Postgraduate Diploma
Business and IT Project Optimization

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Postgraduate Diploma
Business and IT
Project Optimization

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

Website: **www.techtitute.com/in/information-technology/postgraduate-diploma/postgraduate-diploma-business-it-project-optimization**

Index

01
Introduction

Optimizing computer systems is a necessary process to ensure maximum productivity and efficiency in each of the operations carried out in a company. The IT team is in charge of supervising this work and, therefore, the role of its leader is essential to ensure the team cohesion. In this sense, and taking into account the importance of this position in the working world, this program has been designed to offer students the opportunity to specialize in the area to obtain a salary and career improvement.

If you want to improve your current position within a company, enroll in this Postgraduate Diploma and increase your professional possibilities in the field"

Companies need to make rapid changes to adapt to the evolution of the modern world. Therefore, their Technology Management must meet their needs by optimizing all processes. In this sense, Technology Project Management must make strategic decisions based on the tools and methods developed by an effective work team.

Taking into account this growing need, the Postgraduate Diploma in Business and IT Project Optimization will help students analyze data and information key to leading an effective and responsible work team. In this way, the Data Life Cycle will be examined within the scope of Business Intelligence, understanding its origins and transformation as a valuable asset for the company.

Furthermore, the most current methods used by organizations to grow their businesses will be developed. In this way, Digital Marketing will be discussed in depth, with special emphasis on Digital Campaigns.
In addition, real cases will be used to better exemplify the concepts and develop strategies to improve the results of the organization.

Finally, in the technological world it is necessary to take into consideration the importance of a good human team that contributes intangible value to the company. To this end, the program will provide guidelines that will favor relationships at work and in personal life. Thus, students will better understand the needs of the company through strategies to reduce the uncertainty of human behavior.

With all this knowledge, students will be able to manage and optimize with greater skill any kind of IT Project, knowing which work methodology to use in each moment and being able to solve internal work team problems. For all this, they will increase their professional opportunities to opt for a managerial position within the company.

The **Postgraduate Certificate in Business and IT Project Optimization** contains the most complete and up-to-date scientific program on the market.
The most important features include:

- 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

Develop management skills to maximize performance in a technology company"

"*Contemplate emotional intelligence as a basic tool to optimize company results*"

By enrolling in this program you will be able to examine real and successful cases of companies that have implemented Digital Strategies.

Evaluate the advantages of a set of technology solutions used in business intelligence.

The program's teaching staff includes professionals in 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 objective of this program goes beyond the knowledge provided. It seeks to develop professional expertise and skills to boost their careers toward new job prospects. Therefore, the development of Management Skills and Emotional Intelligence will be guaranteed, along with the empirical knowledge to improve company processes via IT Projects. Thus, students will be able to stand out over their peers, becoming a benchmark of excellence.

Quickly rise in your company by demonstrating your ability to improve IT team performance"

General Objectives

- Develop specialized knowledge in the application of Business Intelligence Techniques for Project Management and Control
- Examine Project and Process Control and Monitoring for correct use
- Determine data life cycle phases
- Develop Technological Trends for the Control and Monitoring of Projects and Processes
- Analyze a Web or Digital Platform and optimize the way in which the user interacts with its various functionalities
- Learn how to generate reports and make the necessary changes to achieve the established objectives

