Postgraduate Certificate
Organizational Change Management

tech technological university

Postgraduate Certificate
Organizational Change Management

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/journalism-communication/postgraduate-certificate/organizational-change-management**

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01

Introduction

When a change occurs within an organization, whatever its nature, communication plays a very important role as it will be the guarantor to a great extent that it is carried out in the best possible terms. For this reason, this academic program focuses on providing journalists and communication professionals with in-depth skills that will enable them to work successfully in this sector. In addition, this prestigious TECH program is comprised of an intensive curriculum that prepares the professional to face challenges and corporate decisions in the field of organizational change. Its main objective is to promote the personal and professional growth of students by helping them to achieve success.

> *Do not miss this opportunity to study this high-level Postgraduate Certificate that will allow you to grow and position yourself as an expert journalist in Communication and Organizational Change Management"*

The content of the Postgraduate Certificate in Organizational Change Management is designed to promote the development of the journalist's professional skills to enable more rigorous decision making in uncertain environments.

Throughout this training, journalists will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with how Corporate Communication management can be a cornerstone in managing change within a company, and is designed to train communication professionals to understand this topic in depth.

A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence in the field of Business Communication and Organizational Change Management. A program that understands the current needs of professionals and meets them through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty.

Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

This **Postgraduate Certificate in Organizational Change Management** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- The development of case studies presented by experts in Journalism and Business Communication.

- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice.

- New developments in Business Communication

- Practical exercises where a self-assessment process is carried out to improve learning.

- Its special emphasis on innovative methodologies in Journalism and Business Communication.

- The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Business Communication.

- 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 refresher program full of theoretical and practical material specially designed to lead journalists to success in their daily practice"

"Communication is the key to making an organization in any industry successful. Learn how to design successful strategies with this Postgraduate Certificate that TECH puts in your hand"
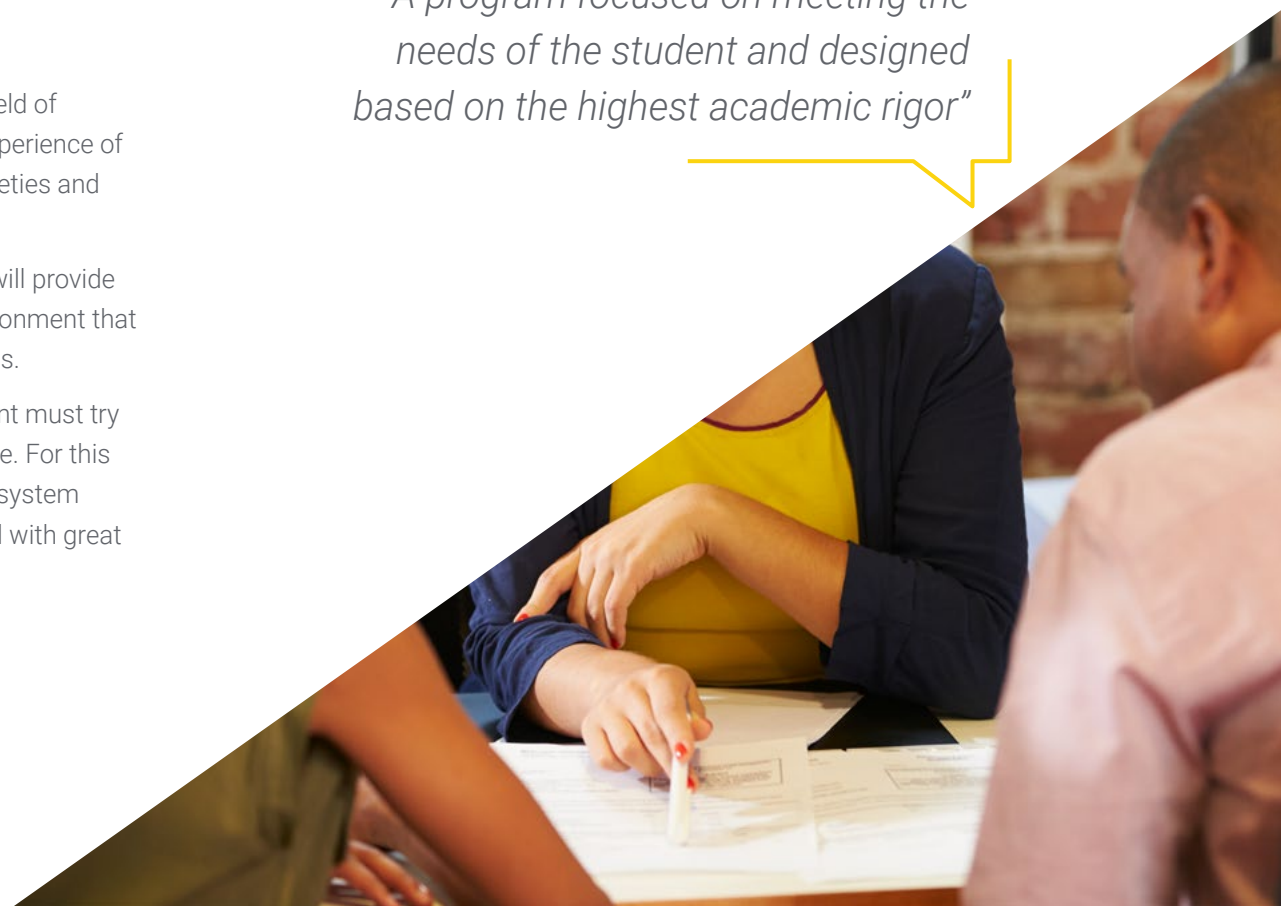
The Journalism professional who works as an expert in Business Communication must know the most innovative formulas to manage the changes that occur in the company"

