

# Postgraduate Certificate Business Innovation and Entrepreneurship in E-Health



## Postgraduate Certificate Business Innovation and Entrepreneurship in E-Health

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Graduates and Undergraduates who have previously completed any of the programs in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/business-innovation-entrepreneurship-e-health](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/business-innovation-entrepreneurship-e-health)

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# 01 Welcome

The development of ICTs, as well as the advance of IT strategies, has made it possible to create tools that also influence the facilitation of tasks in the field of healthcare. This has given rise to e-Health, which includes a series of prevention, diagnosis, treatment, follow-up and management techniques based on innovation and effectiveness, saving costs and optimizing processes. As it is a relatively young sector with a very large margin for expansion, there are many job opportunities that arise around it. Therefore, the course of this program may be the best option for the graduate to specialize in this area and reach prestigious positions. All this through a 100% online, multidisciplinary and highly capacitating program with which the professional will work on the improvement of their management skills in only 180 hours.



Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health  
TECH Global University



“

*A 100% online program, designed by experts and that includes 180 hours of the best theoretical and practical online content is all you need to achieve business success in Telemedicine”*

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 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 the most rigorous and up-to-date case analyses in academia"*



### 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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.

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

### Develop a strategic and global vision of the company

---

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 objective of this program is none other than to provide students with all the academic tools that will enable them to achieve their own goals in their professional sector. TECH and its team of experts have invested dozens of hours in creating a complete, up-to-date, comprehensive and top-quality qualification, adapted to the most demanding market specifications. Therefore, by passing the program, the student will have acquired all the necessary skills to successfully perform in any prestigious position within the e-Health sector.



“

*If your objective is to develop the key concepts of entrepreneurship and innovation in e-Health, with this Postgraduate Certificate, you will more than achieve it”*



**TECH makes the goals of their students their own goals too**  
**Working together to achieve them**

This Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health will enable the student to:

01

Analyze the e-health market in a systematic and structured way

04

Analyze the market and competitors

02

Learn the key concepts of innovative ecosystems

03

Create businesses using the Lean Startup methodology

05

Find a solid value proposition in the marketplace



06

Identify opportunities and minimize rates of error

08

Determine what a business model is and the types that exist



09

Collect eHealth success stories and mistakes to avoid

07

Handle practical tools to analyze the environment and to quickly test and validate business ideas

10

Apply the knowledge acquired to an original business idea

05

# Structure and Content

TECH uses the best teaching tools and the effective and innovative Relearning methodology in all of its programs. In addition, it guarantees a series of minimum hours of additional material in different formats, so that students can not only contextualize the information developed in the syllabus, but also delve in those aspects they consider more interesting or relevant for their professional performance. All this is what makes programs such as this one the best in the market, thanks to which the business professionals can develop extensively and conscientiously, contributing to improve their professional future through a 100% online program.



“

*Would you like to know in detail the keys to entrepreneurship in the e-Health company? With this Postgraduate Certificate you will be able to delve into its intricacies in a multidisciplinary way”*

## Syllabus

The curriculum of this program in Business Innovation and Entrepreneurship in E-Health includes 180 hours of the best theoretical, practical and additional content related to the immediate current affairs of the Engineering and Bioinformatics sector, designed by experts in the sector.

Therefore, the graduate who accesses this program will have 6 weeks of the most rigorous and comprehensive training, being able to implement to their knowledge the most complete information on the strategies, techniques and protocols that are currently having the best results in the business sector dedicated to this area.

It is, therefore, a unique opportunity to become the manager currently demanded by organizations, through an austere and dynamic specialization thanks to which you will master all aspects related to business models and entrepreneurship strategies that have been obtaining the best results so far.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 single module:

### Module 1

### Business Innovation and Entrepreneurship in E-Health



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

TECH offers the possibility of developing this Postgraduate Certificate in Business Innovation and e-Health Entrepreneurship totally 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 Innovation and Entrepreneurship in E-Health**

**1.1. Entrepreneurship and Innovation**

- 1.1.1. Innovation
- 1.1.2. Entrepreneurship
- 1.1.3. Startups

**1.2. Entrepreneurship in E-Health**

- 1.2.1. Innovative E-Health Market
- 1.2.2. Verticals in E-Health: M-Health
- 1.2.3. TeleHealth

**1.3. Business Models I: First Stages in Entrepreneurship**

- 1.3.1. Types of Business Models
  - 1.3.1.1. Marketplaces
  - 1.3.1.2. Digital Platforms
  - 1.3.1.3. Saas
- 1.3.2. Critical Elements in the Initial Phase. The Business Idea
- 1.3.3. Common Mistakes in the First Stages of Entrepreneurship