Develop specialized knowledge of Software Products and their documentation, and make sure to comply with company specifications"
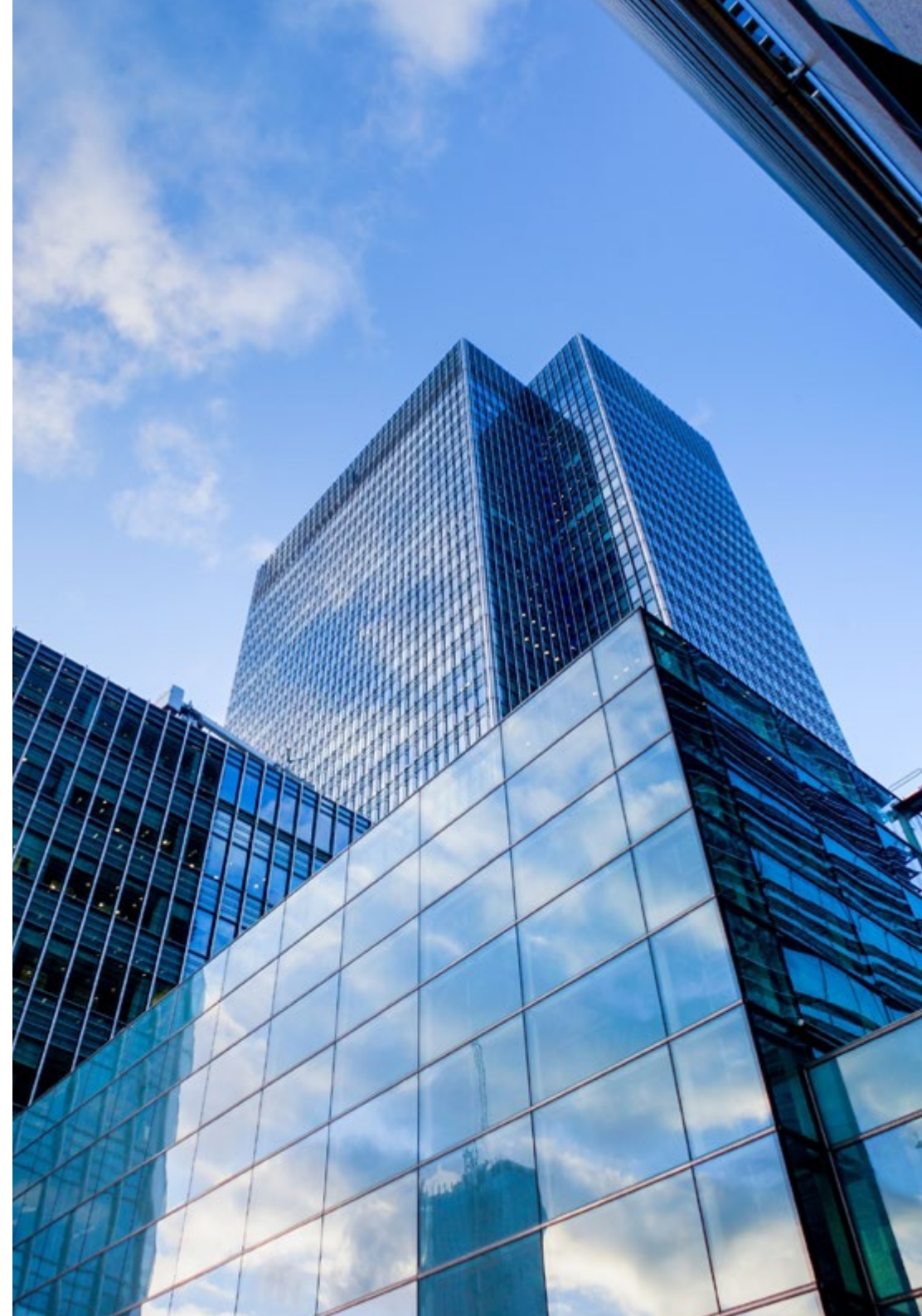
Specific Objectives

Module 1. IT Project Strategic Monitoring and Control

- Determine Data Life Cycle Phases: Data, Information, Knowledge and Value
- Examine the different Analytical Levels: Descriptive Analytics, Prescriptive Analytics, and Predictive Analytics
- Analyze the differences between the different Information Warehousing Paradigms: *Data Lake, Data Warehouse* and *Data Mart*
- Examine the differences between Structured, Semi-Structured and Unstructured Formats
- Develop the Extraction (E), Transformation (T) and Loading (L) Phases as well as the different ETL - ELT Paradigms
- Evaluate the advantages of a set of Technology Solutions used in Business Intelligence

