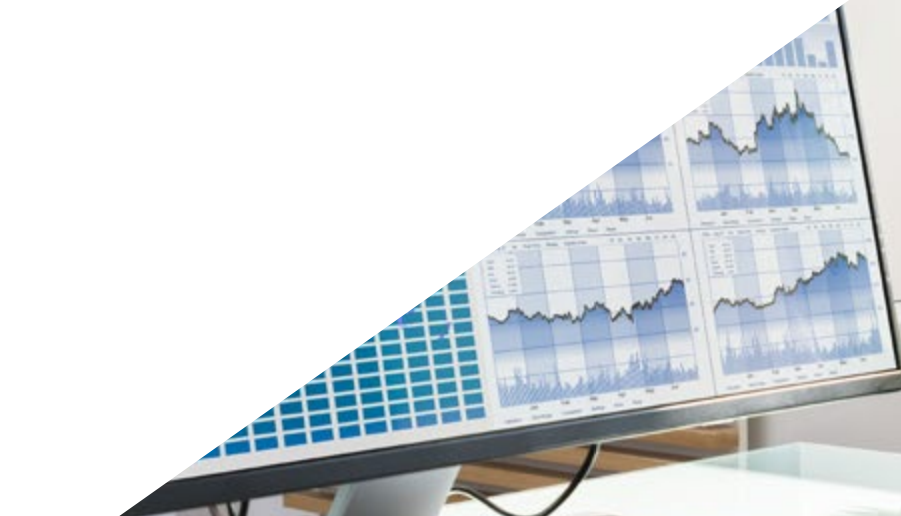


Postgraduate Certificate

New Behaviors in Business

Digital Transformation





Postgraduate Certificate New Behaviors in Business Digital Transformation

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

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/new-behaviors-business-digital-transformation

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01 Welcome

In recent years, certain forms of consumption that were growing progressively have accelerated. This course will address the different behaviors that are currently being adopted, as well as the impact that, directly or indirectly, companies will have to face in their Digital Transformation.

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.



Postgraduate Certificate New Behaviors in the Digital Transformation of Businesses.
TECH Global University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"

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 Global 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 Global University community.

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

04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

One of our fundamental objectives is to help you develop the essential skills to manage people with a strategic and innovative vision"

TECH makes the goals of their students their own goals too.
We work together in order to achieve them.

The Postgraduate Certificate in New Behaviors in Business Digital Transformation will enable students to:

01

Understand the behavior of user in order to define a high-impact business strategy

02

Delve into the communicative turn that companies have taken in their marketing strategies and the values they are betting on in order to know what measures to take from now on

03

Master the advances in new advertising formats, thus having the necessary knowledge to use them in your future strategy





04

Discover the weight that e-commerce is taking, the types of software being used and the new models that are emerging

05

Implement a digital strategy by seeing the impact it is having on different sectors today

06

Develop a strategic vision that allows you to lead the change processes of innovation management and digital transformation

05

Structure and Content

The Postgraduate Certificate in New Behaviors in Business Digital Transformation is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your success as a Project Manager.



“

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, believe us..."

Syllabus

The Postgraduate Certificate in New Behaviors in Business Digital Transformation from TECH Global University is an intensive program that prepares you to face challenges and business decisions in the field of comprehensive project management.

The content of the Postgraduate Certificate in New Behaviors in Business Digital Transformation is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 180 hours, the student analyzes a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for you, focused on

improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Certificate in New Behaviors in Business Digital Transformation is developed over 6 weeks and is divided into 1 module:

Module 1

New Behaviors in Business Digital Transformation



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in New Behaviors in Business Digital Transformation 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. New Behavior in the Digital Transformation of Companies

1.1. New Adopted Behaviors

- 1.1.1. Social Distancing
- 1.1.2. A-commerce
- 1.1.3. Mentor-to-Protégé (M2P)

1.2. Trends in Communication

- 1.2.1. Inclusive and Social Marketing
- 1.2.2. Ecology and Proximity
- 1.2.3. Humanization
- 1.2.4. Differentiation

1.3. Evolution of the Contents

- 1.3.1. Evolution of Fast Content
- 1.3.2. Immediate Content
- 1.3.3. From Storytelling to Storydoing
- 1.3.4. The Increase in Premium Content

1.4. The Evolution of Searches

- 1.4.1. The Intention of Searches
- 1.4.2. Voice Marketing
- 1.4.3. Visual Search
- 1.4.4. Interactive Search

1.5. Support Advances

- 1.5.1. OOH Digital Advertising
- 1.5.2. Connected TV and Over-the-Top (OTT) Video
- 1.5.3. Podcasting and Online Audio
- 1.5.4. Streaming