A program focused on meeting the needs of the student and designed based on the highest academic rigor"

The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this academic updating the experience of their work, as well as recognized specialists from prestigious reference 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 an immersive training program designed to train in real situations.

This program is designed around Problem-Based Learning, where the student must try to solve different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Business Communication and with great experience.

02
Objectives

The main objective of TECH is to update the student's knowledge and turn them into highly qualified communication professionals capable of working successfully in the Business Communication sector. This objective is materialized through the university's capital effort to provide students with first-class content, taught by the best professionals in the sector. Therefore, with all this, the professional will acquire the necessary tools to work with total success in everything related to Organizational Change Management.

If you want to grow within a booming sector that increasingly demands more specialized journalists, then this Postgraduate Certificate is for you"

General Objectives

- Knowledge of the fundamentals of *management*, strategy, marketing and communication.
- Understand the functioning of Institutions and business organizations.
- Know the objectives and tools of Marketing and Business Communication.
- Know how to apply marketing and communication tools according to the political product: program, party and candidate.
- Know the stages and development of a political and electoral campaign.

You will be able to get up to date in a continuously evolving field in a practical way and adapted to your needs"

Specific Objectives

- Manage the current regulations on labor relations
- Identify the characteristics, requirements and formalities of the labor procedure
- Handle the main issues related to the ordinary procedure before the social jurisdiction
- Apply the contestation measures in the execution and precautionary process
- Draft the legal and economic-accounting documents with precision and clarity, setting out well-founded solutions to problems related to the labor sanctioning regime in the company and its legal implications
- Understand the areas of digital business transformation
- Manage and apply the fundamental vectors of Organizational Change Management
- Analyze the organization's transformation strategies in order to promote competitive advantages
- Handle and manage the company's communication, marketing and advertising in accordance with the principles of corporate social responsibility
- Plan objectives based on corporate social responsibility
- Elaborate and manage plans to improve social welfare and equal opportunities for employees in the company

03
Course Management

The design of this training program has been created by a team of journalism and communication professionals with years of professional and teaching experience
All of them, aware of the current need for quality training in the journalism and communication sector, have joined their knowledge to offer the most complete academic program on the market, which will allow the student to develop in the field of Business Communication, achieving first class professional skills and becoming a much more reputable professional in the sector.

