

# Postgraduate Certificate

## Technology and Information and Knowledge Management



## Postgraduate Certificate Technology and Information and Knowledge Management

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

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/technology-information-knowledge-management](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/technology-information-knowledge-management)

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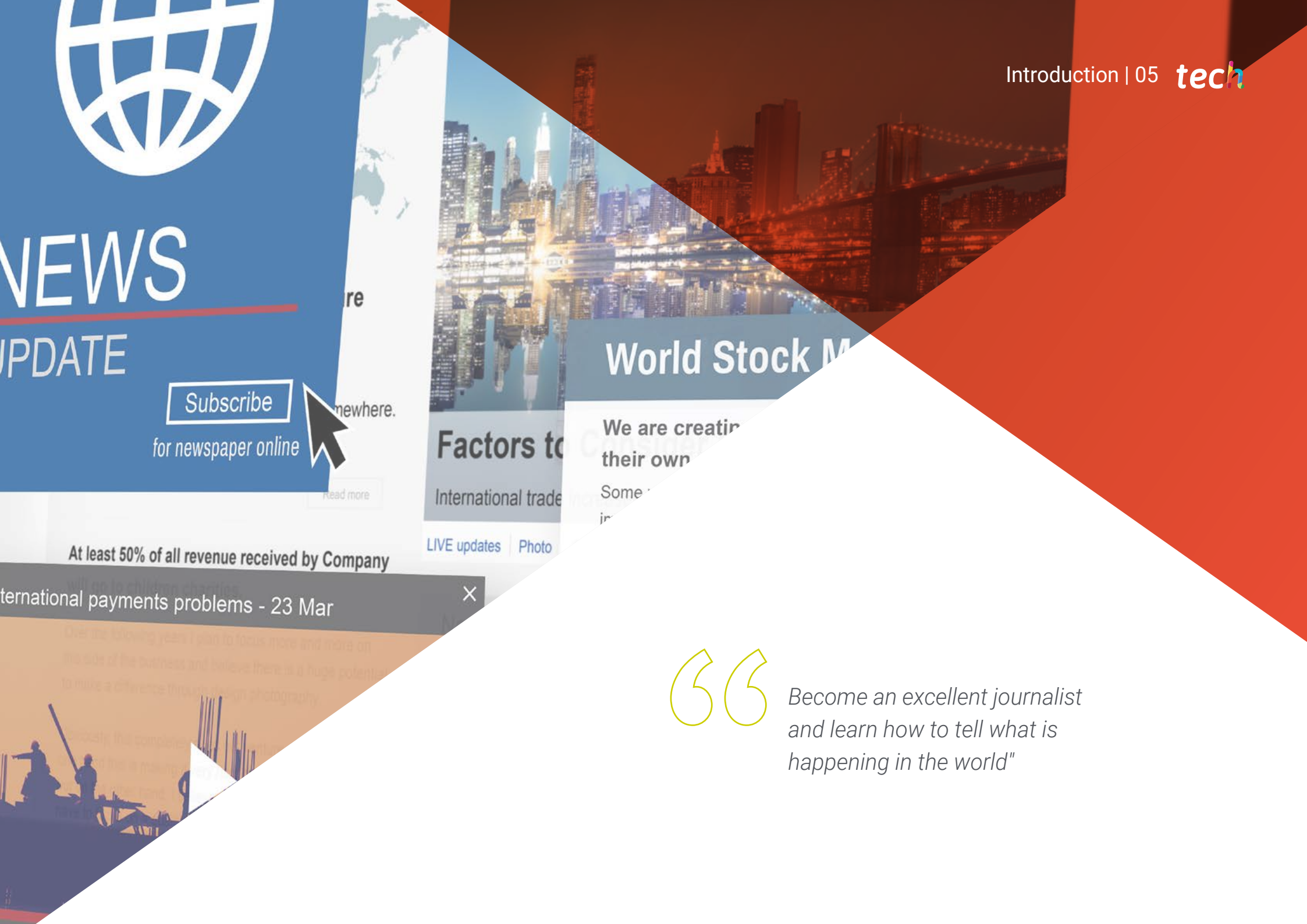
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01

# Introduction

Knowing how to communicate virtually is essential today in journalism, so it is necessary for professionals to know the specific tools and techniques of the network. This program of Technology and Information and Knowledge Management is designed to specialize Journalism professionals in this field and to promote mastery, techniques and the latest trends.