Module 2. Improving IT Projects and Businesses Using Analytical Techniques

- 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

Module 3. Team Management in IT Projects

- Develop Management Skills to maximize performance in a Technology Company

- Determine Leadership as a support model with respect to Traditional Authoritarian Methodologies
- Establish effective communication channels by focusing on verbal and non-verbal language, giving quality to interpersonal relationships in the company
- Contemplate Emotional Intelligence as a basic tool to optimize company results
- Apply *Coaching* to Business Environments
- Create *Mentoring relationships*, determine the value of Mentor and Mentoree and its implications for the company
- Develop strategies for Favorable Conflict Resolution and Negotiation Techniques

03
Course Management

The teaching staff assembled for this program has extensive experience in business, technology and marketing. Some of them have founded and managed their own businesses, so they are qualified to manage the contents of this Postgraduate Diploma. Students will learn the optimization techniques they have applied in their work methodology, as well as the resolution of modern problems in managing work teams.

"

Do you want to be part of change in your company? Find out how this panel of experts has managed to maintain and run successful businesses by signing up now"

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO en Corporate Technologies in Corporate Technologies
- CTO in AI Shephers GmbH
- Doctorate in Psychology from the University of Castilla la Mancha
- PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- PhD in Psychology, University of CastillaLa Mancha
- Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha
- Associate lecturer, teaching Undergraduate and Master's Degrees in Computer Engineering at the University of Castilla la Mancha
- Professor of the Master in Big Data and Data Science at the International University of Valencia.
- Lecturer on the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development
- Member of the SMILe Research Group of the University of Castilla la Mancha

Professors

Mr. Fondón Alcalde, Rubén

- Business Analyst in Customer Value Management 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, European University of Madrid
- Master's Degree in Big Data and Analytics, International University of Valencia

Ms. Martínez Cerrato, Yésica

- Project Manager in the area of Key Accounts Integration at Correos and Telégrafos
- Computer Technician Responsible for OTEC computer classrooms at the University of Alcalá
- Electronic Security Product Technician at Securitas Security Spain
- Digital Transformation Manager and Business Intelligence Analyst at Ricopia Technologies
- Computer classes teacher at ASALUMA Association
- Degree in Electronic Communications Engineering at the University of Alcalá, Spain

Ms. García La O, Marta

- Management, Administration and Account management at Think Planning and Development
- Organization, supervision and mentoring of senior management training courses at Think Planning and Development
- Accountant-administrator at Tabacos Santiago and Zaraiche-Stan Roller
- Marketing Specialist at Versas Consultores
- Diploma in Business Studies from the University of Murcia
- Master's Degree in Sales and Marketing Management, Fundesem Business School