> The best faculty is at the best university. Don't miss this academic opportunity"

Management

Mr. López Rausell, Adolfo

- Director of TECH Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management in Innovation Club of the Valencian Community
- Degree in Economics and Business Administration, Universitat de València
- Diploma in Marketing in ESEM Business School

Professors

Mr. Eskibel, Daniel
- Psychologist and political consultant, world reference in political psychology

Mr. Landero Madroñal, Jordi
- Degree in Information Sciences
- Journalist

Ms. Morcillo, Guadalupe
- Expert in Political Communication
- Dr. in Classical Philology
- Master's Degree in Governance, Strategy Business and Strategic Communication

Ms. Sanz Campos, Ana
- Executive and political coaching and mentoring

04
Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism and Business Communication who, aware of the importance of the current relevance of training in this field as a means to deepen the area of knowledge, have designed a very complete syllabus specially designed to train professionals in the information sciences on the singularities and characteristics of the world of Corporate Communication, specifically in the area of Organizational Change Management.

TECH has designed a world-class program that will lay the foundation for your professional growth"

Module 1. Work Environment Management

1.1. Changes in Organizational and Cultural Design

    1.1.1. Historical Evolution of Organizational Configurations: Current Models and Trends in Organizational Design

    1.1.2. The Role of the Environment Manager in Organizational Design

1.2. Change Management in Organizational Culture

    1.2.1. The Stages of the Change Management Process

    1.2.2. Changes in the Environment (Socio-Economic, Demographic, Geopolitical)

    1.2.3. Changes in the Business Model: Current and Future Role of the Change Manager as a Dynamizer of Change in the Business Model

    1.2.4. Transformation of Processes

1.3. Digital Transformation in Businesses

    1.3.1. The Work Environment in the Fourth Industrial Revolution

    1.3.2. Elements of Digital Organization: Digital Literacy and Technology Integration

    1.3.3. Innovation in the Digital Business Era

    1.3.4. Strategic Planning for Digital Transformation

1.4. Interpersonal Relationships and Transformational Leadership

    1.4.1. Trends in People and Team Management

    1.4.2. Personal Transformation: Tools and Techniques

1.5. Corporate Social Responsibility.

    1.5.1. Corporate Sustainability and the Moral Principles of CSR

    1.5.2. Management and Administration of Socially Responsible Businesses

    1.5.3. Planning of Social Responsibility Objectives

    1.5.4. *The Stakeholders*

    1.5.5. ISO 26000 Corporate Social Responsibility

    1.5.6. Social Responsibility Management RS10 Model

1.6. Social Marketing in the Context of CSR

    1.6.1. Key Aspects of Social Marketing

    1.6.2. The Ethical Perspective of Social Marketing

    1.6.3. Social Marketing Plan

Start this Postgraduate Certificate today and make a 180° turn in your professional career"

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.

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 business 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 we face 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.

