

# Postgraduate Certificate Business Consulting and the Role of the Consultant





## Postgraduate Certificate Business Consulting and the Role of the Consultant

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, graduates, engineers, architects and equivalents, who have already started a professional career in consulting

Website: [www.techtute.com/escuela-de-negocios/curso-universitario/consultoria-negocios-funcion-consultor](http://www.techtute.com/escuela-de-negocios/curso-universitario/consultoria-negocios-funcion-consultor)

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# 01 Welcome

Ongoing economic fluctuations and political instability have led to a boom in business consulting. Many companies want the advice of specialists who can effectively analyze the administrative and economic situation of their organizations. This program offers the professional the opportunity to become a great business consultant capable of leading any company to success, since it provides the best economic and management diagnostic tools. Therefore, at the end of the degree, the professional will be in a position to increase his prestige in this field, since he will have acquired the best skills to provide consulting services to large companies in his environment.



Postgraduate Certificate in Business Consulting and the Role of the Consultant.  
TECH Global University



“

*This Postgraduate Diploma will make you the best business consultant in your environment, leading to success, thanks to your analysis and diagnostics, companies in different areas and sectors"*

02

# Why Study at TECH?

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



“

*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 Global University



### Innovation

The university offers an online learning model that balances 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.

**+100000**

executives prepared 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:



### 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 Harvard Business School case studies."*



### 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 balances the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 education of the highest academic level"*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.*

**02**

### You will 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 fields.

*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**

### You will 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 fields 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

### You will be part of an exclusive community

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

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

# 04 Objectives

The main objective of this Postgraduate Certificate in Business Consulting and the Role of the Consultant is to offer the professional the best techniques of analysis and economic management of companies. To do so, it offers you complete and updated contents, a teaching staff composed of great specialists in the field, and a 100% online learning system that will adapt to your personal circumstances, allowing you to study whenever you want.



“

*This program will allow you to respond to the current economic challenges of companies, which need accurate diagnostics to succeed in their respective sectors"*

TECH makes the goals of their students their own goals too.  
Together they work to achieve them.

This Postgraduate Certificate in Business Consulting and the Consultant 's Role prepares the student to:

01

Mastering all key aspects of business consulting

04

Understand the organization of consulting firms and the orientation of their business to meet the needs of their clients.

02

Know the needs and services demanded by the companies.



03

Know what types of consulting firms exist

05

Observe the benefits that consulting brings to society as a whole.



06

Meet the needs of professionals in the consulting world.

08

Learn about the type of services provided in business consulting according to trends, business and technological disruptions and the needs for change and adaptation demanded by companies.

09

Acquire a complete vision of the reality of business consulting companies, how they are organized, how they provide their services, what professionals they need to develop their services, what types of projects they carry out and how they carry them out from a methodological perspective.

07

Understand typical consulting projects and the phases that typically comprise such projects.

10

Understand the overall strategic planning process and how it adds value to organizations.



05

# Structure and Content

This Postgraduate Certificate in Business Consulting and the Role of the Consultant is developed entirely online and is composed of 1 specialized module containing the most advanced knowledge in this area. This way, over 6 weeks, the professional will be able to delve into the work of the consultant and update their own skills, getting up to date in an economic field that is constantly changing.



“

*If you are looking to advance your career, this program is what you need. Enroll now and check it out"*

## Syllabus

Business consulting is booming. Companies are looking for consultants, both internal and external, to analyze their economic situation and offer solutions to current and future problems. Therefore, it is an essential figure nowadays and is one of the most outstanding professional opportunities in the economic field.

For that reason, this Postgraduate Certificate in Business Consulting and the Role of the Consultant has been carefully designed by TECH, focusing on aspects such as the types of consulting services, the typology of companies providing consulting services, the contracting modalities or the phases of the analysis and consulting process.

This way, throughout 150 hours of

learning, during a period of 6 weeks, the student will have the best contents to progress in this field and become highly prestigious consultants. All this, in a 100% online format that adapts to your personal circumstances.

Upon passing this program, the professionals will be in the best position to advance their career, since they will attract the attention of large companies in their environment, which are looking for the best consulting services.

