



Postgraduate Certificate Strategic Port Planning

» Modality: online » Duration: 12 weeks

» Certificate: TECH Global University

» Credits: 12 ECTS

» Schedule: at your own pace

» Exams: online

» Target Group: Graduates, postgraduate certificates and university graduates who have previously completed any of the degrees in the field of Social and Legal Sciences, **Administrative and Business Administration**

Website: www.techtitute.com/us/school-of-business/postgraduate-certificate/strategic-port-planning

Index

02 Why Study at TECH? Why Our Program? Objectives Welcome p. 4 p. 6 p. 10 p. 14 06 05 Methodology Our Students' Profiles Structure and Content p. 20 p. 26 p. 34 80 Course Management Impact on Your Career **Benefits for Your Company** p. 38 p. 42 p. 46

Certificate

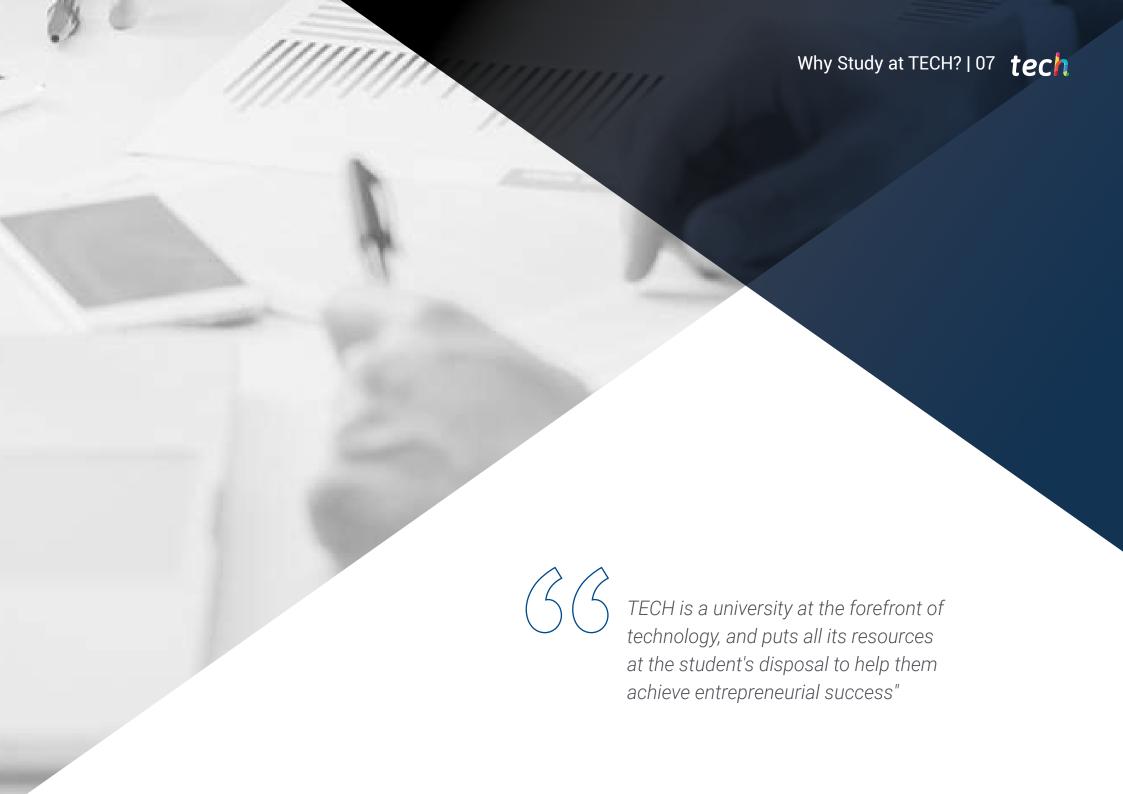
01 **Welcome**

The volume of cargo transport has significantly influenced the adaptation of new regulations for ports. In this context, the most ambitious and innovative solutions have been found at a business level, with the implementation of plans that maximize operational efficiency, competitiveness and sustainable growth. Because of this, Port Strategic Planning must adapt to market changes and industry demands, ensuring the long-term relevance and viability of ports in the global economy. Therefore, TECH has developed this program, where the professional will be able to acquire a variety of unique knowledge with which to address the challenges of the business environment. In this way, you will benefit from multiple didactic resources, at the forefront of technology and education.









tech 08 | Why Study at TECH?