04
Structure and Content

This program structure has been designed and organized to favor the Data and Information Analysis in IT Teams. To do so, it will be required to examine Data Life Cycles and to delve deeper into Digital Marketing. In this way, students will better understand Business Relationships between employees, managers and customers. Thanks to this content, future professionals will be able to opt for new job opportunities at the national and international level.
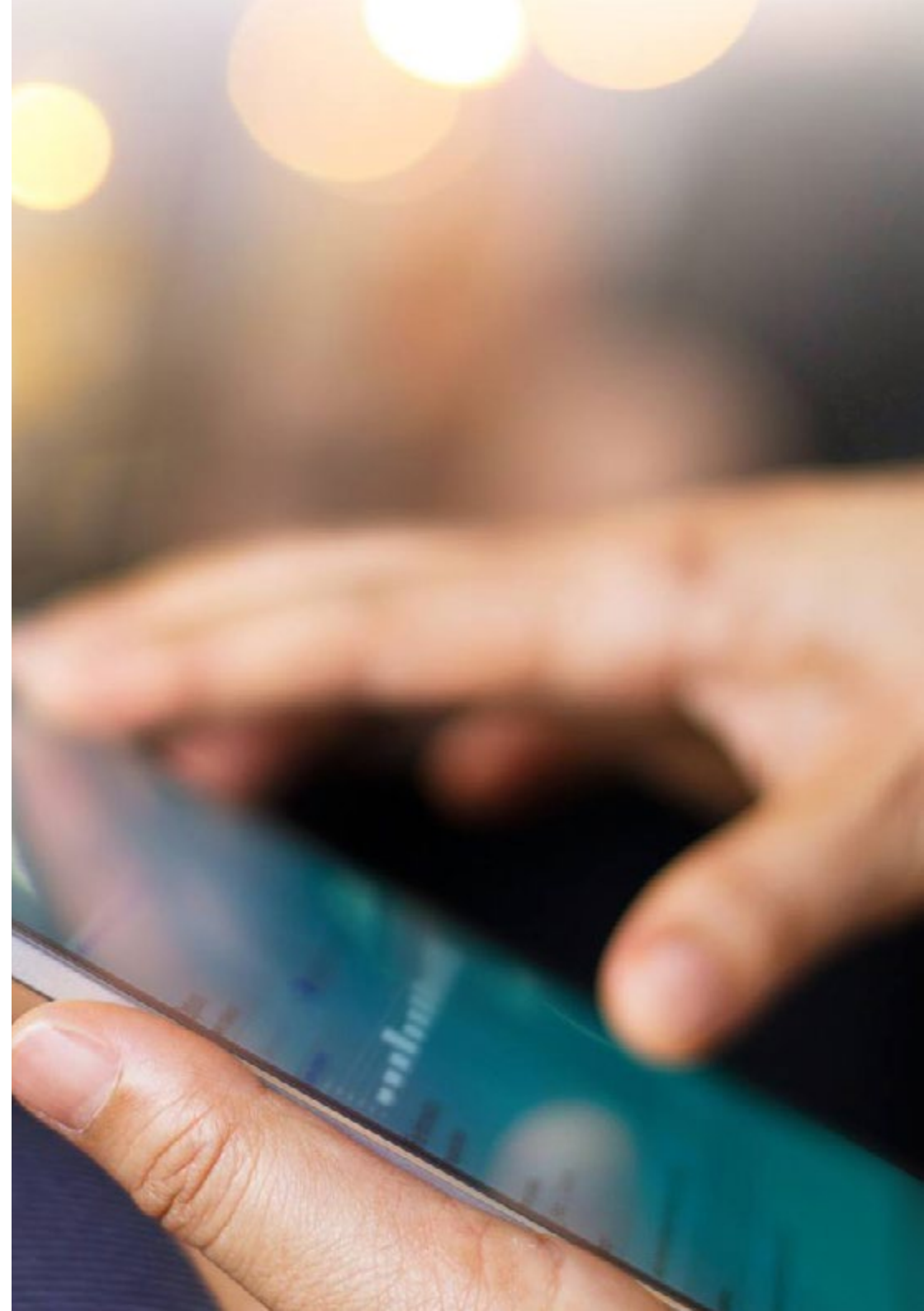
Sign up for the program and don't miss the opportunity to develop the management skills that will help you grow professionally"

Module 1. IT Project Strategic Monitoring and Control

1.1.   Data and Information in Decision-Making and Project Management
   1.1.1.   Business Intelligence
   1.1.2.   Business Intelligence Concept Evolution
   1.1.3.   Data Life Cycle
1.2.   Information Analysis Techniques
   1.2.1.   Descriptive Analytics
   1.2.2.   Prescriptive Analytics
   1.2.3.   Predivtive Analytics
   1.2.4.   Pattern Analysis and Recommendation
   1.2.5.   Benefits of Computer Projects Analysis
1.3.   Types of Data
   1.3.1.   Structured Data
   1.3.2.   Semi-Structured Data
   1.3.3.   Unstructured Data
1.4.   Storage and Management
   1.4.1.   *Data Lake, Data Warehouse* and *Data Mart*
   1.4.2.   Stages in Data Management: Extraction, Transformation and Loading
   1.4.3.   ETL and ELT Paradigm
1.5.   Data Management for Project Implementation
   1.5.1.   Data Use in Project Design
   1.5.2.   Decision Making
   1.5.3.   Benefits
1.6.   Business Intelligence Solutions: *Power BI*
   1.6.1.   Ecosystem
   1.6.2.   Potential Strengths and Weaknesses
1.7.   Business Intelligence Solutions: *Tableau*
   1.7.1.   Ecosystem
   1.7.2.   Strengths and Weaknesses
1.8.   Business Intelligence Solutions: *Qlik*
   1.8.1.   Ecosystem
   1.8.2.   Potential Strengths and Weaknesses