1.6. Customer Centric

- 1.6.1. Customer Centric vs. Customer Experience vs. Product Centric
- 1.6.2. User Generated Content
- 1.6.3. Share of Voice
- 1.6.4. Personalization

1.7. The Evolution of E-commerce

- 1.7.1. Evolution and Perspectives
- 1.7.2. System Types
- 1.7.3. Types of E-commerce

1.8. Behavioral Economics

- 1.8.1. Behavioral Economics
- 1.8.2. Types of Biases and Nudges
- 1.8.3. CRO
- 1.8.4. UX vs. UI

1.9. Digital Transformation: Physical + Digital

- 1.9.1. Era of Digitalization
- 1.9.2. Social, Location and Mobile (SoLoMo)
- 1.9.3. Evolution of Payment Methods
- 1.9.4. New Challenges for Retail

1.10. Evolution of Sectors in the Digital environment

- 1.10.1. Tourism
- 1.10.2. Mobility
- 1.10.3. Health



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



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.

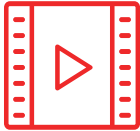
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



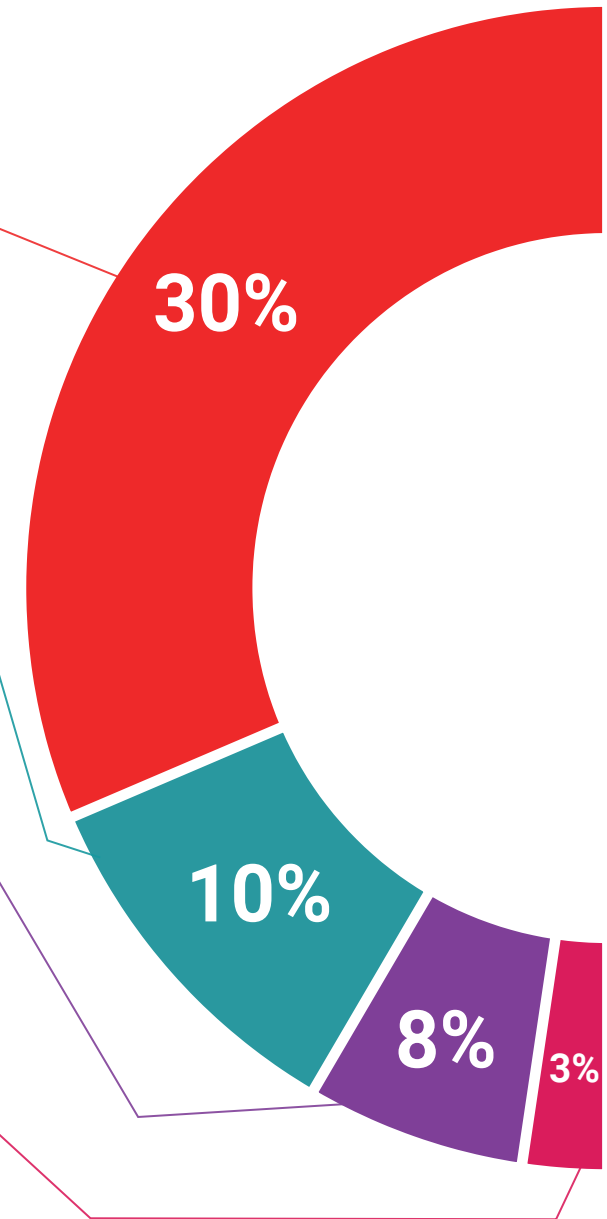
Management Skills Exercises

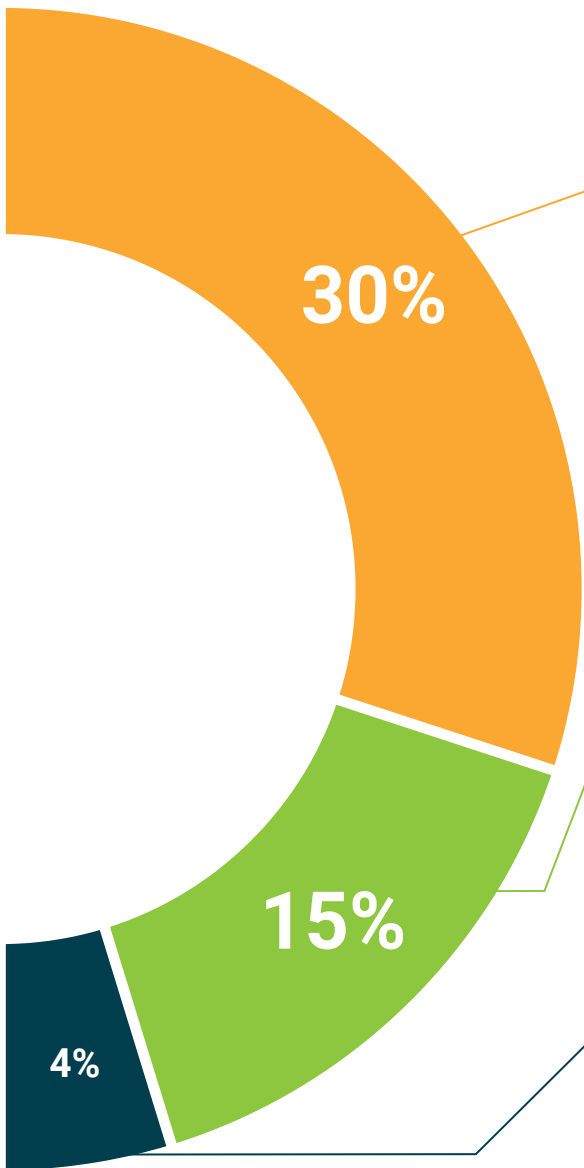
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

