed to occupy important positions as CTOs in various organizations and even to become the CEO of a software company.



“

TECH has chosen the best group of professionals to motivate you to continue on the road to success. Don't miss this opportunity and enroll now”

Management



Dr. Peralta Martín-Palomino, Arturo

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO in AI Shephers GmbH
- ♦ CTO at Korporate Technologies
- ♦ Director of Design and Development at DocPath Document Solutions
- ♦ Computer Engineer from the University of Castilla la Mancha
- ♦ Doctorate in Psychology from the University of Castilla La Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- ♦ MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha



Professors

Mr. Fondón Alcalde, Rubén

- ◆ Customer Value Management Business Analyst at Vodafone Spain
- ◆ Head of Service Integration at Entelgy for Telefónica Global Solutions
- ◆ Online account manager for clone servers at EDM Electronics
- ◆ Business Analyst for Southern Europe at Vodafone Global Enterprise
- ◆ Telecommunications Engineer from the European University of Madrid
- ◆ Master's Degree in Big Data and Data Science from the International University of Valencia.

04

Structure and Content

The program structure has been designed by a group of experts who understand the importance of using Analytics Techniques applied to improving IT Projects. For this reason, they have put together a syllabus that encompasses everything necessary to learn the basics of digital marketing and the different ways to manage data. Thus, at the end of the program, students will be more than capable of putting into practice everything learned and grow rapidly within the company.





“

Don't know how to manage company information? Learn about DataLab and Datawarehouse in this Postgraduate Certificate”

Module 1. Improving IT Projects and Businesses Using Analytical Techniques

- 1.1. Company Data Analytics
 - 1.1.1. Company Data Analytics
 - 1.1.2. Value
 - 1.1.3. Project Management According to Value
- 1.2. Digital Marketing
 - 1.2.1. Digital Marketing
 - 1.2.2. Benefits of Digital Marketing
- 1.3. Digital Marketing: Preparation
 - 1.3.1. Campaigns
 - 1.3.2. Implementation and Measurement
 - 1.3.3. Digital Strategy Variants
 - 1.3.4. Plan
- 1.4. Digital Marketing: Implementation
 - 1.4.1. Applications
 - 1.4.2. Integration in Web Environments
- 1.5. Life Cycle
 - 1.5.1. *Customer Journey* vs. Campaigns
 - 1.5.2. Measurement
- 1.6. Data Management
 - 1.6.1. *Datawarehouse and DataLab*
 - 1.6.2. Applications for the Generation of Campaign Bases
 - 1.6.3. Drive Options





- 1.7. Campaign Exclusions
 - 1.7.1. Types
 - 1.7.2. GDPR and Robinson
 - 1.7.3. Data Anonymization
- 1.8. Control Panels
 - 1.8.1. Audience
 - 1.8.2. *Storytelling*
 - 1.8.3. Applications
- 1.9. Value Conclusions in Data Analytics
 - 1.9.1. Customer Global Vision
 - 1.9.2. Analysis Strategy and Types
 - 1.9.3. Applications
- 1.10. Application in Business Scenarios
 - 1.10.1. *Wallet Clustering*
 - 1.10.2. Predictive Risk Models
 - 1.10.3. Wallet Customers Characterization
 - 1.10.4. Image Processing
 - 1.10.5. Bid Proposal Forms

“Continue your professional journey supported by an excellent teaching team, ready to help you grow into the leader of tomorrow”

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"

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 Information Technology 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 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

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching 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.



06 Certificate

The Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques guarantees, in addition to the most rigorous and updated training, access to a qualification issued by TECH Technological University.





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

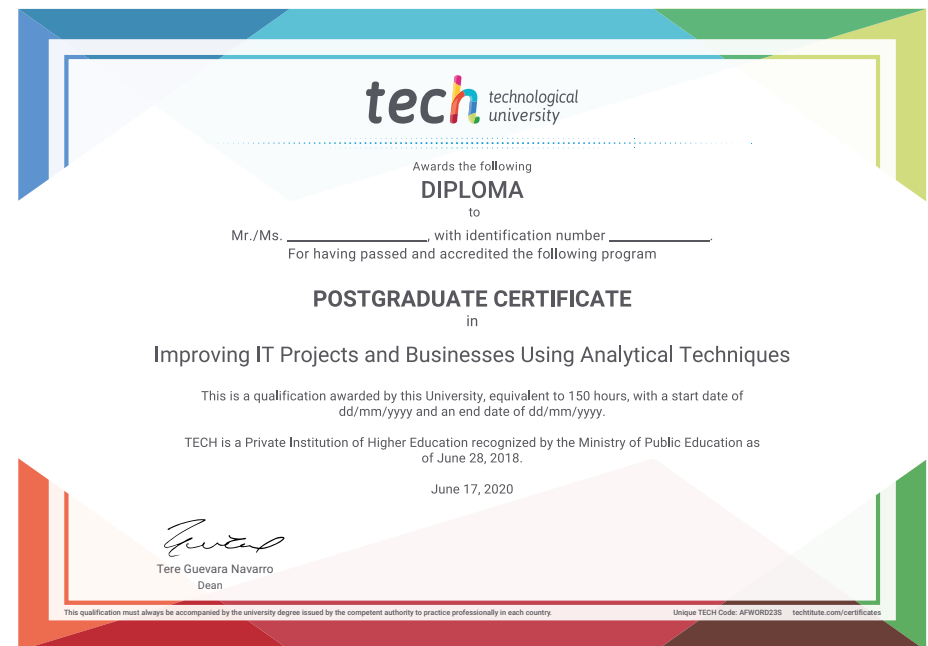
This **Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques**

Official Number of Hours: **150 h.**



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

health

future

confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

development languages

classroom

tech technological
university

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