Work for companies at the technological top, helping them to optimize their processes and lead their work teams"

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.

tec

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.

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

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.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)
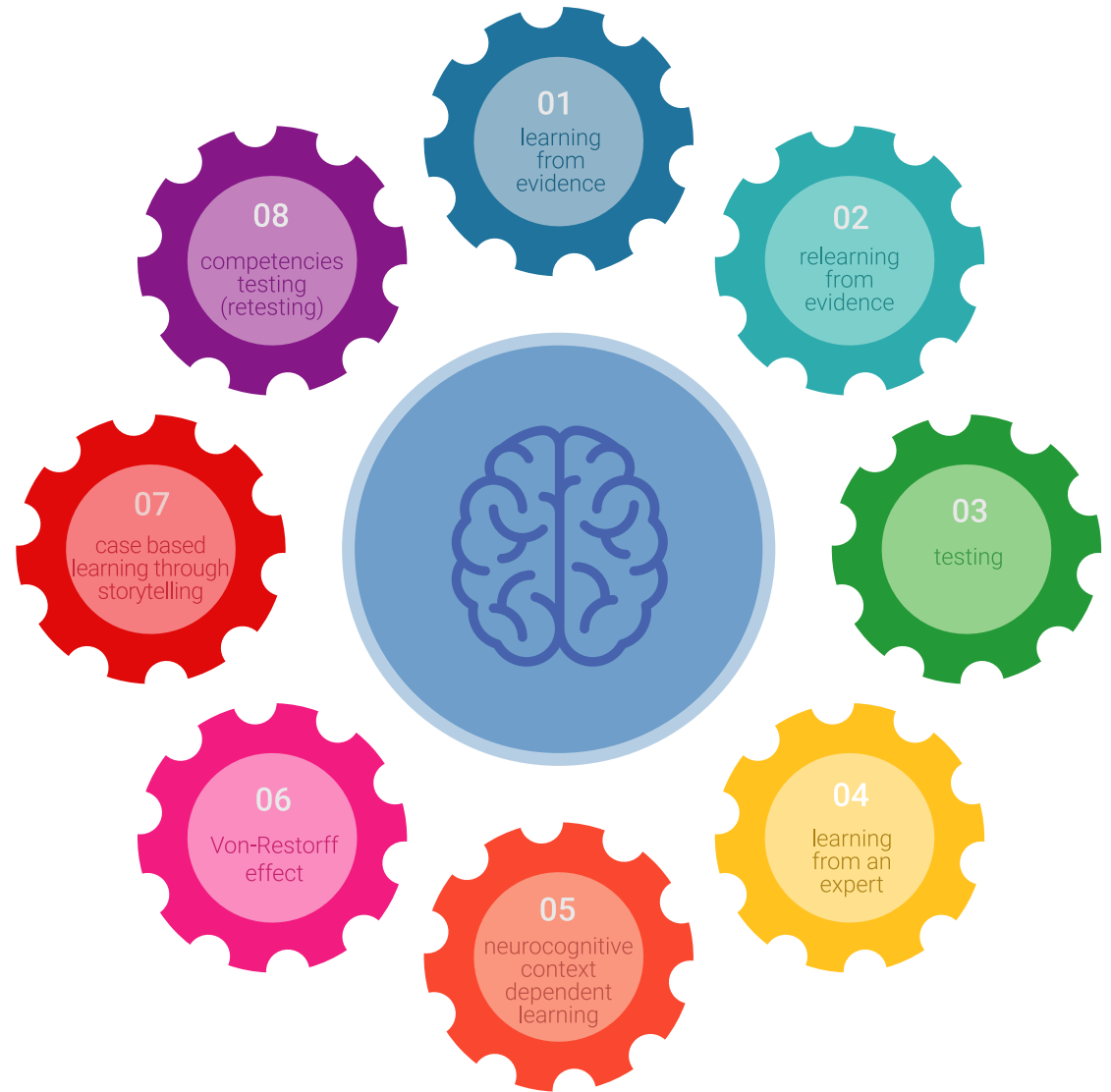
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, 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.