Our program in New Behaviors in Business Digital Transformation is a program aimed at management professionals or entrepreneurs who want to update their knowledge, discover new ways to innovate and advance in their professional career.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





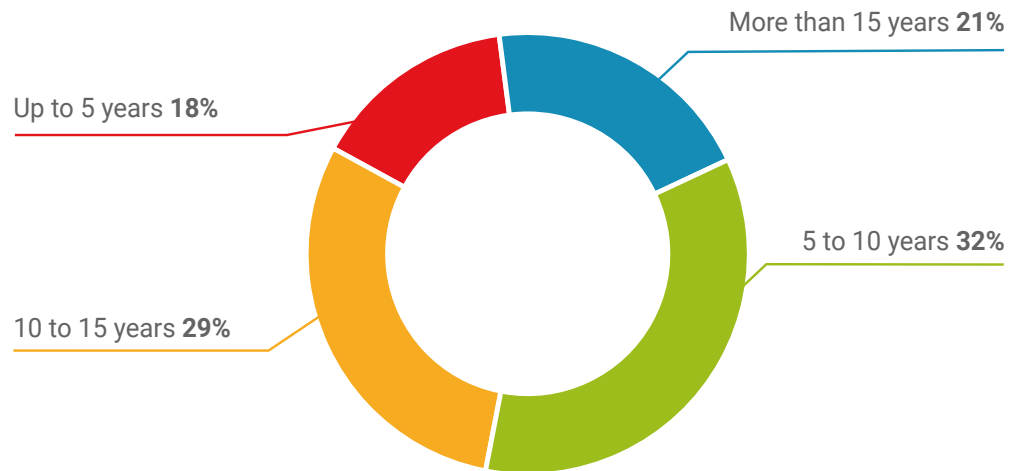
“

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"

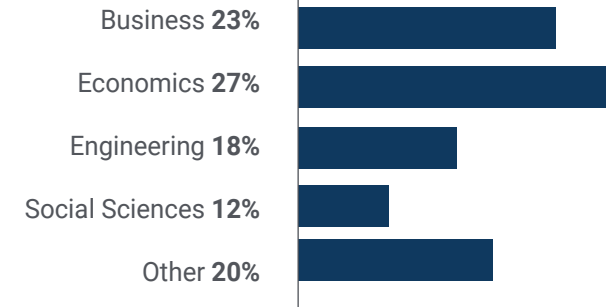
Average Age

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

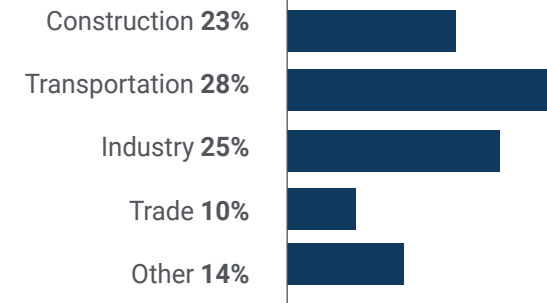
Years of Experience



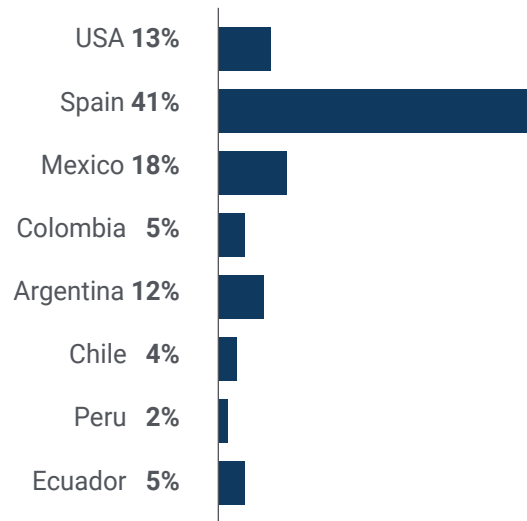
Training



Academic Profile



Geographical Distribution



Ricardo Rodio

Project Manager

"I had been looking for a long time for a program that would allow me to enter the digital world in a comprehensive way, knowing the main advances that are handled in this field related to the management of processes and projects. Undoubtedly, TECH gave me the opportunity to complete my specialization in this field, achieving great benefits at a professional level"