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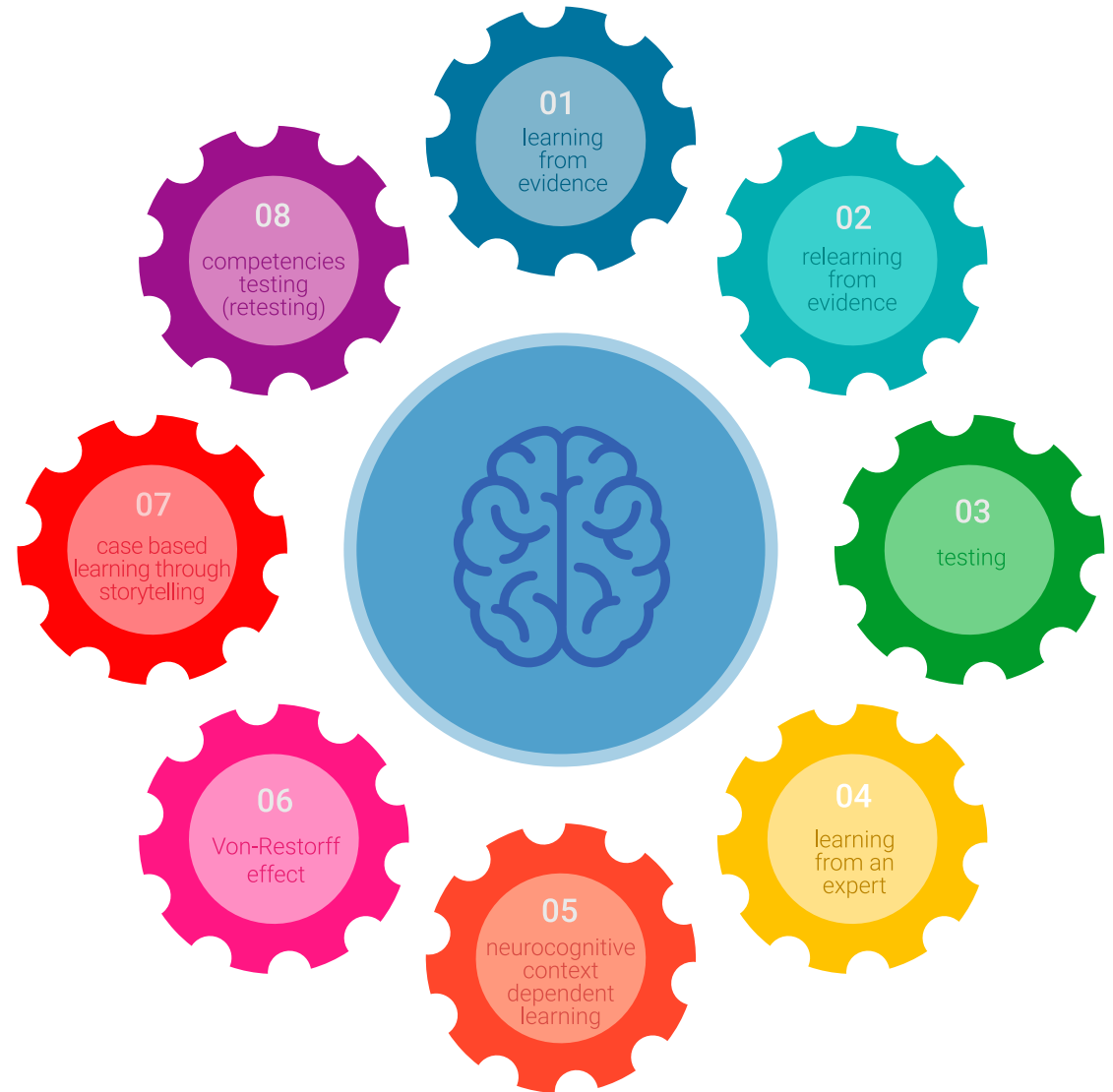
Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 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.

