

# Postgraduate Certificate Strategic Corporate Decision-Making



## Postgraduate Certificate Strategic Corporate Decision-Making

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who need to update, deepen and improve their skills and knowledge.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/strategic-corporate-decision-making](http://www.techtute.com/us/school-of-business/postgraduate-certificate/strategic-corporate-decision-making)

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# 01 Welcome

Depending on the context, Business Intelligence systems are also referred to as Decision Support Systems. This name is very interesting because it highlights two key points to understand the true meaning and significance of these systems: they are support systems designed to collect, store, manage and offer relevant information for the optimal strategic decision making of the organization.

Not in vain, the technological ecosystem will be created to extract, store and exploit the most valuable asset for any organization, the one that will allow its managers to make the most important decisions based on the analysis of information, as opposed to the use of pure intuition.

In turn, from business management to trend predictions, Artificial Intelligence (AI) has many different uses. Technologies like *Machine learning*, *Deep learning*, neural networks or algorithms, are continuously being incorporated into the business world.



Postgraduate Certificate in Strategic Corporate Decision-Making. TECH  
Technological University



“

*Artificial Intelligence (AI) is transforming people's lives on a personal and work level around the world. Immerse yourself in the possibilities it can bring to your company with this TECH Postgraduate Certificate"*

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 Technological 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.



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



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

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 Technological University community.

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

# 04 Objectives

This program is designed to strengthen the student's skills in Strategic Corporate Decision-Making, as well as to develop new skills that will be essential in their professional development and labor success focused on this area that is becoming more and more important in AI. **After completing the program, the professional will be able to make important decisions by applying Business Intelligence in any company, with a global approach and digital thinking, from an innovative perspective and with a unique business vision.**



“

*The student will develop specialized knowledge on data visualization and determine what strategy to follow for choosing the technologies to implement”*

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

The Postgraduate Certificate in Strategic Corporate Decision-Making enables students to:

01

Develop vision/perspective of business, direction, management, decision making

02

Identify end-user interests and expectations

03

Establish a basis for the exploration and exploitation of the organization's information (internal and external)

04

Examine the main areas of analytical relevance to the organization



Sales per countries





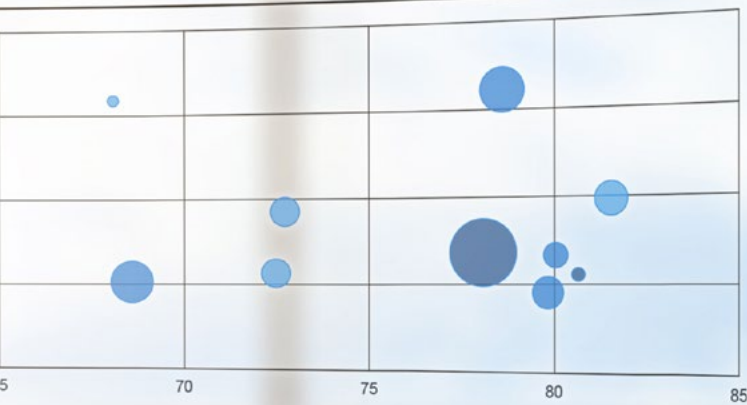
05

Establish a global vision of the different technologies available

06

Determine what specific applications AI currently has in different sectors and how they are being utilized

Products positioning



10 products



07

Assess the potential consequences and risks of implementing AI technologies

08

Examine where AI technologies are headed in the coming years

05

# Structure and Content

The Postgraduate Certificate in Strategic Corporate Decision-Making is an exceptional program that challenges the professional by directing their attention to success in this competitive environment based on the possibilities offered by business intelligence tools for strategic decision making. It is a program that has been structured in such a way that the student not only acquires all the knowledge and skills they need, but also presents a unique and stimulating experience that will take them to the top of their professional capacity, becoming a key figure in any company today.



