

# Postgraduate Certificate Assessment of Educational Programs





## Postgraduate Certificate Assessment of Educational Programs

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

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/assessment-educational-programs](http://www.techtute.com/in/school-of-business/postgraduate-certificate/assessment-educational-programs)

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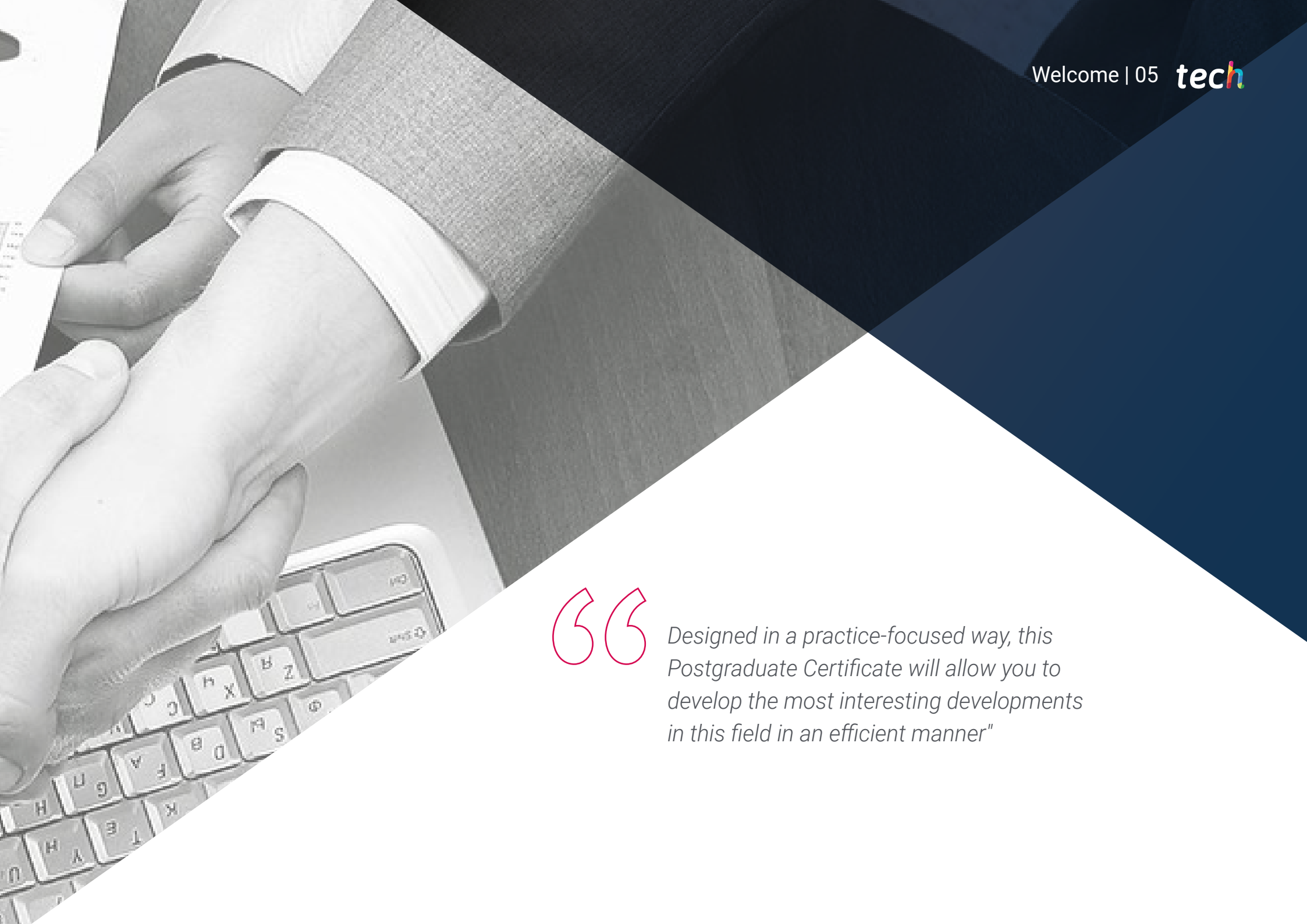
# 01

# Welcome

With this high-level program, the professional will be prepared to know and use the specific terminology of educational program assessment, as well as to plan contextualized educational program assessment projects. Throughout these months of intensive study, students will deepen their understanding of the concept of quality of education from different approaches and analyze the role of international organizations in defining the quality of education, among other issues of great interest.