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95%

of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

+200

executives prepared each year

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.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



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

Why Study at TECH? | 09 tech

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 (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.





tech 12 | Why Our Program?

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



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.



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.



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.



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.



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.



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.



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.

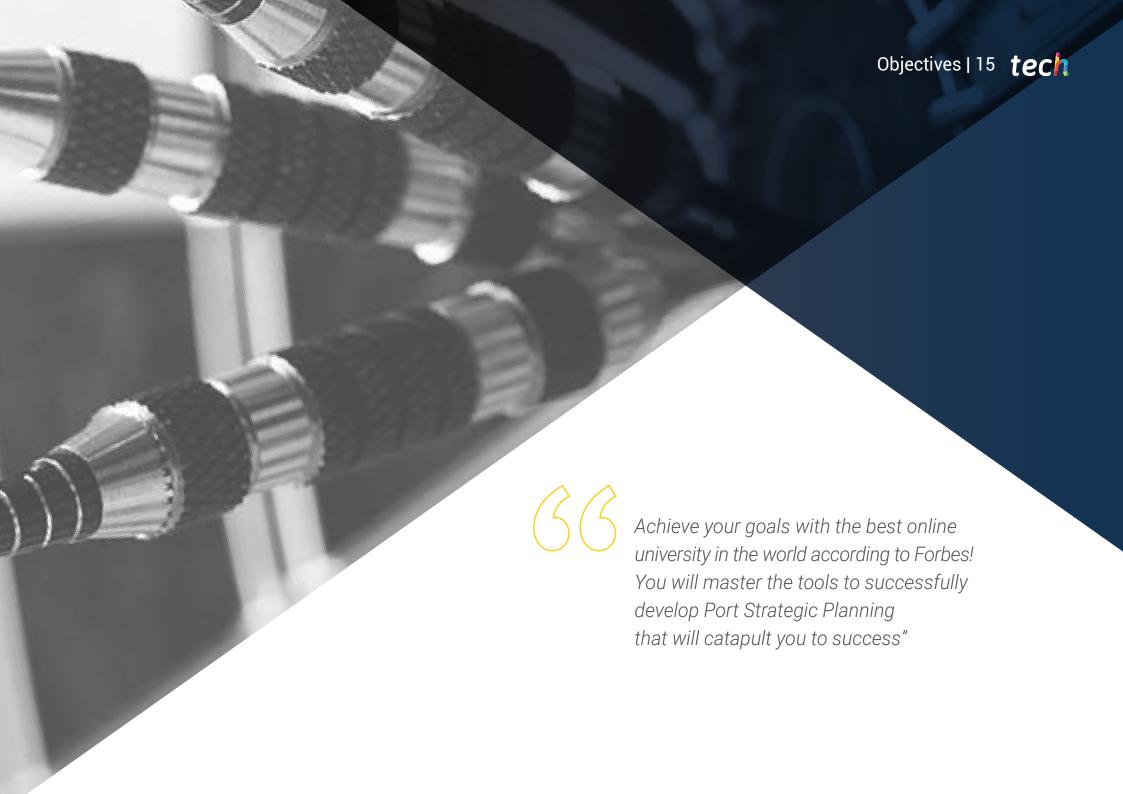


You will be part of an exclusive community

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

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





tech 16 | Objectives

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

The **Postgraduate Certificate in Strategic Port Planning** will enable students to:



Conceptualize logistics and place it in the current economic environment



Conceptually define the processes that compose it and that give rise to the different types of logistics



Understand what each of these processes consists of and the purpose for which they were conceived