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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.
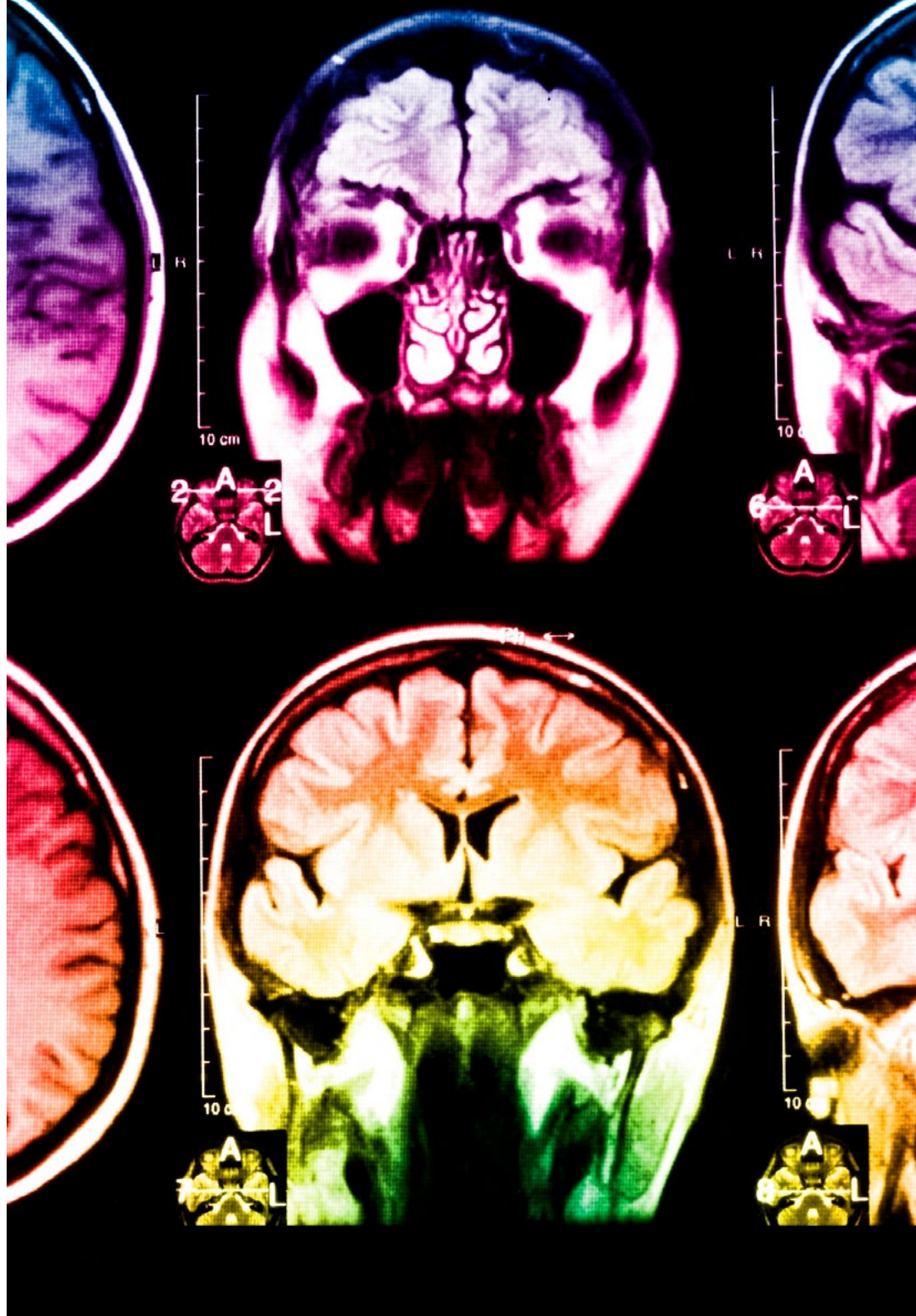
This program offers the best educational material, prepared with professionals in mind:

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.

