

Postgraduate Certificate

Technology Project Communications and Stakeholder Management



Postgraduate Certificate Technology Project Communications and Stakeholder Management

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

Website: www.techtute.com/us/information-technology/postgraduate-certificate/technology-project-communications-stakeholder-management

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01

Introduction

The success of a Technology Project begins when stakeholders are identified and an appropriate communication plan is developed. Therefore, it is not enough just to talk and write, you must have a strategy that helps to persuade, motivate, research and, sometimes, listen. With this program, students will be able to enhance their communication skills and abilities in different verbal, written and body language channels. In addition, you will be able to perform stakeholder analysis and registration, using different strategies and tools. Undoubtedly, a program that will add value to your qualification and will open the doors to a highly competitive labor market.





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As a project leader, you must make a communications plan that will help you convey information correctly to all parties involved”

In this Postgraduate Certificate, the student will have the opportunity to learn how to elaborate a communications management plan, which is important to establish the criteria, policies and strategies for the dissemination of information in an organization. From this point on, the student will be able to learn to manage their words, being a conscious speaker and able to listen attentively to team members. Similarly, they can begin to communicate not only with words, but also with their handwriting, facial and body gestures.

On the other hand, an analysis and identification of the Stakeholders, a term widely used in the business world to refer to all those people and organizations that will be affected, positively or negatively, by the implementation of a Technological Project, will be carried out. This will be essential to actively manage expectations that increase the likelihood of acceptance and participation in the project. This way, through a series of strategies, the student will learn to negotiate and influence the wishes of this group to ensure the success of the work.

With the knowledge provided in the program, the student will be able to make accurate, fast and effective decisions, which will be supported by a series of concrete data on the reality of the job.

This **Postgraduate Certificate in Technology Project Communications and Stakeholder Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- ◆ The development of case studies presented by experts in Technology Project Management
- ◆ The graphic, schematic and practical contents of the system provide business and practical information on those 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



A good communications plan will help get your message across in the right way to the right people"

“

With an excellent communication strategy, you will be able to manage Technology Projects competently and without running the risk of making any mistakes”

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.

Empathy will be your ally when transmitting information to your work team.

Ensure your team's productivity by informing them about the progress of their objectives.



02

Objectives

Communication models are used to facilitate the exchange of information between individuals or teams within a company. Therefore, developing in the area means an improvement in the professional skills of any computer scientist. The objectives of this program are to provide students with the opportunity to learn about the aspects involved in effective, efficient and empathetic communication. This way, at the end of the program, students will be able not only to choose the right words to convey a message, but also to increase the collaboration of stakeholders.





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Develop communication skills that are used to listen, educate, investigate and persuade the work team”



General Objectives

- ◆ Develop skills and abilities required to make decisions in all types of projects, especially in technological projects and those developed in multidisciplinary contexts and environments
- ◆ Acquire the ability to analyze and diagnose business and management problems
- ◆ Master advanced business management tools
- ◆ Provide a global and strategic vision of all operational departments of the company
- ◆ Take responsibility and think in a transversal and integrative way to analyze and solve situations in uncertain environments
- ◆ Develop Technology Projects incorporation reports
- ◆ Carry out a comprehensive control of all projects
- ◆ Knowing how to estimate time in each process of project design and development
- ◆ Evaluate the processes and estimate the cost of developing a technology project
- ◆ Give importance to the quality of the projects
- ◆ Understanding the cost of failing to meet project quality
- ◆ Perform quality controls at each stage of the project
- ◆ Gain skills and techniques to manage human resources and be able to resolve conflicts in the team
- ◆ Learn about emerging trends in the technology market
- ◆ Develop communication skills that favor the effectiveness of work teams
- ◆ Understand and manage the risks of technology projects





Specific Objectives

- ◆ Understand the importance of a communications management plan, performing the relevant analysis
- ◆ Improve the student's communication skills
- ◆ Conduct practical exercises on the use of communication types in a project
- ◆ Apply emerging trends and practices in the field of communication

“

Know the methods used to transfer information between project stakeholders”

03

Course Management

A group of experts who have gained experience in the sector by managing various projects will participate in this Postgraduate Certificate. Thanks to this, students will be able to learn a series of communication skills to improve the relationship with the work team and express their ideas in an adequate manner. This will represent a great improvement opportunity for those who wish to test their skills and capabilities in a technology team.



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This exceptional teaching staff will teach you how to communicate your ideas effectively”

International Guest Director

With a long career focused on higher education, J. Michael DeAngelis has worked as a **broadcaster**, **scriptwriter** and **actor**. After holding various academic positions at the University of Pennsylvania, he has been appointed **Associate Director of Communications and Technology** at the University of Pennsylvania. There, he is in charge of producing and presenting the weekly news podcast **CS Radio**. He is also co-creator of the comedy podcast *Mission: Rejected*, in which he directs, writes and produces.

Throughout his career, he has worked for local educational television networks and radio stations in the news sections. On the other hand, after graduating from Muhlenberg College with a degree in **Performing Arts**, he has held the position of director of *The Porch Room*, a production company for podcast, film and theater. With all this, he has had the opportunity to perform different functions in the field of **Communication** and **Entertainment**. Likewise, he has performed tasks both in front of and behind the microphones in the news and entertainment field.