This Postgraduate Certificate takes place over 6 weeks and consists of 1 module:

### Module 1

La Business consulting and the role of the consultant



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Business Consulting and the Role of the Consultant completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

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

**Module 1. Business consulting and the role of the consultant**

**1.1. The business reality that Business Consulting is oriented towards**

- 1.1.1. Company classification
- 1.1.2. Corporate structure
- 1.1.3. Competitive advantages and business survival

**1.2. Evolution, change and transformation**

- 1.2.1. Disruptive environment
- 1.2.2. Transformation levers
- 1.2.3. Change accelerators

**1.3. Types of consulting services**

- 1.3.1. Consulting services
- 1.3.2. Specific business consulting services
- 1.3.3. A view of consulting by sector of activity

**1.4. Integration of business consulting with other professional services**

- 1.4.1. Audit
- 1.4.2. Tax / Legal
- 1.4.3. Risks and regulatory compliance
- 1.4.4. Technology
- 1.4.5. Surgery

**1.5. Internal consulting vs. External consulting**

- 1.5.1. Perspectives and fields of action
- 1.5.2. Reasons for selection
- 1.5.3. Capabilities and accelerators

**1.6. Types of companies providing consulting services**

- 1.6.1. Consulting firms by area of service provision
- 1.6.2. Specialized consulting firms
- 1.6.3. Graphical overview and market trends

**1.7. Consultant roles, skills and competencies**

- 1.7.1. Functions and Skills
- 1.7.2. Skills

**1.8. Recruitment Modalities**

- 1.8.1. "Project closed"
- 1.8.2. Time & Materials
- 1.8.3. Outsourcing and Bodyshopping
- 1.8.4. Other modalities

**1.9. Execution: phases of the consultancy**

- 1.9.1. Preparation
- 1.9.2. Analysis and diagnosis
- 1.9.3. Action Plan
- 1.9.4. Application or implementation
- 1.9.5. Termination
- 1.9.6. Other concepts and modalities: co-definition, agile

**1.10. Organization of a consulting firm**

- 1.10.1. Management
- 1.10.2. Sectors
- 1.10.3. Functions
- 1.10.4. By geographic vision of application scope: local, regional, global



*The best business consultancy study plan, now at your disposal. This is the opportunity you were looking for"*



06

# Methodology

This 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 Business School we use the Harvard 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 balance Harvard Business School case studies with a 100% online learning system based on repetition.*



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

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this field, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to walk towards success, that is why TECH uses case studies from Harvard, with whom we have a strategic agreement, which allows us to bring our students the materials of the best university in the world.

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

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.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## 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 balances different teaching elements in each lesson.

We enhance Harvard case studies 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 they will learn using a cutting-edge methodology designed to prepare 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 balance each of these elements concentrically. With this methodology we have prepared 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 adapted in 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 skills in each thematic field. 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 assess and re-assess 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

TECH students are professionals who are always looking for the most up-to-date educational options and this Postgraduate Certificate in Business Consulting and the Role of the Consultant is perfect for those who wish to experience great career advancement. Therefore, the students in this program are ambitious and seek career advancement while helping the companies that hire their services to succeed.







“

*TECH students are ambitious and always looking to improve professionally. This Postgraduate Certificate will enable them to progress and offer the best consulting services to their clients and employers”*