# NEWS

## UPDATE

Subscribe

for newspaper online



### World Stock M

### Factors to

We are creatin  
their own

Some

in

LIVE updates | Photo

At least 50% of all revenue received by Company

International payments problems - 23 Mar

“

*Become an excellent journalist  
and learn how to tell what is  
happening in the world"*

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this field to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Technology and Information and Knowledge and Technology Management. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus covers new trends in communication, collaborative environments, online communication or sources of information on the network, among other aspects of great importance to develop the journalistic facet today.

This program is the most complete and addressed so that the professional in the field of journalism and communication reach a higher level of performance, based on the fundamentals and latest trends from the media. Take advantage of the opportunity and become a professional with solid foundations through this program and the latest educational technology 100% online.

This **Postgraduate Certificate in Technology and Information and Knowledge Management** contains the most complete and up-to-date program on the market.

The most important features include:

- ♦ The development of practical cases presented by experts in Technology and Information and Knowledge Management
- ♦ Its graphic, schematic and practical contents provide scientific and practical information on those disciplines that are essential for professional practice.
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Technology and Information and Knowledge Management
- ♦ The interactive learning system based on algorithms for making decisions on the situations posed
- ♦ 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



*This program will allow you to improve your skills and become a successful journalist"*

“

*We use the best educational methodology that will help you learn in a practical and comfortable way”*

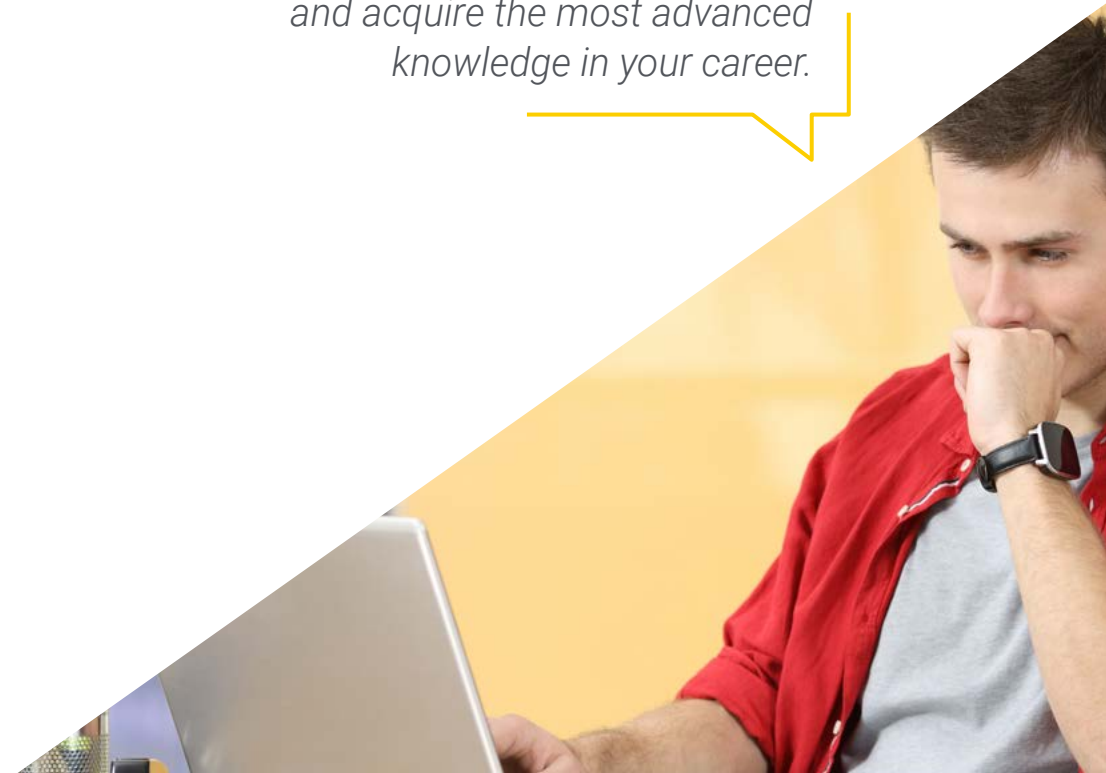
Its teaching staff includes professionals from the world of journalism, who bring to this program the experience of their work, as well as renowned specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning 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 reason, the professionals will be assisted by an innovative interactive video system developed by renowned and experienced experts in Technology and Information and Knowledge Management.