“

*Progress in your career by completing this program and you will be responsible for assessing the potential consequences and risks of implementing AI technologies”*

## Syllabus

The Postgraduate Certificate in Strategic Corporate Decision-Making at TECH Technological University is an intensive program that prepares students to face challenges and strategic decisions in the corporate environment with business intelligence tools. Therefore, the content of the program is designed to make use of the possible applications of Business Intelligence (BI) in the company for successful strategic decision making.

Throughout 300 hours of preparation, the student analyzes a multitude of practical cases through individual and team work. It is, therefore, a real immersion in real business situations.

In this way, this Postgraduate Certificate deals in depth with the concept of Business Intelligence and Artificial Intelligence to implement it in business management in a way that brings positive results to the company, from a disruptive, complete and up-to-date perspective, focused on solving the real needs of the business world.

It is, therefore, designed to specialize professionals with a strategic, international and innovative approach.

A syllabus fully designed for the student, focused on their professional improvement, preparing them to achieve excellence. A program that understands both the needs of the student and the company, through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty.

This Postgraduate Certificate is developed over 6 weeks and is structured into 2 modules:

### Module 1

Business Perspective

### Module 2

Business Intelligence and Artificial Intelligence: Strategies and applications



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

TECH offers the possibility of developing this Postgraduate Certificate in Strategic Decision Making in Business totally online. Throughout the 6 weeks of the program, the students will be able to access all the contents at any time, which will allow the students to distribute their study time.

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

**Module 1. Business Perspective**

**1.1. The Company**

- 1.1.1 Capital, Investment and Risk
- 1.1.2 Organizational Morphology: Size, Shape, Activity and Sectors
- 1.1.3 Organization and Resources
- 1.1.4 Management and Their Needs

**1.2. Company: Market and Customer**

- 1.2.1 Market and Customer
- 1.2.2 Market Analysis and Segmentation
- 1.2.3 Direct and Indirect Competition
- 1.2.4 Competitive Advantage.

**1.3. Business strategy**

- 1.3.1 Business Strategy
- 1.3.2 SWOT Analysis
- 1.3.3 Objectives and Deadlines [SMART, C/M/L/P, Cascading Objectives].
- 1.3.4 Measuring Results: Knowing the Reality
- 1.3.5 Key Indicators

**1.4. Information as an Asset**

- 1.4.1 Information and Management
- 1.4.2 Life Cycle Information
- 1.4.3 Operational System and Strategic System

**1.5. Balanced Scorecard**

- 1.5.1 Operational, Tactical and Strategic Scorecards
- 1.5.2 CMI Definition
- 1.5.3 Financial Perspective
- 1.5.4 Customer Perspective
- 1.5.5 Internal Processes Perspective
- 1.5.6 Learning and Growth Perspective

**1.6. Productivity Analysis**

- 1.6.1 Income, Expenditures, Investment and Consumption
- 1.6.2 Cost Analysis and Allocation
- 1.6.3 ROI and Others Ratios of Interest

**1.7. Distribution and Sales**

- 1.7.1 Relevance of the Department
- 1.7.2 Channels and Equipment
- 1.7.3 Types of Sales and Consumption

**1.8. Other Common Areas**

- 1.8.1 Production and Service Delivery
- 1.8.2 Distribution and Logistics
- 1.8.3 Commercial Communication
- 1.8.4 *Inbound Marketing*

**1.9. Data Management**

- 1.9.1 Roles and Responsibilities
- 1.9.2 *Stakeholder* Identification
- 1.9.3 Information Management Systems
- 1.9.4 Type of Operating Systems
- 1.9.5 Strategic or Decision Support Systems
- 1.9.6 Platforms for Information: *Cloud Computing* vs. *On Premise*

**1.10. Exploring the Information**

- 1.10.1 Intro SQL: Relational Databases Basic Concepts
- 1.10.2 Networks and Communications: Public/Private Networks, Network/Subnet/Router Address and DNS. VPN Tunnel and SSH
- 1.10.3 Operational System: Standardized Data Templates
- 1.10.4 Strategic System: OLAP, Multidimensional Model and Graphical *Dashboards*
- 1.10.5 Strategic Analysis of Databases and Report Composition