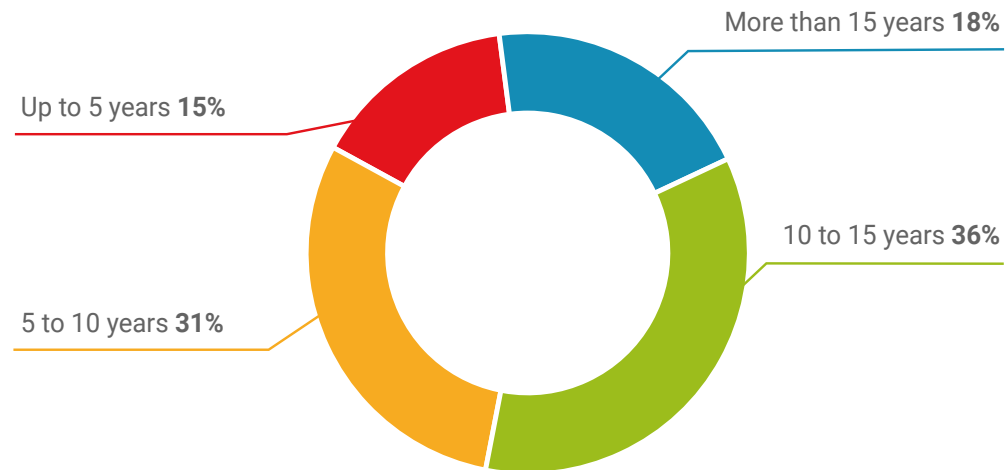
### Average Age

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

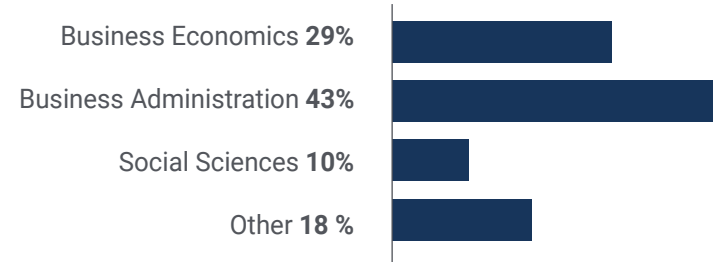
### Years of Experience

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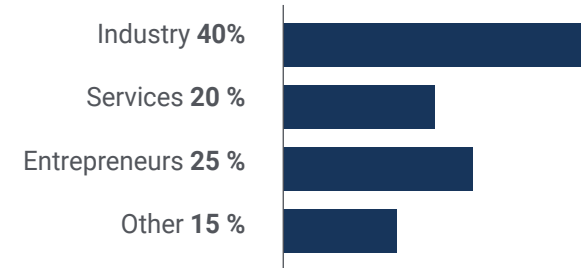
### Training

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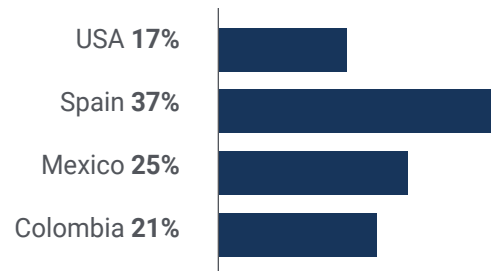
### Academic Profile

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## Geographical Distribution

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## Ms. Isabel Martínez

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Director of a consulting firm

*"I'm always looking for ways to grow as a professional and consulting has changed a lot in recent years, so I tried TECH and the result has been unbeatable. This program is just what I needed to get up to speed. My career has taken off in the last few months and my consulting company is achieving the best results since its founding."*

08

# Course Management

The contents of this program are taught by a highly qualified teaching staff of international prestige. They are at the forefront of the sector and know their needs and strengths, preparing them to accompany students on this new professional path.



“

*A multifaceted team in charge of delivering the content of this program. Helping you take the step you need to start your own consulting business"*

## International Guest Director

Awarded by the Public Relations Society of America for her scientific dissemination through multiple webinars, Erin Werthman has become a prestigious Business Administrator highly specialized in the field of Marketing and Communications.

As such, she has worked in international reference entities such as Collegis Education. Among her main achievements, she has developed integrated technology and operational efficiency solutions that have significantly optimized the operational activities of institutions. For example, she has managed a client portfolio of more than 15 million dollars, while obtaining a gross profit margin of 58%. In this sense, it has also generated a collaborative work atmosphere, where work teams perform their functions with the highest quality to ensure customer satisfaction.

On the other hand, she has been in charge of preparing multiple corporate strategic plans in crisis situations. As a result, it has helped companies to enjoy an excellent image in the community. At the same time, by anticipating potential setbacks arising from its practice, she has ensured that entities can continue to operate effectively even under adverse conditions. She has also forged proactive and transparent relationships with the media. In this way, it has been able to maximize both the visibility and reputation of organizations.

In addition, in her commitment to excellence, she is a regular speaker at international conferences and symposiums. There she shares her holistic knowledge on subjects such as Social Responsibility, Public Relations or Advertising. It is worth mentioning that her professional performance has been rewarded on several occasions in the form of awards, such as the award she received at Rasmussen College for her leadership skills, resolute attitude and improvement of advertising campaigns.



