

Postgraduate Certificate Entrepreneurial Innovation and Initiative





Postgraduate Certificate Entrepreneurial Innovation and Initiative

- » 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/entrepreneurial-innovation-initiative

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

This complete program has been developed by the best professionals in this field to offer you a complete and efficient educational program that will allow you to obtain the skills required to carry out research in this area, in a comprehensive way. A 100% online program that will allow you to easily combine your studies with your professional and personal life, with the support of the most efficient system in the educational market.



Postgraduate Certificate in Entrepreneurial Innovation and Initiative.
TECH Technological University



“

Master the most advanced strategies in Entrepreneurial Innovation and Initiative, in a high-impact program for your professional career”

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

Our goal is to enable you to develop in this area: Reach the necessary level of knowledge to be able to carry out comprehensive research in any area of Business Sciences, from its conception and proposal to its dissemination.



“

International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”

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

The **Postgraduate Certificate in Financial Economics**. will teach the student to:

01

Know the evolution of the image of the entrepreneur and businessman in society according to periods and regions

02

Understand the intellectual foundation of tools to foster innovation and entrepreneurship

03

Analyze the new methods of structuring and managing entrepreneurship





04

Apply Dev Ops in ICT Startups

05

Know agile methodologies and their application in the business field

06

Understand the complexities of entrepreneurship and how to overcome obstacles to achieve the proposed objectives

05

Structure and Content

The Postgraduate Certificate in Entrepreneurial Innovation and Initiative at TECH Technological University is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.



“

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one”

Syllabus

This Postgraduate Certificate in Entrepreneurial Innovation and Initiative has been created to allow students to acquire the required knowledge in this field, in an intensive and efficient way. An opportunity to improve your skills, with the convenience of the most effective online method in the teaching market. TECH provides the opportunity to incorporate knowledge in this area into the student's academic education. In addition, with this program, you will have access to a way of working that is designed to be fully compatible with your professional or personal life.

If you want to excel as a professional, achieve a positive change at a professional level, interact with the best through an interesting online universe and belong to the new generation of professionals, able to develop their work anywhere in the world, this may be your path.

Throughout this program, students will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real life situations.

The content of the Postgraduate Certificate in Entrepreneurial Innovation and Initiative is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

Module 1

Entrepreneurial Innovation and Initiative



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Entrepreneurial Innovation and Initiative completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Entrepreneurial Innovation and Initiative

1.1. Introduction to Entrepreneurship Research

- 1.1.1. Entrepreneurship
- 1.1.2. Strengths and Weaknesses of a Business Plan

1.2. Introduction to Innovation Research

- 1.2.1. Historical Overview of Entrepreneurial Innovation
- 1.2.2. Technology Transfer Processes

1.3. Creativity

- 1.3.1. The Theoretical Framework of Ideation and Creation
- 1.3.2. Creativity and Innovation
- 1.3.3. Creative Companies
- 1.3.4. Creative Tools
- 1.3.5. Selection of Ideas

1.4. Agile Startups

- 1.4.1. The Lean Start Up Model
- 1.4.2. Development of Products and Services with Agile
- 1.4.3. Dev Ops in ICT Startups

1.5. Innovation Management

- 1.5.1. Analysis of Types of Innovation
- 1.5.2. Innovation Levers
- 1.5.3. Scope of Innovation
- 1.5.4. Comparative Analysis of Innovation Cases
- 1.5.5. R&D Management

1.6. Entrepreneurial Context: Information Society

- 1.6.1. Entrepreneurs and their Time
- 1.6.2. Opportunities and Challenges of Contemporary Entrepreneurship

1.7. Globalization

- 1.7.1. Globalization
- 1.7.2. Lawyer and Detractors
- 1.7.3. Influence on the Entrepreneurial Project
- 1.7.4. Economic Analysis of International Environments

1.8. Project Management

- 1.8.1. The Business Plan.
- 1.8.2. Conventional Project Management
- 1.8.3. Agile Project Management

1.9. Intrapreneurship

- 1.9.1. Intrapreneurship Specificities
- 1.9.2. Comparative Analysis of Intrapreneurship Cases

1.10. Future Tendencies

- 1.10.1. New Entrepreneurship Niches
- 1.10.2. Social Entrepreneurship
- 1.10.3. Senior Entrepreneurship



“

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap towards a better professional future”

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.



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

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.

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

This program is designed for those professionals who wish to incorporate the best entrepreneurial tools into their daily work. To this end, it will provide them with innovation tools, as well as project management techniques, delving into the business plan or future trends. In this way, they will be prepared to find and develop the most cutting-edge businesses, taking into account the particularities of each type of enterprise.





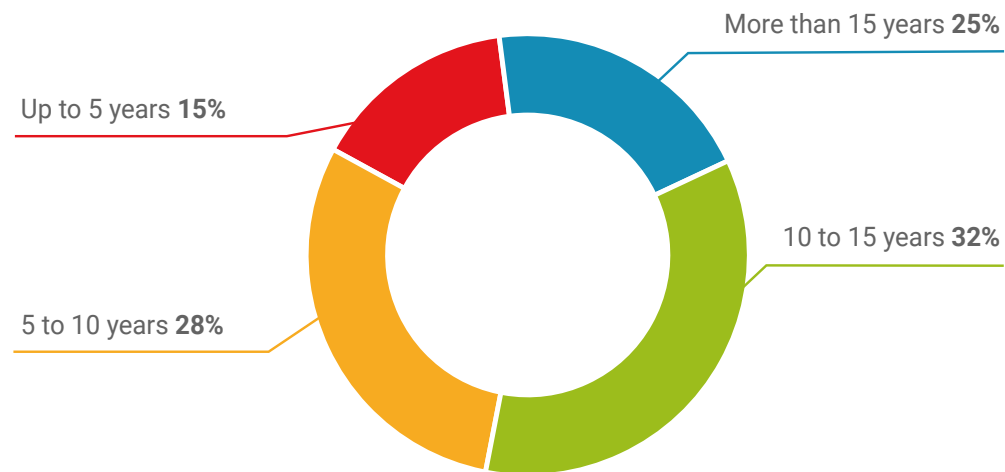
“

If you are looking to achieve an interesting career boost while continuing to work, then this is the program for you”