**1.4. Business Models II: Business Model Canvas**

- 1.4.1. Business Model Canvas
- 1.4.2. Value Proposition
- 1.4.3. Key Activities and Resources
- 1.4.4. Customer Segments
- 1.4.5. Customer Relationships
- 1.4.6. Distribution Channels
- 1.4.7. Partnerships
  - 1.4.7.1. Cost Structure and Revenue Streams

**1.5. Business Models III: Lean Startup Methodology**

- 1.5.1. Create
- 1.5.2. Validate
- 1.5.3. Measure
- 1.5.4. Decide

**1.6. Business Models IV: External, Strategic and Regulatory Analysis**

- 1.6.1. Red Ocean and Blue Ocean Strategies
- 1.6.2. Value Curves
- 1.6.3. Applicable E-Health Regulations

**1.7. Successful eHealth Models I: Knowing Before Innovating**

- 1.7.1. Analysis of Successful E-Health Companies
- 1.7.2. Analysis of Company X
- 1.7.3. Analysis of Company Y
- 1.7.4. Analysis of Company Z

**1.8. Successful E-Health Models II: Listening before Innovating**

- 1.8.1. Practical Interview: E-Health Startup CEO
- 1.8.2. Practical Interview: "Sector X" Startup CEO
- 1.8.3. Practical Interview: "Startup X" Technical Management

**1.9. Entrepreneurial Environment and Funding**

- 1.9.1. Entrepreneur Ecosystems in the Health Sector
- 1.9.2. Financing
- 1.9.3. Funding

**1.10. Practical Tools in Entrepreneurship and Innovation**

- 1.10.1. OSINT (Open Source Intelligence) Tools
- 1.10.2. Analysis
- 1.10.3. No-Code Tools in Entrepreneurship





“

*You will work with the different business models that are currently performing best, as well as the most common mistakes to avoid”*

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”*

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.

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

## 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.*

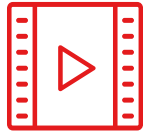
From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain 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.