## Ms. Werthman, Erin

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- Media Director and Associate Senior Partner at Bain & Company, Minnesota, United States
- Senior Managing Partner at Collegis Education, Bloomington, Minnesota
- Director of Media Strategy and Brand Development at Rasmussen College, Minneapolis
- Director of Public Relations and Development at the University of Illinois College of Medicine
- B.A. in English-Rhetorical Professional Writing at the University of Illinois Urbana-Champaign
- MBA in Business and Marketing from Benedictine University, Illinois
- Bain Sustainability in Action Certification by Bain & Company
- Board Member Riverview Elementary School PTA Board Member

“

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

## Management



### Mr. Pérez-Ayala, Luis Yusty

- ◆ Financial and Management Control Director of SENER's Engineering, Infrastructure, Energy and Marine division.
- ◆ Professor of Finance in the Master of Business Consulting and Management at Madrid Polytechnic University (UPM)
- ◆ Travel & Hospitality Industry Technology Lead at Accenture for Spain, Portugal, Andorra and Israel
- ◆ Senior Manager at Accenture, in the Intelligent Finance area.
- ◆ Associate Director at EY, in the area of CFO Services - Financial Accounting Advisory Services
- ◆ Senior Manager at KPMG, in the field of Business Consulting - Finance Function
- ◆ Degree in Business Administration and Management
- ◆ Degree in Economics (UCLM)
- ◆ Master's Degree in Revenue Management (Cornell University)
- ◆ Master's Degree in Sales (Sales Business School)
- ◆ Certificate programs in management control, finance management and taxes
- ◆ Course in Advanced Accounting of the CEF (Centro de Estudios Financieros)





## Professors

### Mr. Carreño Ocaña, Rubén

- ◆ *Director & Head en Corporate & Human Strategy* en CBRE
- ◆ *Head of EMEA Portfolio & Location Network* en CBRE
- ◆ *Chief Transformation Officer* en KPMG
- ◆ *Senior Manager Risk Consulting* en KPMG
- ◆ *Senior Manger Strategy & Operations* en KPMG
- ◆ *Manager Infrastructure, Transportation, Government and Health* at Accenture in EMEA
- ◆ *Industrial Engineer* (UC3M)

09

# Impact on Your Career

The best way to progress is through one of TECH's programs, since they are adapted to the current circumstances of the business and consulting world. Thus, the professional will achieve a great improvement in his career when he enrolls and completes this Postgraduate Certificate, which will offer him everything he needs to become a great specialist in this field. This way, at the end of your educational program, you will have increased your prestige and will be eligible to work with the best consulting firms in the world.





“

*This Postgraduate Certificate is what you need to boost your career”*

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

This Postgraduate Certificate in Business Consulting and the Role of the TECH Consultant is an intensive program that prepares students to face business challenges and decisions in the corporate and business environment. The main objective is to promote personal and professional growth. Helping students achieve success.

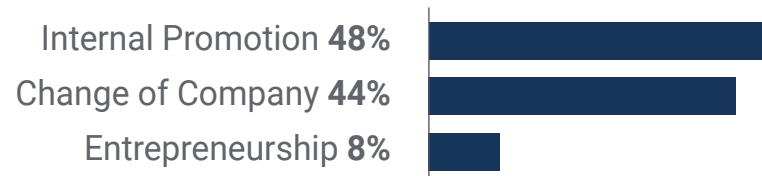
*Lead numerous companies to success thanks to your accurate administrative and economic analyses and diagnoses.*

*Improve your career prospects thanks to this Postgraduate Certificate, whose focus is entirely directed to the world of work.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

Having the updated knowledge provided by this Postgraduate Certificate is essential to be able to give a great boost to the company. However, this program is not only aimed at those who run or own a consulting firm, but also at those who are thinking of becoming entrepreneurs in this booming area, since it offers them a comprehensive learning program that provides everything they need to start a company from scratch.



“

*Improve your company or become an entrepreneur in this booming area thanks to this Postgraduate Certificate"*

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 talent drain**

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

03

### **Building agents of change**

You 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 can work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the competencies to take on new challenges and drive the organization forward.

11

# Certificate

This Postgraduate Certificate in Business Consulting and the Role of the Consultant guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

*Successfully complete this training program  
and receive your university certificate  
without travel or laborious paperwork”*

This program will allow you to obtain a **Postgraduate Certificate in Business Consulting and the Role of the Consultant** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University title**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Business Consulting and the Role of the Consultant**

ECTS: **6**

Official N° of Hours: **150 hours**.



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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