30%

10%

8%

20%

25%

4%

3%
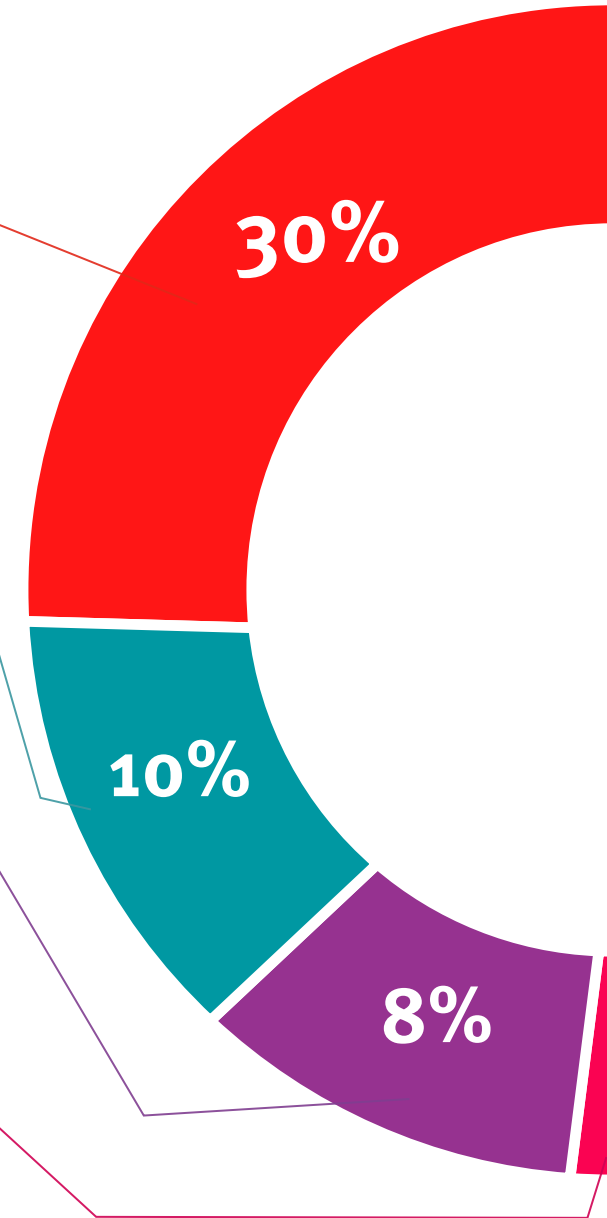
Case Studies

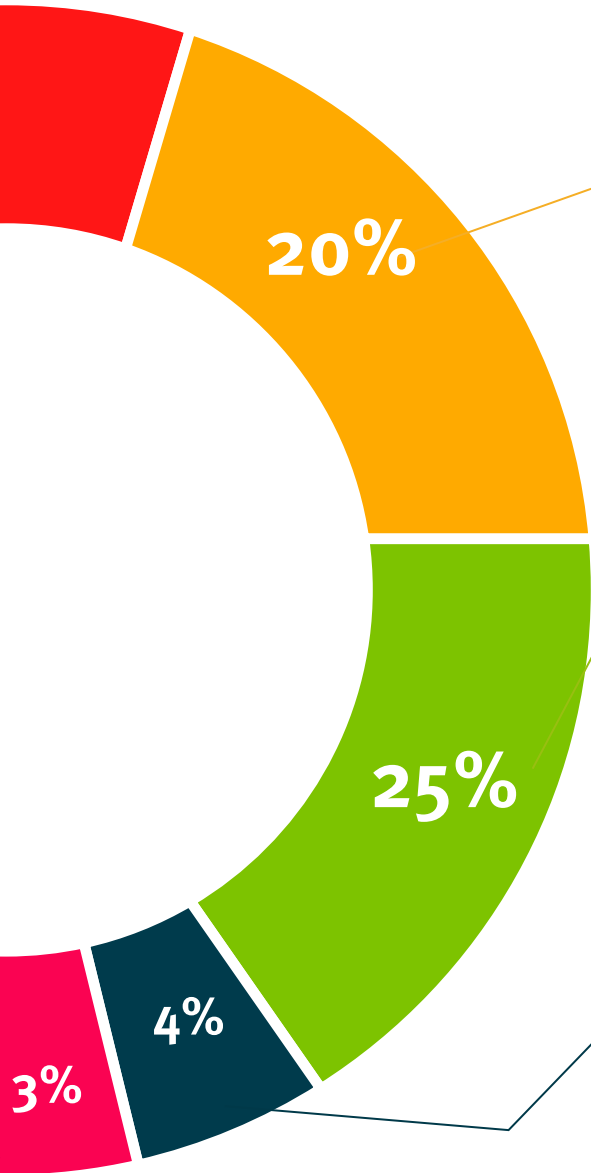Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

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.

Certificate

The Postgraduate Certificate in Organizational Change Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Organizational Change Management** contains the most complete and up-to-date educational 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 Organizational Change Management**

Official Nº of Hours: **375 h.**

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

POSTGRADUATE CERTIFICATE
in

Organizational Change Management

This is a qualification awarded by this University, equivalent to 375 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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