*Don't miss the opportunity to increase your skills and delve into the study of Technology and Information and Knowledge Management.*

*Join our community of students and acquire the most advanced knowledge in your career.*



# 02

# Objectives

This Postgraduate Certificate is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the topics that are at the forefront of this branch of knowledge.





“

*The Postgraduate Certificate in  
Technology and Information and  
Knowledge Management will  
allow you to develop in this field”*





### General Objective

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- ♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres, in digital format



*Develop your skills to become a versatile journalist at the forefront of the the latest trends”*





## Specific Objectives

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- ♦ Interact in a virtual environment, using a scientific method
- ♦ Acquire a virtual communication style in a learning community specialized in the field of Journalism
- ♦ Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- ♦ Use computer systems and resources in the journalistic field, as well as their interactive applications
- ♦ How to analyze, interpret and structure the digital information
- ♦ How to analyze, interpret, prepare and structure the digital information

03

# Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of the current relevance of education in order to delve into the area of knowledge, to perform professional quality work through the new tools available.





“

*We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"*

## Module 1. Technology and Information and Knowledge Management

- 1.1. New Communication Tendencies
  - 1.1.1. Introduction to Computer Science
  - 1.1.2. What is a Computer?
    - 1.1.2.1. Elements of a Computer
  - 1.1.3. The Files
    - 1.1.3.1. File Compression
  - 1.1.4. Representation and Information Measurement
  - 1.1.5. Distance Learning
  - 1.1.6. Basic Rules of Online Communication
  - 1.1.7. How to Download Information from the Internet?
    - 1.1.7.1. Saving an Image
  - 1.1.8. The Forums as a Place of Interaction
- 1.2. The Design and Use of Virtual Classrooms for Distance Learning
  - 1.2.1. Introduction
  - 1.2.2. Distance Learning
    - 1.2.2.1. Features
    - 1.2.2.2. Advantages of Distance Educational
    - 1.2.2.3. Distance Education Generations
  - 1.2.3. Virtual Classrooms in Distance Learning
    - 1.2.3.1. The Design of Virtual Classrooms for Distance Learning
  - 1.2.4. Virtual Worlds and Distance Education
    - 1.2.4.1. *Second Life*
- 1.3. Plan and Organisation Techniques
  - 1.3.1. Introduction
  - 1.3.2. Knowledge Maps
    - 1.3.2.1. Functional Criteria
    - 1.3.2.2. Classification of Knowledge Maps
    - 1.3.2.3. Concept and Definition of the Knowledge Map
    - 1.3.2.4. Mapping or Application of Knowledge
  - 1.3.3. Construction of Knowledge Maps
  - 1.3.4. Types of Knowledge Maps
  - 1.3.5. Knowledge Maps with their Own Name
    - 1.3.5.1. Concept Maps
    - 1.3.5.2. Mind Maps
    - 1.3.5.3. Yellow Pages
- 1.4. Collaborative Work Environments: Tools and Applications in the Cloud
  - 1.4.1. Introduction
  - 1.4.2. Benchmarking
    - 1.4.2.1. Concepts
  - 1.4.3. Benchmark and Benchmarking
  - 1.4.4. Types and Phases of Benchmarking. Approaches and Approximations to Benchmarking
  - 1.4.5. Benchmarking Costs and Benefits
  - 1.4.6. The Xerox Case Study
  - 1.4.7. Institutional Reports
- 1.5. Online Communication and Online Communication for Learning
  - 1.5.1. Introduction
  - 1.5.2. Online Communication
    - 1.5.2.1. What is Communication and How is it Performed?
    - 1.5.2.2. What is Online Communication?
    - 1.5.2.3. Online Communication for Learning
    - 1.5.2.4. Online Communication for Distance Learning and the Distance Learner
  - 1.5.3. Free Online Communication Tools
    - 1.5.3.1. E-mail
    - 1.5.3.2. Instant Messaging Tools
    - 1.5.3.3. Google Talk
    - 1.5.3.4. Pidgin
    - 1.5.3.5. Facebook Messenger
    - 1.5.3.6. WhatsApp