Postgraduate Certificate in Assessment of Educational Programs.  
TECH Technological University



“

*Designed in a practice-focused way, this Postgraduate Certificate will allow you to develop the most interesting developments in this field in an efficient manner”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

### Learn with the best

---



In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

This program is a high-quality course through the most current contents regarding the educational policies applicable at the present time. With an immersive and transversal learning objective, it will , allow students to acquire the skills of a specialist in this field of work.





“

*All the aspects that the education professional involved in the managerial field needs to master, compiled and structured in a high-quality program”*



The professionals' goals are TECH's goals.

**TECH works together with its students to help them achieve their goals.**

The **Postgraduate Certificate in Assessment of Educational Programs** will enable students to:

01

Know and use the terminology specific to the assessment of educational programs

02

Know and apply program evaluation models to socio-educational practice

03

Plan assessment projects of contextualized educational and education programs





04

Elaborate, interpret, evaluate and disseminate program evaluation reports

05

Discuss the responsibility of schools in the evaluation and improvement processes

06

Analyze the role of international organizations in defining the quality of education

05

# Structure and Content

Developed by professionals of proven competence in this field, the contents of the program have been created based on a high-quality criterion in each of the learning moments. For this purpose, the most relevant and comprehensive topics have been selected, with the latest and most interesting updates. For this reason, more and more professionals wish to specialize in this field, through high-quality programs such as the one offered by TECH, specifically on Assessment of Educational Programs, which has the latest information in this field.



“

*All the aspects that the education professional involved in the managerial field needs to master, compiled and structured in a high-quality program”*

## Syllabus

The Postgraduate Certificate in Assessment of Educational Programs at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of educational management. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 150 hours of study, students will analyze a multitude of practical cases through individual work, which will allow them to acquire the necessary skills to successfully carry out their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of the company and is designed for managers to understand educational management from a strategic, international and innovative perspective.

A plan designed especially for students, focused on their professional improvement that prepares them to achieve excellence in the field of education policies. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

It is a program which is carried out in six weeks and is divided into one module:

### Module 1.

Assessment of Educational Programs

### Module 2.

Quality Policies in Educational Organizations



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Assessment of Educational Programs completely online. During the 6 weeks of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*



**Module 1. Assessment of Educational Programs**

**1.1. Concept and Program Components Pedagogical Evaluation**

- 1.1.1. Assessment
- 1.1.2. The Assessment and Education
- 1.1.3. Components of the Educational Assessment

**1.2. Models and Methodologies for the Assessment**

- 1.2.1. Standards for Educational Assessment
- 1.2.1. Models of Educational Assessment
- 1.2.3. Assessment as a Process

**1.3. Standards for Evaluative Research**

- 1.3.1. General Concept of Standards
- 1.3.2. Organization and Content of Standards
- 1.3.3. Reflections on Standards

**1.4. Principle of Complementarity Methods and Techniques**

- 1.4.1. Definition of the Principle of Complementarity
- 1.4.2. Methodology for Applying the Principle of Complementarity
- 1.4.3. Complementarity Techniques

**1.5. Techniques and Instruments of Educational Assessment**

- 1.5.1. Educational Assessment Strategies
- 1.5.2. Techniques and Instruments of Educational Assessment
- 1.5.3. Examples of Educational Assessment Techniques

**1.6. Available Data, Statistics, Files, Indicators. Content Analysis**

- 1.6.1. Conceptualization of Content Analysis
- 1.6.2. Early Methodological Proposals in Content Analysis
- 1.6.3. Components of Data Analysis
- 1.6.4. Data Analysis Techniques

**1.7. Surveys, Questionnaires, Interviews, Observation, Self-Reports, Tests and Scales**

- 1.7.1. Concept of Educational Assessment Instrument
- 1.7.2. Criteria for Selection of Assessment Instruments
- 1.7.3. Types of Assessment Techniques and Instruments

**1.8. Needs, Deficiencies and Demands. Initial Assessment and Program Design**

- 1.8.1. Initial Assessment Introduction
- 1.8.2. Needs Analysis
- 1.8.3. Program Design

**1.9. Program Development Formative Assessment of the Program**

- 1.9.1. Introduction
- 1.9.2. Formative Assessment Development
- 1.9.3. Conclusions

**1.10. Program Conclusions Final Summative Assessment**

- 1.10.1. Introduction
- 1.10.2. Final Summative Assessment
- 1.10.3. Conclusions



**Module 2. Quality Policies in Education Organizations****2.1. The Quality of Education: Discourses, Policies and Practices**

- 2.1.1. Introduction: Quality and Education
- 2.1.2. Educational Quality and Neoliberalism
- 2.1.3. Educational Policy Discourses
- 2.1.4. Right to Quality Education