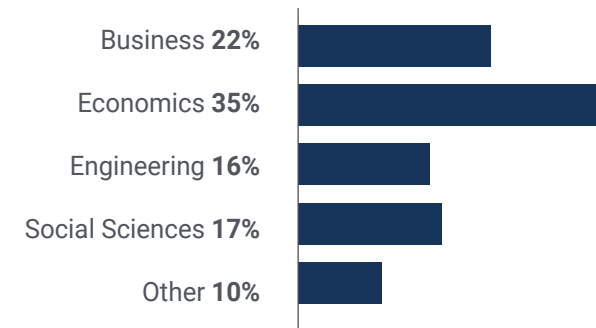
Average Age

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

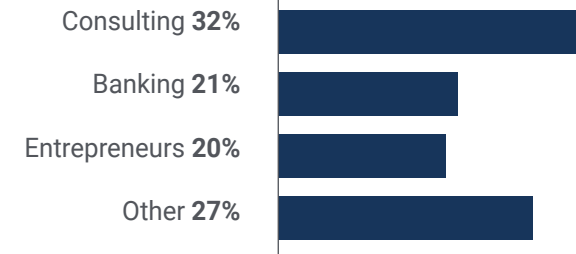
Years of Experience



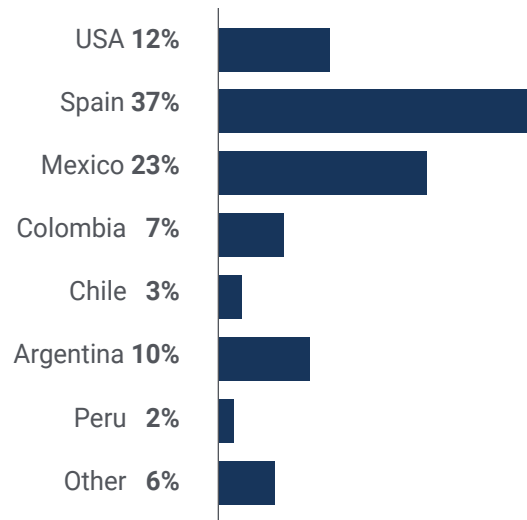
Training



Academic Profile



Geographical Distribution



Rosa Pérez

Business Consultant

"Since I was very young, I have been interested by the world of business research. However, although I completed my business degree, I had never thought about specializing in this field. Luckily, TECH offered me the possibility to study this Postgraduate Certificate which allowed me to acquire the higher education I needed and dedicate my career to what I had always dreamed of, business consulting"

08

Course Management

The program's teaching staff includes leading experts in the sector, who contribute their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students.



“

We have a team of professionals with extensive experience that will help you during your learning process”

Management



Dr. de Angelis, Ignacio

- ◆ Visiting Professor at the Department of Applied Economics - Economic Structure, University of Valencia, Spain
- ◆ Center for Interdisciplinary Studies on International and Local Issues. Project Management Scientific and Technical Publications National University of the Center of the Province of Buenos Aires. Tandil, Argentina
- ◆ Ibero-American Union of Municipalists (UIM). Participant in the project on the international financial insertion of municipalities. Granada, Spain
- ◆ Banco Hipotecario S.A. Marketing and management of mortgage banking. Manpower Argentina. Tandil, Argentina
- ◆ PhD in Economic Science National University of Matanza, Buenos Aires, Argentina
- ◆ Master's Degree in Technology Science and Society National University of Quilmes, Buenos Aires, Argentina
- ◆ Degree in International Relations National University of the Center of the Province of Buenos Aires. Tandil, Argentina



09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. And do so efficiently.



“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it”

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

With this program you will be able to drastically advance in your profession, although there is no doubt that, in order to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

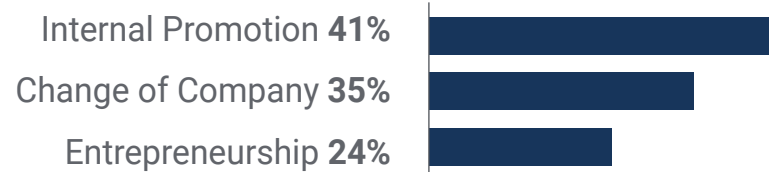
Thanks to this program you will receive a large number of job offers to start your professional growth.

Completing the Postgraduate Certificate in Entrepreneurial Innovation and Initiative will allow you to advance in your profession.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Entrepreneurial Innovation and Initiative contributes to elevating the organization's talent to its maximum potential by creating high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

In the digital era, the executive will introduce the company to new concepts, strategies and perspectives that can bring about significant changes in the organization”

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.

06

Increased Competitiveness

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

11

Certificate

The Postgraduate Certificate in Entrepreneurial Innovation and Initiative 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 Entrepreneurial Innovation and Initiative** 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 Entrepreneurial Innovation and Initiative**

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 Entrepreneurial Innovation and Initiative

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

Postgraduate Certificate Entrepreneurial Innovation and Initiative