**Module 2. Business Intelligence and Artificial Intelligence: Strategies and Applications**

**2.1. Financial Services**

- 2.1.1 The Implications of Artificial Intelligence (AI) in Financial Services. Opportunities and Challenges
- 2.1.2 Case Uses
- 2.1.3 Potential Risks Related to the use of AI
- 2.1.4 Potential Future Developments/Uses of AI

**2.2. Implications of Artificial Intelligence in the Healthcare Service**

- 2.2.1 Implications of AI in the Healthcare Sector. Opportunities and Challenges
- 2.2.2 Case Uses

**2.3. Risks Related to the Use of AI in the Health Service**

- 2.3.1 Potential Risks Related to the use of AI
- 2.3.2 Potential Future Developments/uses of AI

**2.4. Retail**

- 2.4.1 Implications of AI in *Retail*. Opportunities and Challenges
- 2.4.2 Case Uses
- 2.4.3 Potential Risks Related to the use of AI
- 2.4.4 Potential Future Developments/Uses of AI

**2.5. Industry 4.0**

- 2.5.1 Implications of AI in the 4.0 Industry. Opportunities and Challenges
- 2.5.2 Case Uses

**2.6. Potential Risks Related to the use of AI in the 4.0 Industry**

- 2.6.1 Case Uses
- 2.6.2 Potential Risks Related to the Use of AI
- 2.6.3 Potential Future Developments/Uses of AI

**2.7. Public Administration.**

- 2.7.1 Implications of AI in Public Administration: Opportunities and Challenges
- 2.7.2 Case Uses
- 2.7.3 Potential Risks Related to the use of AI
- 2.7.4 Potential Future Developments/Uses of AI

**2.8. Educational**

- 2.8.1 Implications of AI in Educational: Opportunities and Challenges
- 2.8.2 Case Uses
- 2.8.3 Potential Risks Related to the use of AI
- 2.8.4 Potential Future Developments/Uses of AI

**2.9. Forestry and Agriculture**

- 2.9.1 Implications of AI in Forestry and Agriculture. Opportunities and Challenges
- 2.9.2 Case Uses
- 2.9.3 Potential Risks Related to the use of AI
- 2.9.4 Potential Future Developments/Uses of AI

**2.10. Human Resources**

- 2.10.1 Implications of AI for Human Resources Opportunities and Challenges
- 2.10.2 Case Uses
- 2.10.3 Potential Risks Related to the use of AI
- 2.10.4 Potential Future Developments/Uses of AI



*This Postgraduate Certificate enables you to analyze future trends in specific sectors from BI, applying AI in different fields"*

# 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 Strategic Corporate Decision-Making is aimed at computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI and AI who need to update, deepen and improve their skills and knowledge.

On the other hand, the diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, with global involvement.

In addition, professionals with a degree in any area and two years of work experience in the field of BI or business may also study the Postgraduate Certificate.





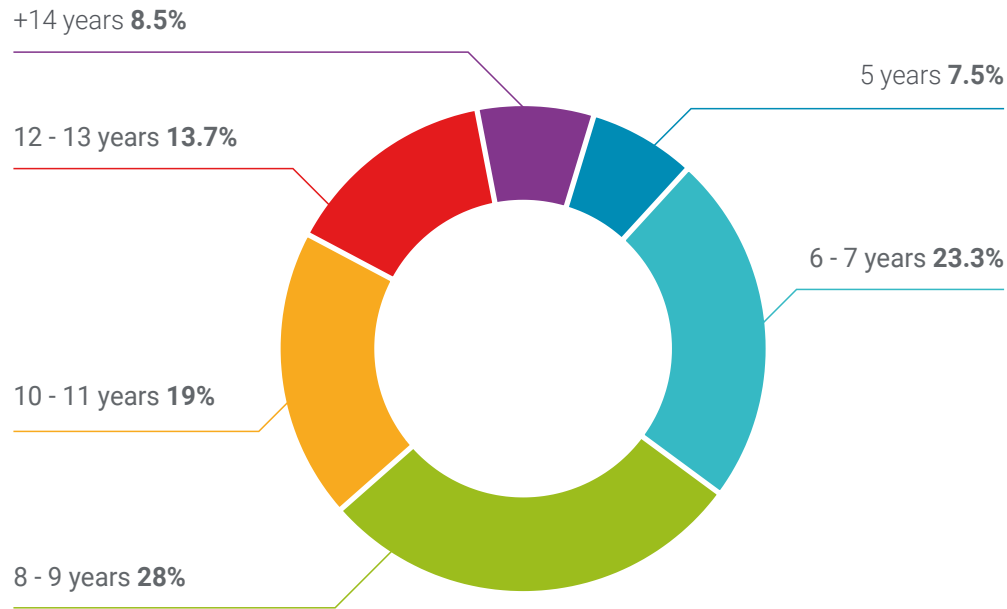
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*You will learn more about the relevance of security and the correct administration of the information provided by data to companies"*