30%

10%

8%

20%

25%

4%

3%
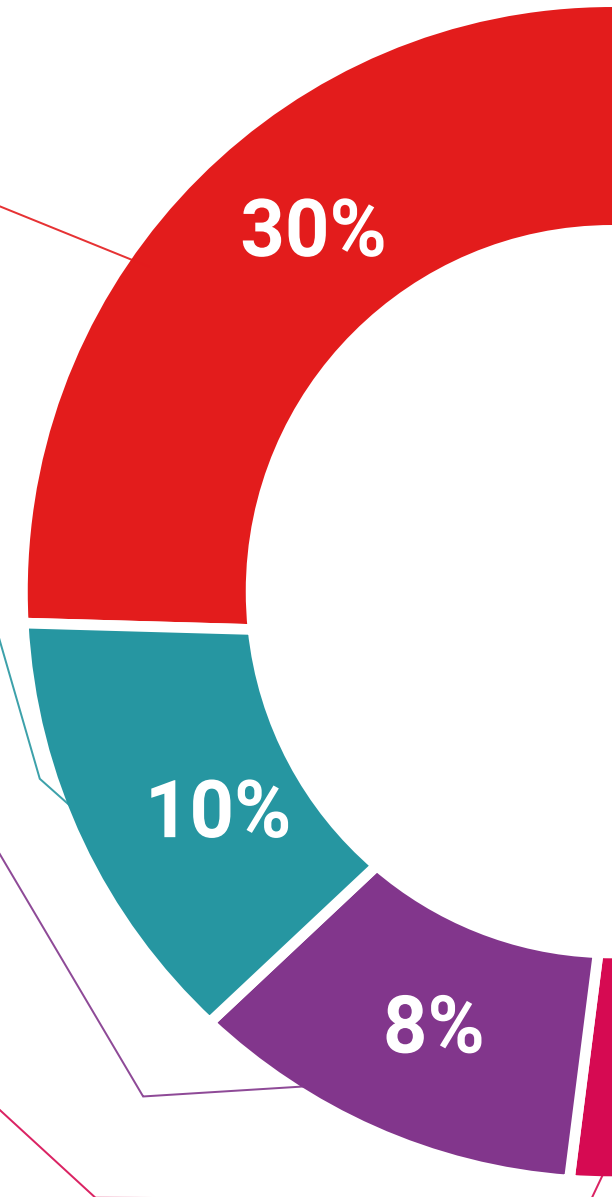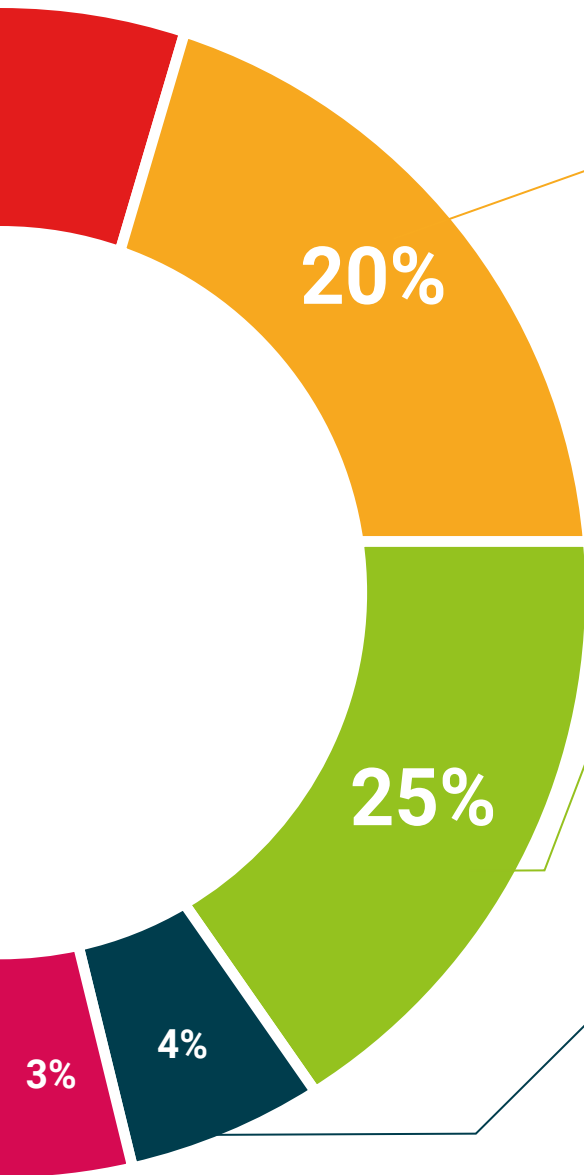
Case Studies