Substantiate the importance of maritime transport in globalization



Examine the main maritime traffics and transport vessels



Delve into the main maritime traffics



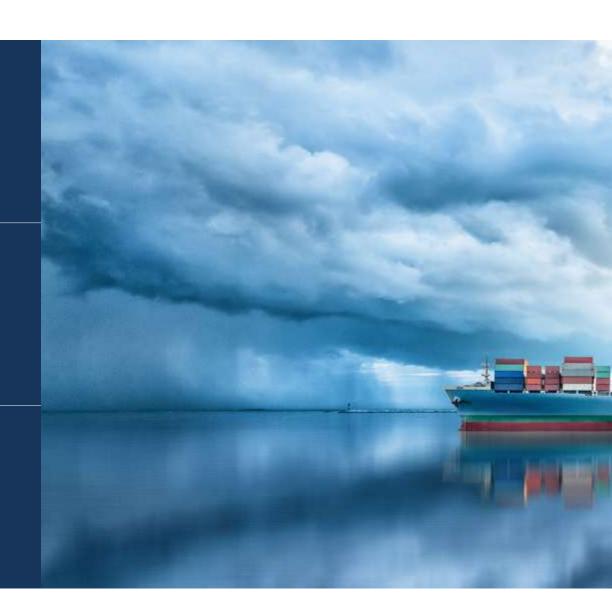
Specify the international legislation in maritime transport



Examine the alternative of port infrastructure specialization as a way of adapting to the demands of logistics chains



Analyze the latest innovation trends







Define a future port model in a context of in-depth and global transformation



Analyze with maximum objectivity these aspirations, from a technical point of view



Identify the importance of consensus, communication and transparency in the process of formulating the strategy of a port system that has important repercussions on society as a whole, both economically and socially





tech 22 | Structure and Content

Syllabus

The program consists of 360 teaching hours, positioning the graduate to opt for the best positions in their professional profile, according to the different challenges that exist in Strategic Port Planning. Therefore, they will acquire unique knowledge and technical skills in the field of port spaces and infrastructure connectivity.

With this Postgraduate Certificate, the entrepreneur will delve into the planning of a port system, considering these infrastructures as strategic enclaves of great relevance for economic and social development. In this way, it will address the complexity of the operation of ports in all its aspects: infrastructure, service provision, environment and sustainability, security, digitalization, innovation and globalization.

In addition, graduates will analyze the practical application of strategic planning at the port level, and then develop specific HR management as an essential element for the adequate provision of services. Land and sea management, transport intermodality, port traffic, investments, economic-financial management, HR, sustainability and the environment are interconnected subjects.

In this way, graduates will obtain a solid knowledge base in the redistribution of resources between ports and the use of investments in infrastructures. This is a program that is supported by high quality multimedia content and a 100% online modality. In this way, TECH offers the most complete update, guaranteeing the best educational results.

This Postgraduate Certificate takes place over 12 weeks and is divided into 2 modules.

Module 1

Strategic Port Planning

Module 2

Port business plan and HR management



Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Strategic Port Planning entirely online. Throughout the 12 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.

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

tech 24 | Structure and Content

Module 1. Strategic Port Planning											
1.1. 1.1.1. 1.1.2 1.1.3. 1.1.4. 1.1.5.	Port Authorities Coordination Economic Outlooks Environmental Outlooks Social Perspective	1.2. 1.2.1. 1.2.2. 1.2.3. 1.2.4.		1.3. 1.3.1. 1.3.2. 1.3.3.	Port space management Port space performance Port space at the service of the general interest Port space Digitalization	1.4.2. 1.4.3.	Infrastructures. Demand- oriented investments Leveraging infrastructure investments Economically and socially profitable infrastructures Infrastructure connectivity Respect for the environment				
1.5.1 1.5.2 1.5.3 1.5.4	Monitoring of the provision of services		1.5.4.1. Border Controls and inspections 1.5.4.2. Agility in bureaucratic procedures	1.6.1. 1.6.2. 1.6.3. 1.6.4.	Innovation and Digitalization of ports Electronic administration Digital ports Stimulating Innovation Innovation at the service of the general interest	1.7. 1.7.1. 1.7.2. 1.7.3.	International projection International Relations Brand Image Competitiveness of ports in the International Context				
1.8. 1.8.1. 1.8.2. 1.8.3. 1.8.4. 1.8.5. 1.8.6.	Consumption and waste management Sustainable mobility Climate Change	1.9. 1.9.1. 1.9.2. 1.9.3.	,	1.10.1 1.10.2 1.10.3 1.10.4 1.10.5	Ethical corporate culture and human capital Ethical Codes Supervision and Control Transparency Organizational Structure Equality Training and Career						