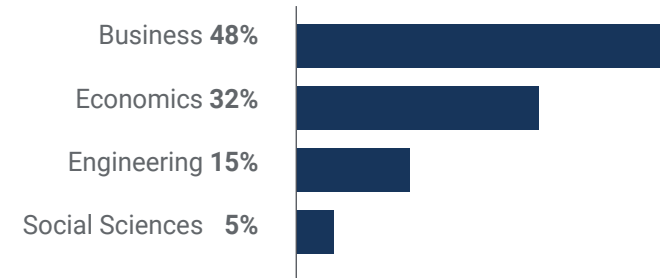
### Average Age

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

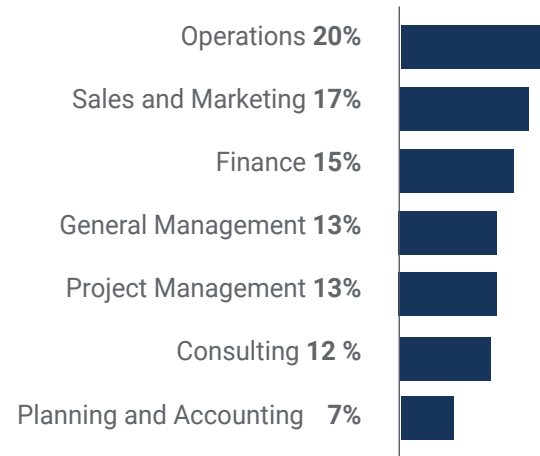
### Years of Experience



### Training

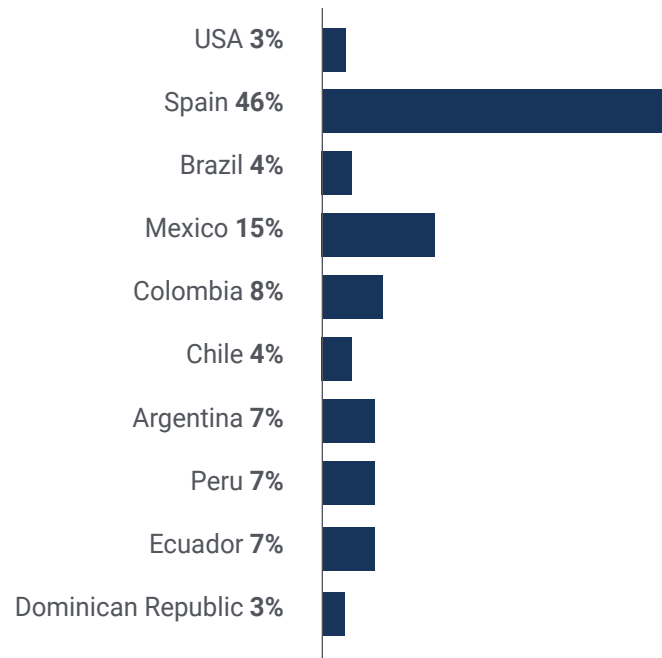


### Academic Profile



## Geographical Distribution

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## Adolfo Majano

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Chief Operating Officer

*"Doing this TECH Postgraduate Certificate has made me move up the career ladder as I had the opportunity to present an innovative strategy that boosted sales in my company. I put what I learned into practice in just 6 weeks and have been doing phenomenally well professionally ever since!"*

08

# Course Management

In order to establish quality criteria with high-global standards, we have a group of professional experts who will provide the best education to future graduates. This program's faculty is made up of prestigious experts who will boost the student's professional career. The combination of experience and theory is part of the academic transformation anywhere in the world. In this way, they will have the certainty and confidence of receiving the most complete and effective knowledge in the market, being able to put it into practice in their professional environment.