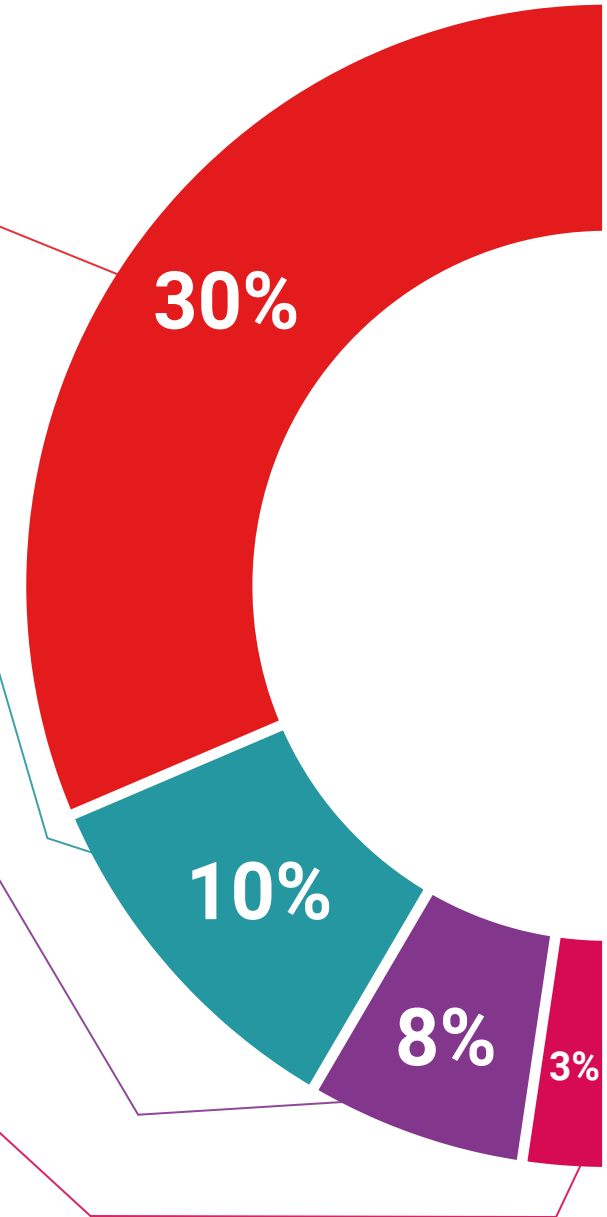
### Management Skills Exercises

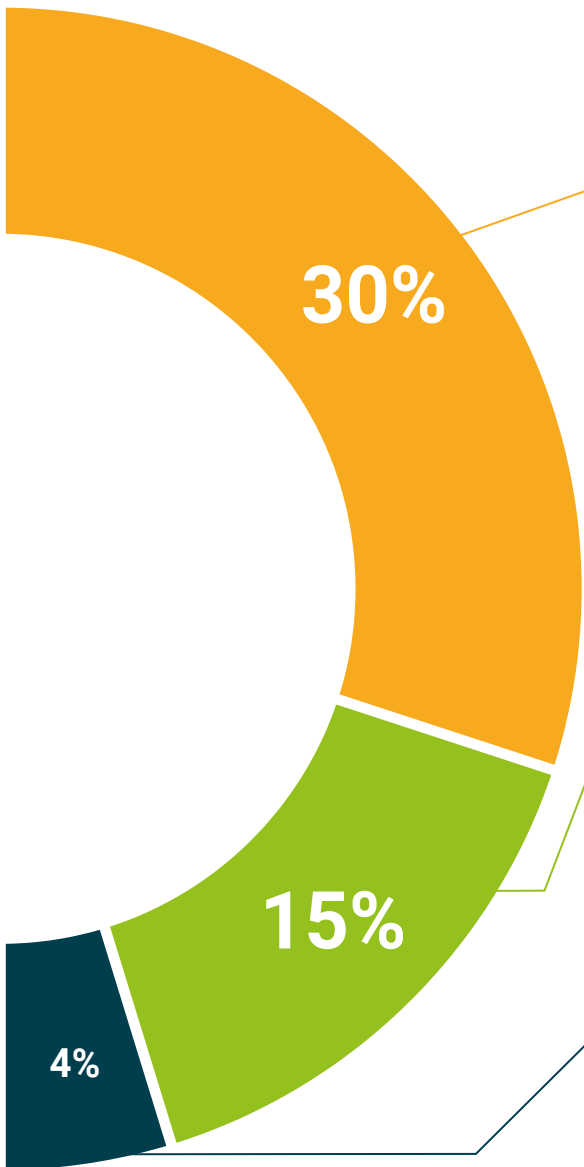
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health is intended for Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Business Innovation.





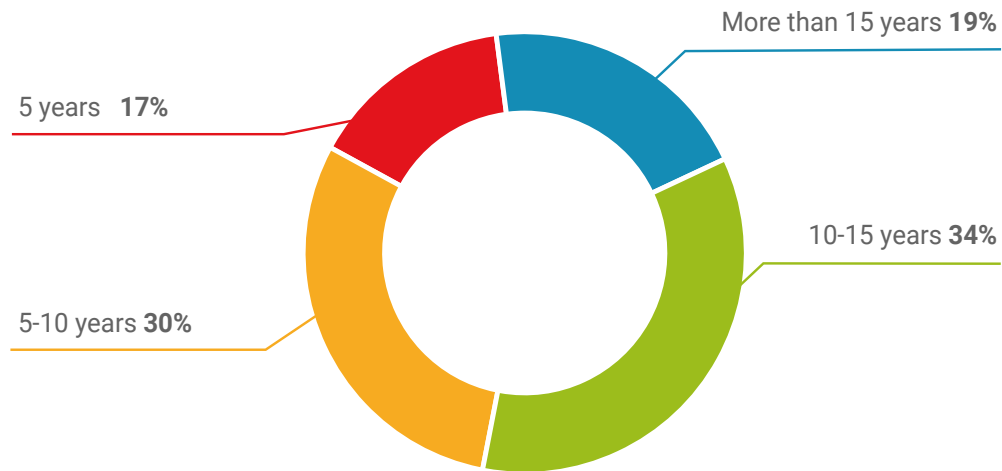
“

*An innovative, dynamic and novel program designed for all those professionals who are looking to make a qualitative leap in their professional careers”*

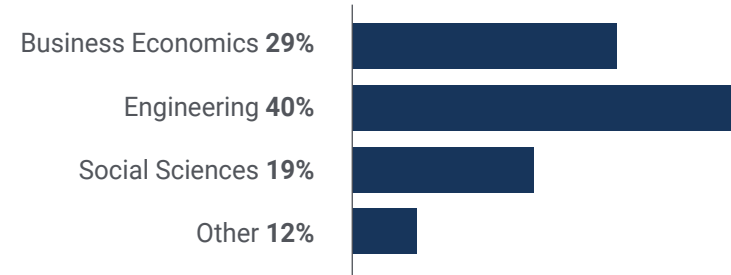
### Average Age

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

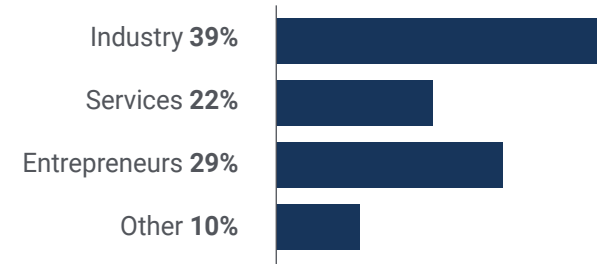
### Years of Experience



### Training

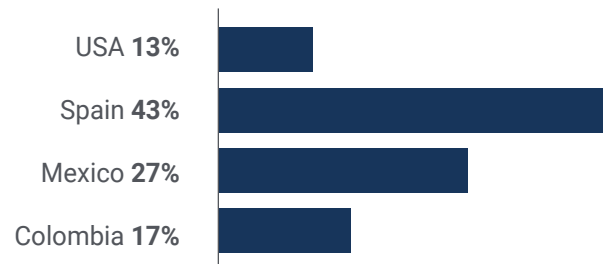


### Educational Profile



## Geographical Distribution

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## Luis Fernández

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**Big Data Project Manager**