tech 25 | Structure and Content

Module 2. Port business plan and HR management										
	Port's Business Plan as a Planning Instrument The Business Plan as a concretion of the global strategy of a port system The Business Plan as a coordinating element of planning SWOT Strategic Map Other planning instruments of the Port	2.2.2. 2.2.3.	Perspectives of a Port's Business Plan Port traffic Inversions Economic and financial Human resources Environment and sustainability	2.3. 2.3.1. 2.3.2. 2.3.3.	Management control through the Business Plan Monitoring of objectives Evolution of management ratios Corrective Actions	2.4.1. 2.4.2.	Human capital Social and labor context of the Ports HR planning within the global and port strategy Labor relations and negotiation			
2.5.1. 2.5.2. 2.5.3. 2.5.4.	Need for change Professionalization of the Ports Resistance to Change How to Manage Changes Professionalizing ports Transparency and communication	2.6.1. 2.6.2. 2.6.3.	Management by competences as a facilitator of change Knowledge competences "Soft" competences The different aspects of management by competences	2.7. 2.7.1. 2.7.2. 2.7.3.	Job positions Specification of the jobs Job evaluation Job classification and organizational structure	2.8.3.	The "corporate university"			
2.9. 2.9.1. 2.9.2. 2.9.3.	Compensation system Compensation system Compensation Structure Performance assessment and variable compensation	2.10.1.	Prevention of Occupational Hazards Prevention reports. Prevention Strategy Occupational risks Prevention at a port Psychosocial Risks							



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.



tech 28 | Methodology

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.





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.

tech 30 | Methodology

Relearning Methodology

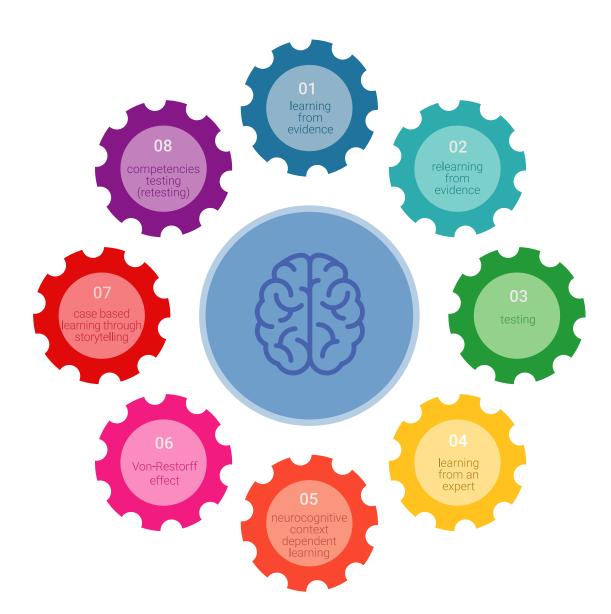
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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.



Methodology | 31 tech

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.

tech 32 | Methodology

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.



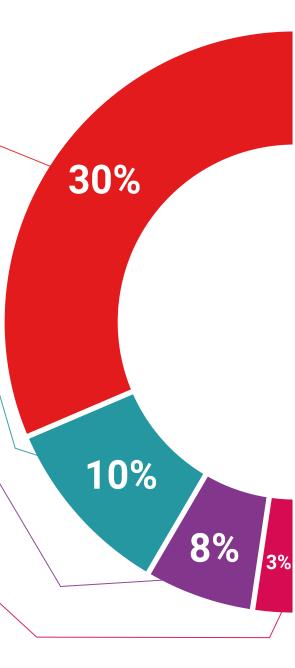
Management Skills Exercises

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.