- 1.6. Knowledge Management
  - 1.6.1. Introduction to Knowledge Management
  - 1.6.2. FADO Matrices
  - 1.6.3. What is Communication and How is it Performed?
  - 1.6.4. Definition
    - 1.6.4.1. Steps to Construct a Cause-Effect Diagram
- 1.7. Data Processing Tools. Spreadsheets
  - 1.7.1. Introduction to Calculation Sheets
  - 1.7.2. Origins
  - 1.7.3. Cells
  - 1.7.4. Basic Arithmetic Operations in Spreadsheets
    - 1.7.4.1. The Four Basic Operations
  - 1.7.5. Operations with Constants
  - 1.7.6. Operations with Variables. Advantages
  - 1.7.7. Relativity
- 1.8. Digital Presentation Tools
  - 1.8.1. Introduction
  - 1.8.2. How to Prepare Effective Academic Presentations
    - 1.8.2.1. Planning and Outlining the Presentation
  - 1.8.3. Production
  - 1.8.4. SlideShare
    - 1.8.4.1. Main Characteristics and Functional Criteria
    - 1.8.4.2. How to Use SlideShare?
- 1.9. Online Information Sources
  - 1.9.1. Introduction
  - 1.9.2. Traditional Media
    - 1.9.2.1. Radio
    - 1.9.2.2. Press
    - 1.9.2.3. Television
  - 1.9.3. Blog
  - 1.9.4. YouTube
  - 1.9.5. Social media
    - 1.9.5.1. Facebook.
    - 1.9.5.2. Twitter
    - 1.9.5.3. Instagram
    - 1.9.5.4. Snapchat
  - 1.9.6. Search Engine Advertising
  - 1.9.7. Newsletters
- 1.10. Saturation of Information
  - 1.10.1. Introduction
  - 1.10.2. Saturation of Information
    - 1.10.2.1. Information in Today's World
    - 1.10.2.2. Press
    - 1.10.2.3. Television
    - 1.10.2.4. Radio
  - 1.10.3. Manipulating Information



*A unique, key, and decisive educational experience to boost your professional development"*