**2.2. Debates on the Quality of Education**

- 2.2.1. Introduction
- 2.2.2. Quality and Public Schools
- 2.2.3. Dispute on Education Quality
- 2.2.4. Conclusions

**2.3. Contemporary Political Discourses on the Quality of Education at the International Level**

- 2.3.1. Introduction
- 2.3.2. Discursive Changes in Education
- 2.3.3. Quality and Economic Development
- 2.3.4. Concept of Human Development
- 2.3.5. International Discourses on Educational Quality

**2.4. Policies, Plans and Programs for the Improvement of the Quality of Education**

- 2.4.1. Concept and Background of the School Quality Improvement Movement
- 2.4.2. Historical Evolution of School Quality
- 2.4.3. Contributions of School Quality Improvement Policies
- 2.4.4. Stages of the School Quality Improvement process

**2.5. Quality and Education Assessment Systems**

- 2.5.1. Introduction: Quality and Assessment
- 2.5.2. Quality Indicators
- 2.5.3. Assessments at Educational Centers
- 2.5.4. Conclusions

**2.6. Perspectives on the Assessment of Educational Quality**

- 2.6.1. Assessment as an Agent of Improvement
- 2.6.2. Global, Integral Assessment Approach
- 2.6.3. Potential Risks of Assessment
- 2.6.4. Conclusions

**2.7. Contemporary Educational Quality Improvement Practices**

- 2.7.1. Education Quality Policies in Spain
- 2.7.2. Education Quality Policies in Ibero-America
- 2.7.3. Education Quality Policies in France Educational Quality Policies in Ibero-American

**2.8. Gender Approach and Education Quality**

- 2.8.1. Gender and Education Quality
- 2.8.2. Gender as an Element of Quality
- 2.8.3. Conclusions

**2.9. Citizen Focus and Education Quality**

- 2.9.1. Citizen Participation and Improvement of Education Quality
- 2.9.2. Democracy and Quality
- 2.9.3. Conclusions

**2.10. University and Education Quality**

- 2.10.1. University Quality: Concept and Dimensions
- 2.10.2. The Mass University
- 2.10.3. Educational Stakeholders in Quality
- 2.10.4. Research, Quality and University
- 2.10.5. Conclusions

# 06

# 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"*



## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



### **A learning method that is different and innovative**

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

*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 must integrate all their knowledge, research, 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.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager 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

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 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 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.



07

# Our Students' Profiles

The students of the Postgraduate Certificate in Assessment of Educational Programs are professionals who seek professional improvement, but who are also committed to improving the education sector, who have ideas and drive that they want to transform into action. In this way, they are students who understand the importance of continuing their studies throughout their working life, with the main objective of being able to remain at the forefront of their profession, adapting smoothly to changes in society and the sector.





“

*Turn your aspirations into reality with this high-intensity Postgraduate Certificate that will boost your development"*

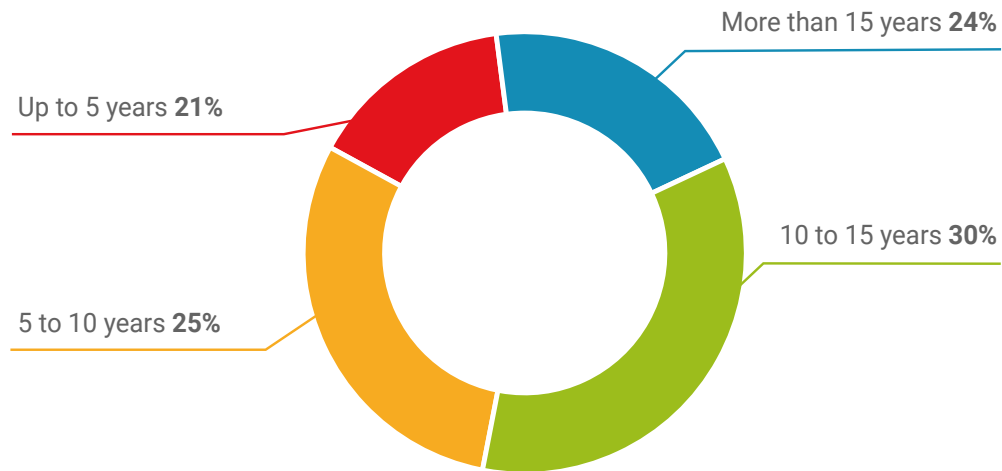
### Average Age

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Between **35** and **45** years old