*"After taking this incredible academic experience I can say with full guarantee that TECH works tirelessly to shape degrees with which we can end up satisfied. And the fact is that, thanks to this Postgraduate Certificate, not only have I been able to expand my knowledge of Business Innovation in e-Health, but it has given me the keys to undertake, together with a colleague, a project framed in the area of Telemedicine that, for the moment, is working very well"*

08

# Course Management

TECH is aware that having a teaching team specialized in the area in which the program will be developed is an extra motivation for any graduate when choosing whether to pursue it or not. In addition, having the support of real experts in Biomedical Engineering with experience in the business management of projects related to Telemedicine, will allow the student to know in detail and first hand the ins and outs of this sector.





A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that separates it from the white text area below.

“

*The teaching team will propose real cases taken from their own experience so that you can put your professional skills into practice in a guaranteed way”*

## Management



### Ms. Sirera Pérez, Ángela

- ♦ Biomedical Engineer expert in Nuclear Medicine and exoskeleton design
- ♦ Designer of specific parts for 3D printing at Technadi
- ♦ Technician in the Nuclear Medicine area of the University Clinic of Navarra
- ♦ Degree in Biomedical Engineering from the University of Navarra
- ♦ MBA and Leadership in Healthcare and Medical Technology Companies



## Professors

### Ms. Crespo Ruiz, Carmen

- ◆ Intelligence, Strategy and Privacy Analysis Specialist
- ◆ Director of Strategy and Privacy at Freedom&Flow SL
- ◆ Co-founder of Healthy Pills SL
- ◆ Innovation Consultant & Project Technician. CEEI CIUDAD REAL
- ◆ Co-founder of Thinking Makers
- ◆ Data protection consultancy and training. Tangente Cooperative Group
- ◆ University Professor
- ◆ Law Degree, UNED (National University for Distance Education)
- ◆ Degree in Journalism, Pontifical University of Salamanca
- ◆ Master's Degree in Intelligence Analysis, Carlos III and Rey Juan Carlos Universities, with the endorsement of the National Intelligence Center-CNI)
- ◆ Advanced Executive Program on Data Protection Officer

09

# Impact on Your Career

This TECH program will provide the graduate's career with a series of unique and updated knowledge, thanks to which they will be able to stand out in the sector in which they work thanks to the exhaustive handling of the most innovative tools. As a result, they will increase their chances of climbing the career ladder and gaining access to more prestigious companies.







“

*A program that will open the door to a broader and more specialized future”*



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

TECH's Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health is an intensive program that prepares you to face challenges and business decisions in the field of engineering and of biomedicine. The main objective is to promote your personal and professional growth. Helping them achieve success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

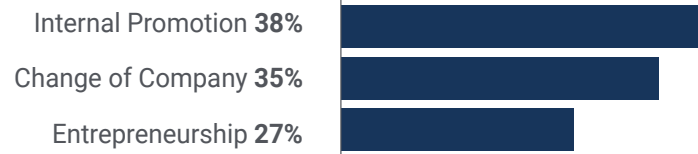
*Only by accessing this Postgraduate Certificate you will be able to see how far you are capable of reaching through the exhaustive improvement of your own skills.*

*The perfect program to achieve the salary increase you deserve in a well-argued way and through a highly qualifying certification.*

#### Time of Change



#### Type of change



### Salary increase

---

This program represents a salary increase of more than **28%** for our students.



10

# Benefits for Your Company

This Postgraduate Certificate may be the best option for the graduate's organization to implement the most innovative and effective techniques and protocols applicable to e-Health entrepreneurship to its business strategy. And this program has been designed to provide a series of unique knowledge thanks to which you can raise the talent of the entity to place it above the competition.



“

*TECH gives you the opportunity to establish an international networking network, thanks to which you will be able to meet potential partners, customers and distributors with the same interests as you”*

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

**01**

### **Growth of talent and intellectual capital**

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 real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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



# 11

# Certificate

This Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health 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 program and receive your university qualification without having to travel or fill out laborious paperwork"*

This private qualification will allow you to obtain a **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** 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** private qualification 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.

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