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.

Certificate

The Postgraduate Diploma in Business and IT Project Optimization guarantees, in addition to the most rigorous and up-to-date training, access to a qualification issued by TECH - Technological University.

Successfully complete this program and receive your diploma without the hassle of travel or paperwork"
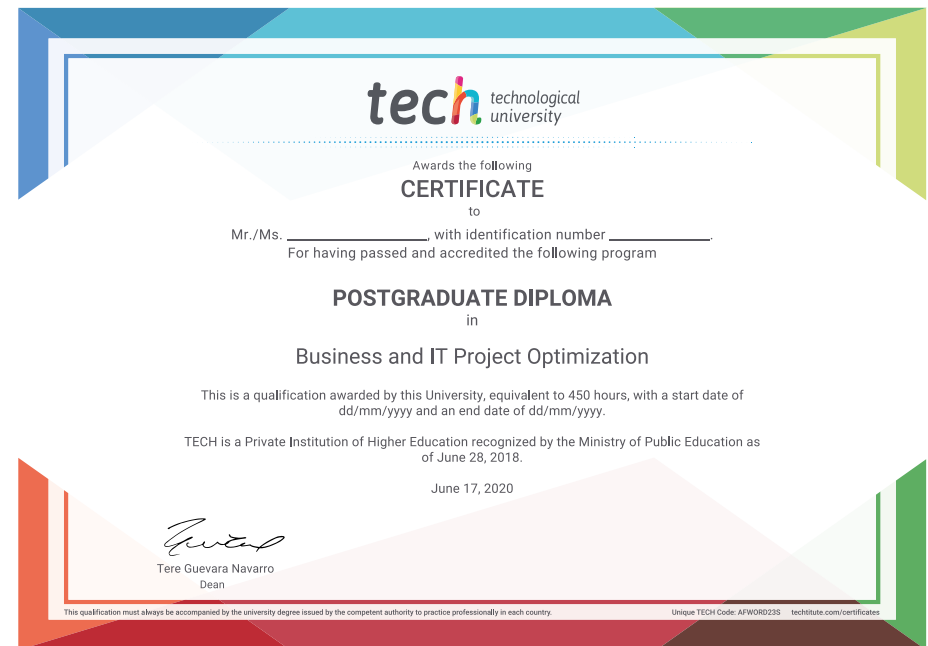
The **Postgraduate Certificate in Business and IT Project Optimization** contains the most complete and up-to-date program on the market.

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 from career evaluation committees.

Title: **Postgraduate Certificate in Business and IT Project Optimization**
Official Number of Hours: **450 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Business and IT Project Optimization

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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