“

*An impressive teaching team,  
made up of professionals from  
different skill areas”*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques that simplified complex sets**, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the Walmart Data Cafe platform, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data analysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the impulse of data and its infinite possibilities.



## Mr. Gram, Mick

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- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

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

## Management



### Dr. Peralta Martín-Palomino, Arturo

- ◆ CEO and CTO at Prometheus Global Solutions
- ◆ CTO en Corporate Technologies in Corporate Technologies
- ◆ CTO in AI Shephers GmbH
- ◆ Doctorate in Psychology from the University of CastillaLa
- ◆ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- ◆ PhD in Psychology, University of CastillaLa Mancha
- ◆ Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- ◆ Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha.
- ◆ Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha.
- ◆ Professor of the Master in Big Data and Data Science at the International University of Valencia.
- ◆ Lecturer of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development.
- ◆ Member of the SMILe Research Group of the University of Castilla la Mancha.





## Professors

### Mr. Nafria Sanz, Alfonso

- ◆ Business Intelligence Consultant at Korporate Technologies Group, SL
- ◆ Marketing and Business Development Consultant specializing in SMEs
- ◆ Co-founder and Communication Director of SME company
- ◆ Degree in Marketing and Technical Market Research from San Pablo CEU University.
- ◆ Master's Degree in Business Intelligence and Big Data from the Universitat Oberta de Catalunya Work Experience



*This Postgraduate Certificate is the high-impact professional experience you have been looking for"*

09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of carrying out this great effort should be to grow professionally, to be one step ahead and to achieve results with strategic decision making. TECH is committed to helping students achieve this objective through the design of competitive programs with the best experts in the sector.





“

*Explore the areas of interest and master data most common to organizations will be one of your roles that will make you stand out professionally"*

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

TECH's Postgraduate Certificate in Strategic Corporate Decision-Making is an intensive program that prepares students to face challenges and business decisions in a competitive environment full of strategies, metadata and the latest advances in technology to boost the management of a company through Business Intelligence and Artificial Intelligence.

Therefore, its purpose is to promote the personal and professional growth of the student so that they may prosper in this field of work.

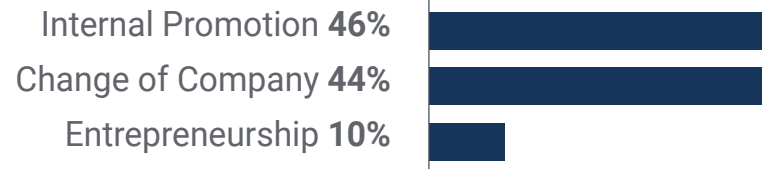
*Lead. Succeed.  
Reach your goals  
with TECH.*

*Achieve your objectives  
and those of your company  
with this Postgraduate  
Certificate, set yourself apart  
by betting on excellence!*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.26%** for our students



10

# Benefits for Your Company

The Postgraduate Certificate in Strategic Corporate Decision-Making contributes to elevate the organization's talent to its maximum potential by specializing high-level leaders. Studying this Postgraduate Certificate, is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Take responsibility and be in charge of setting out the main strategic lines of an organization”*

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.

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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.

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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.

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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 Nombre del Porgrama guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Specialize with TECH and you will reach your work goal with success and satisfaction, achieve your professional goals and those of your company!"*

This **Postgraduate Certificate in Strategic Corporate Decision-Making** 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 diploma 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 Strategic Corporate Decision-Making**

Official N° of Hours: **300 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Certificate Strategic Corporate Decision-Making

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Strategic Corporate Decision-Making