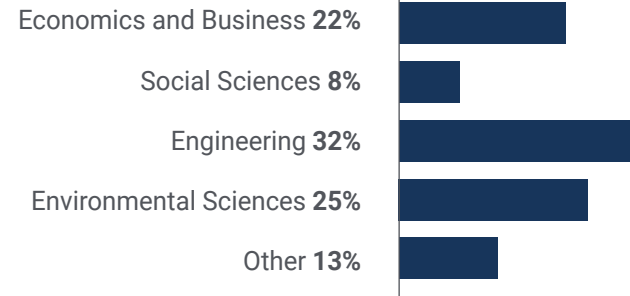
### Years of Experience

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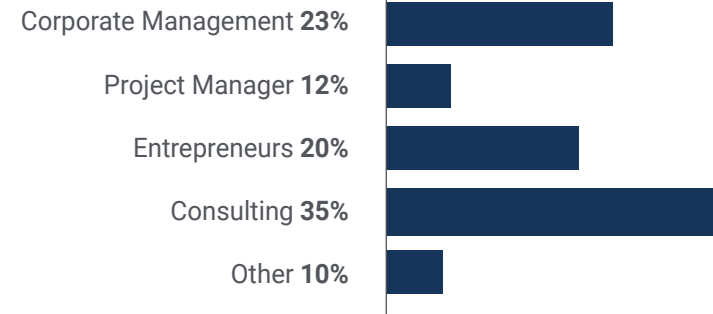
### Training

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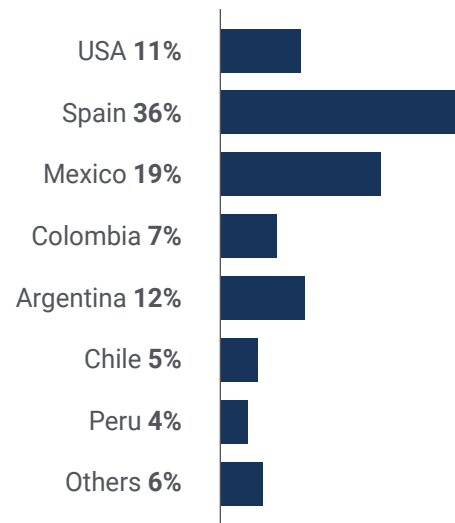
### Academic Profile

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## Geographical Distribution

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## Pablo Oswaldo López

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Secondary Education Specialist

*"This program has been a great help in updating my knowledge in Assessment of Educational Programs. Undoubtedly, I feel more qualified to practice my profession with total confidence and solvency. I would like to highlight the teaching staff of experts, who contribute their extensive experience in the design of this Postgraduate Certificate"*

08

# Impact on Your Career

The completion of this Postgraduate Certificate in Assessment of Educational Programs will add quality to the qualification of the students, by offering all that knowledge that, although it seems totally distant from their daily work, can be of great use in the business environment. Business professionals of today's era must diversify their studies to branches that go beyond simple business management. Society is changing and, therefore, so must the knowledge of these specialists.





“

*The most interesting study and learning systems available today, applied to a process of professional growth of maximum interest"*

## Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Assessment of Educational Programs at TECH Technological University is an intensive and highly valuable program aimed at improving students' job skills in an area of broad competence. Undoubtedly, it is a unique opportunity to improve professionally, but also personally, as it involves effort and dedication.

Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

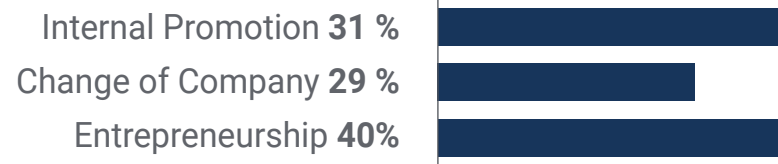
*A program of great educational value to improve your qualifications.*

*Take a radical turn in your career thanks to the specialization offered by this program.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students



09

# Benefits for Your Company

TECH's program in Assessment of Educational Programs is a high-quality program aimed at improving the competitiveness of business professionals in order to boost the educational system , in general , and schools , in particular , to achieve maximum quality. This quality will translate into better care, greater adaptation to social reality and an educational system that is typical of an inclusive, open and modern society.





“

*An educational system capable of responding to the needs of today's society in all its aspects"*



Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### Retaining High-Potential Executives to Avoid Losing Talent

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### Building agents of change

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased Competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Assessment of Educational Programs 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 Assessment of Educational Programs**, 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 Assessment of Educational Programs**

Official N° of Hours: **150 h.**



\*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.



## Postgraduate Certificate Assessment of Educational Programs

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



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