08

Course Management

The program's faculty includes leading experts in project management, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the Postgraduate Certificate in a multidisciplinary way, making it a unique and highly nourishing academic experience for the student.



“

A high-level teaching staff to teach you the fundamentals that you will be able to apply to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in Digital Transformation, Marketing, Strategy and Consulting. Through that extended trajectory, he has taken different risks and is a permanent advocate for innovation and change in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become true market leaders, focused on their customers and the digital world.

The strategies designed by Arman have a real impact, as they have enabled several corporations to improve the experiences of consumers, staff and shareholders alike. The success of this expert is quantifiable through tangible metrics such as CSAT, employee engagement in the institutions where he has practiced and the growth of the EBITDA financial indicator in each of them.

He has also nurtured and led high-performing teams throughout his career that have received awards for their transformational potential. With Shell, specifically, the executive has always set out to overcome three challenges: meeting the complex decarbonization demands of customers, supporting “cost-effective decarbonization” and overhauling a fragmented data, digital and technology landscape. Thus, his efforts have evidenced that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

On the other hand, the executive stands out for his mastery of the business applications of Artificial Intelligence, a subject in which he has a postgraduate degree from the London Business School. At the same time, he has accumulated experience in IoT and Salesforce.



Mr. Arman, Romi

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

“

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

Management



Barrientos, Giancarlo

- ◆ Information Systems Engineer
- ◆ Specialization in Software Engineering from U.S.A.L, Buenos Aires, Argentina. He started his professional experience focusing on different markets in Latin America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet GmbH and Grupo Clarín
- ◆ Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- ◆ He is currently IT Manager at Assist-365



Mr. Nieto-Sandoval González- Nicolás, David

- ◆ Industrial Technical Engineer by the E.U.P of Málaga
- ◆ Industrial Engineer by the E.T.S.I.I. of Ciudad Real
- ◆ Data Protection Officer (DPO), Antonio Nebrija University
- ◆ Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- ◆ CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels
- ◆ Writer of technological training content for both public and private entities.
- ◆ Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation



Professors

Ms. García Salvador, Laura

- ◆ Degree in Public Relations, Administration and Business Management
- ◆ Master's Degree in Digital Marketing in ESIC (Spain)
- ◆ Started her professional experience in the CONTRAPUNTO BBDO advertising agency, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hotels (Enchanting Quality Hotels Club)

“

In addition to its up-to-date contents and its flexible and 100% online methodology, this qualification is taught by experts of great prestige in this professional area"

09

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, all efforts and tools are made available to professionals to acquire the necessary skills and abilities to achieve this change.





“

*At TECH we are fully committed to helping you
achieve the professional change you want”*

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

The Postgraduate Certificate in New Behaviors in Business Digital Transformation of TECH Global University is an intensive program that prepares you to face challenges and business decisions for digital transformation. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

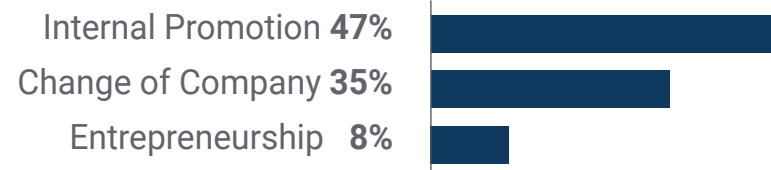
A unique opportunity to improve your job prospects.

Achieve a positive change in your career thanks to the completion of this specialization program.

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 New Behaviors in Business Digital Transformation contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

Thanks to this program you will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization"

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

Be able to work on a real project or develop new projects in the R&D or Business Development area 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

The Postgraduate Certificate in New Behaviors in Business Digital Transformation 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 program will allow you to obtain your **Postgraduate Certificate in New Behaviors in Business Digital Transformation** 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 New Behaviors in Business Digital Transformation**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*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.



Postgraduate Certificate New Behaviors in Business Digital Transformation

- » Modality: **online**
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- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate

New Behaviors in Business

Digital Transformation