04

# 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.





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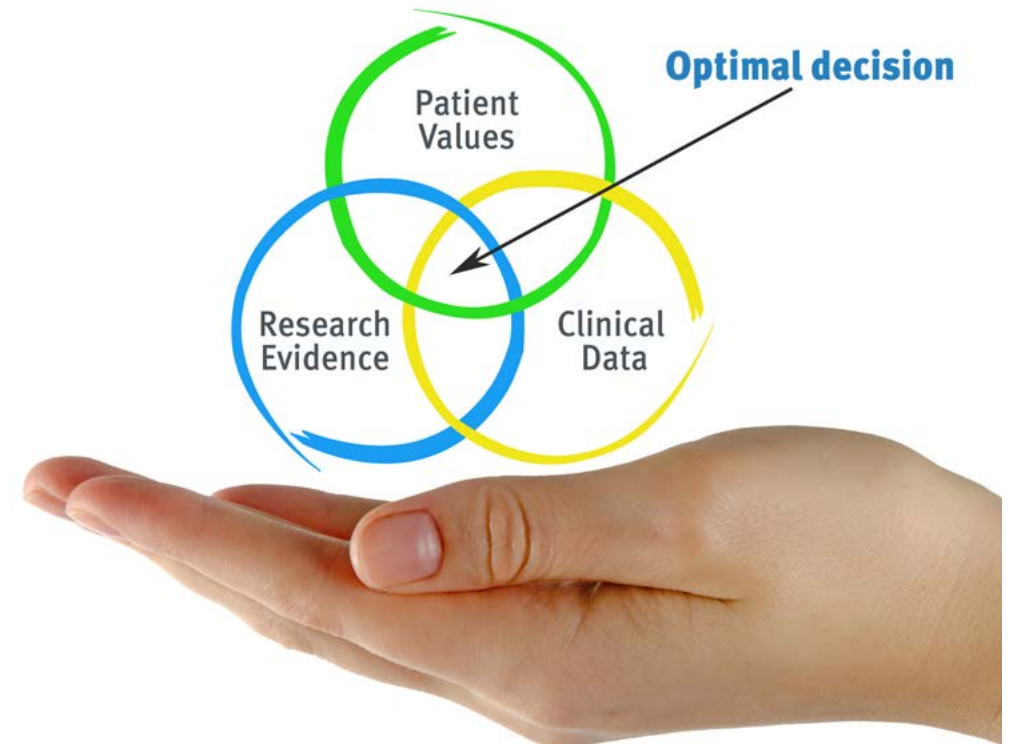
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

### 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, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### 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.

## 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.



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.



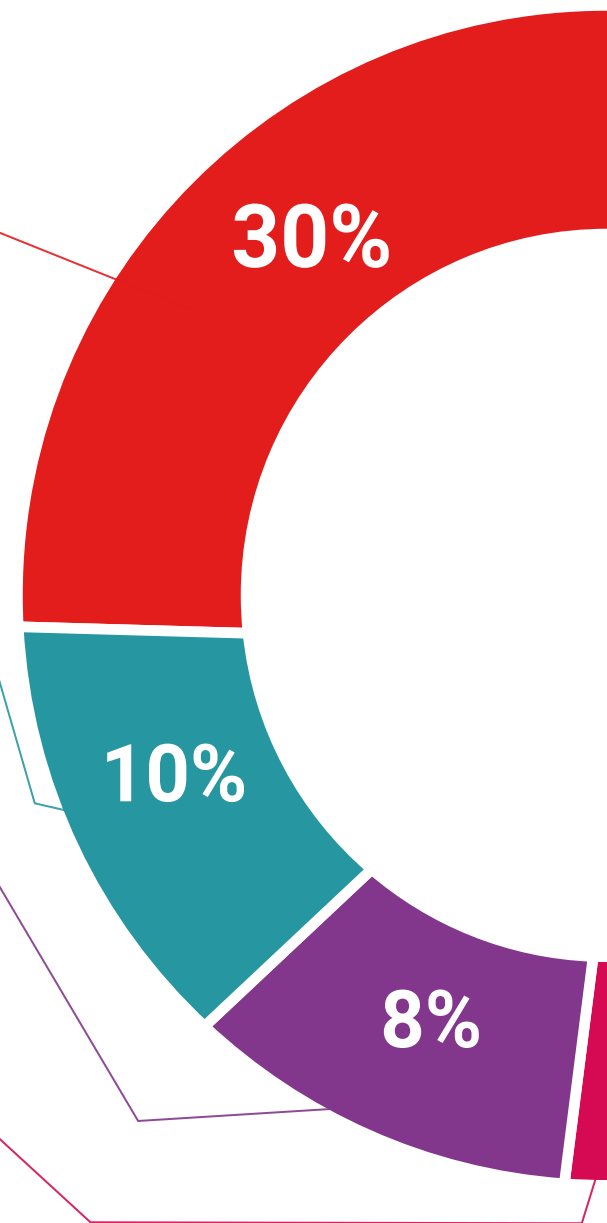
### Practising Skills and Abilities

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.





**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.



05

# Certificate

The Postgraduate Certificate in Technology and Information and Knowledge Management 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 Technology and Information and Knowledge Management** 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 Technology and Information and Knowledge Management**

Official N° 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.



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