In particular, with the irruption of **podcasts** and their continuous growth, this expert has specialized in creating and producing this type of sound content. Through them, and thanks to his experience as an actor, he manages to transmit to listeners not only information and stories, but also emotions through his voice.

On the other hand, DeAngelis has been recognized on several occasions for his theatrical work, his play *Drop* was honored at the **Samuel French Off-Off Broadway Short Play Festival** in 2009. That same year, he won the **New Jersey Association of Community Theatres (NJACT) Perry Award** for Best Production of an Original Play for *Accidents Happen*. At the same time, his distinguished career has earned him membership in the **Dramatist Guild of America**.



Mr. DeAngelis, J. Michael

- Director of Communications and Technology at the University of Pennsylvania, United States
- Director of the production company The Porch Room
- Host of the weekly news podcast CS Radio
- Broadcaster and Podcaster
- NJACT Perry Award
- B.A. in Performing Arts from Muhlenberg College
- Graduate in Acting and Theatre Criticism from Goldsmiths College, University of London
- Member of: Playwrights Guild of America

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Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. Romero Mariño, Brunil Dalila

- ♦ Database Administrator, OCREM Association, Granada, Spain.
- ♦ Software Projects and Technology Architecture Consultant for different companies, Venezuela.
- ♦ University Professor of Computer Science. Department of Processes and Systems, Simón Bolívar University (USB), Venezuela
- ♦ Researcher in Software Engineering and related areas, Department of Processes and Systems, Simón Bolívar University (USB), Venezuela.
- ♦ Systems Engineer from Bicentenario de Aragua University (UBA), Venezuela.
- ♦ Doctorate in Information and Communication Technologies from the University of Granada (UGR), Spain.
- ♦ Master's Degree in Systems Engineering, Simón Bolívar University (USB), Venezuela.
- ♦ Expert in Communications and Data Communication Networks, Central University of Venezuela (UCV).



04

Structure and Content

With this program, students will develop a series of skills that will enable them to communicate in an empathetic, respectful, persuasive and credible manner. This will take into account the different channels in which the message will be transmitted, such as written, verbal and body language. This will help them maintain a friendly and cordial relationship with stakeholders, ensuring increased support and minimizing resistance. For this purpose, different practical cases will be provided to exemplify the knowledge imparted and to guarantee the understanding of the contents.





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*Good communication is essential
to keep the work team in harmony”*

Module 1. Communications and Stakeholder Management for Technology Projects

- 1.1. Communications Management Planning
 - 1.1.1. Why Is a Communications Management Plan Important?
 - 1.1.2. Introduction to Communications Management
 - 1.1.3. Communications Analysis and Requirements
 - 1.1.4. Dimensions of Communications
 - 1.1.5. Techniques and Tools
- 1.2. Communication Skills
 - 1.2.1. Conscious Emission
 - 1.2.2. Active Listening
 - 1.2.3. Empathy
 - 1.2.4. Avoid Bad Gestures
 - 1.2.5. Reading and Writing
 - 1.2.6. Respect
 - 1.2.7. Persuasion
 - 1.2.8. Credibility
- 1.3. Effective, Efficient Communication and Types of Communication
 - 1.3.1. Definition
 - 1.3.2. Effective Communication
 - 1.3.3. Efficient Communication
 - 1.3.4. Formal Communication
 - 1.3.5. Informal Communication
 - 1.3.6. Written Communication.
 - 1.3.7. Verbal Communication
 - 1.3.8. Practical Exercises on the Use of Communication Types in a Project
- 1.4. Communications Management and Control
 - 1.4.1. Project Communications Management
 - 1.4.2. Communication Models
 - 1.4.3. Communication Methods
 - 1.4.4. Project Communications Channels





- 1.5. Emerging Trends and Practices in the Field of Communication.
 - 1.5.1. Evaluation of Communication Styles
 - 1.5.2. Political Awareness
 - 1.5.3. Cultural Awareness
 - 1.5.4. Communication Technology
- 1.6. Stakeholder Identification and Analysis
 - 1.6.1. Why Is it Important to Manage Stakeholders?
 - 1.6.2. Stakeholder Analysis and Registration
 - 1.6.3. Stakeholder Interests and Concerns
 - 1.6.4. Considerations for Agile and Adaptive Environments
- 1.7. Stakeholder Management Planning
 - 1.7.1. Appropriate Management Strategies
 - 1.7.2. Tools and Techniques
- 1.8. Stakeholder Engagement Management. Management Strategy
 - 1.8.1. Methods for Increasing Support and Minimizing Resistance
 - 1.8.2. Tools and Techniques
- 1.9. Monitoring of Stakeholder Involvement
 - 1.9.1. Stakeholder Performance Report
 - 1.9.2. Tools and Techniques

“*Effective communication translates into information delivered at the right time*”

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 Technology Project Communications and Stakeholder Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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 Technology Project Communications and Stakeholder Management** 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 Technology Project Communications and Stakeholder Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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