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.

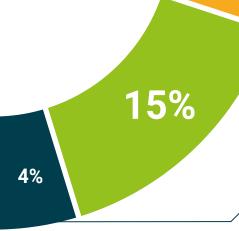


This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

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.



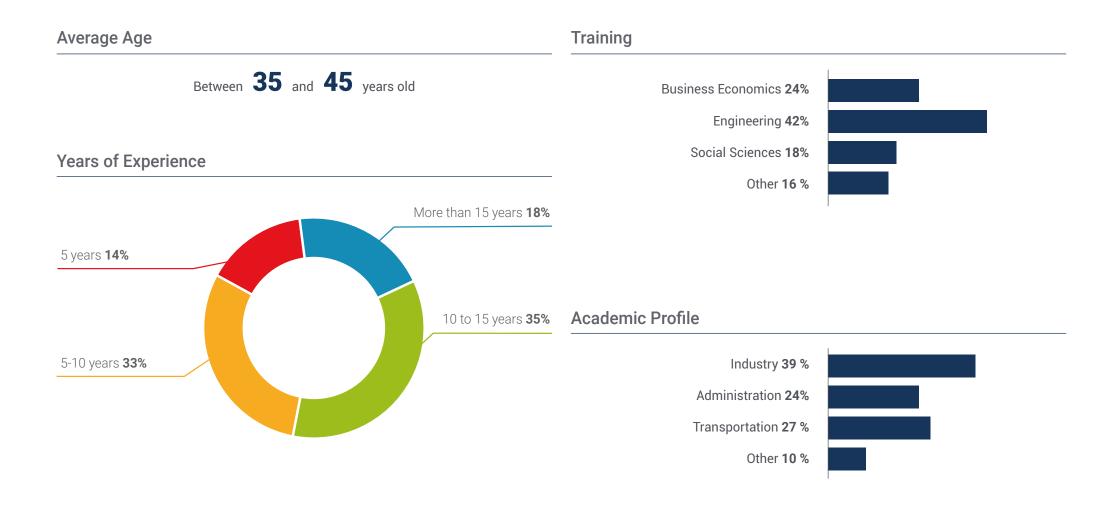


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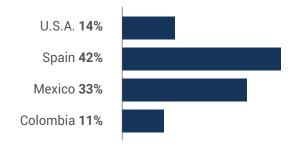




tech 36 | Our Students' Profiles



Geographical Distribution





Ángel Manuel Herreros Cabrera

CEO of a Port Logistics firm

"It has been an incredibly enriching experience. I learned from experts in the field and discovered how strategic planning can transform port management. I am excited to be able to apply what I learned in the real world and am grateful to have been a part of this course"





tech 40 | Course Management

Address



Mr. López Rodríguez, Armando

- Head of Technical Advisory Area in the Office of the President of Ports of the State
- Head of Strategic Planning Area at Ports of the State
- Project Manager at Ports of the State
- Head of the Resources and Information and Communications Technology Area at Ports of the State
- Head of Development Ports of the State
- Head of Corporate Relations Area at Ports of the State
- Head of Strategic Planning Area at Ports of the State
- Head of the Strategic Planning Area at Ports of the State
- AENOR Associate Professor
- UBT Associate Professor Lab
- Telecommunications Engineer from Universidad Politécnica de Madrid
- Degree in History from the National University of Distance Education (UNED)
- PhD's Degree in History from the National University of Distance Education (UNED)
- Master's Degree in Advanced Methods and Techniques of Historical, Artistic and Geographic Research from the National University of Distance Education (UNED)
- Management Development Program (PDD) from the IESE of the University of Navarra



Course Management | 41 tech

Professors

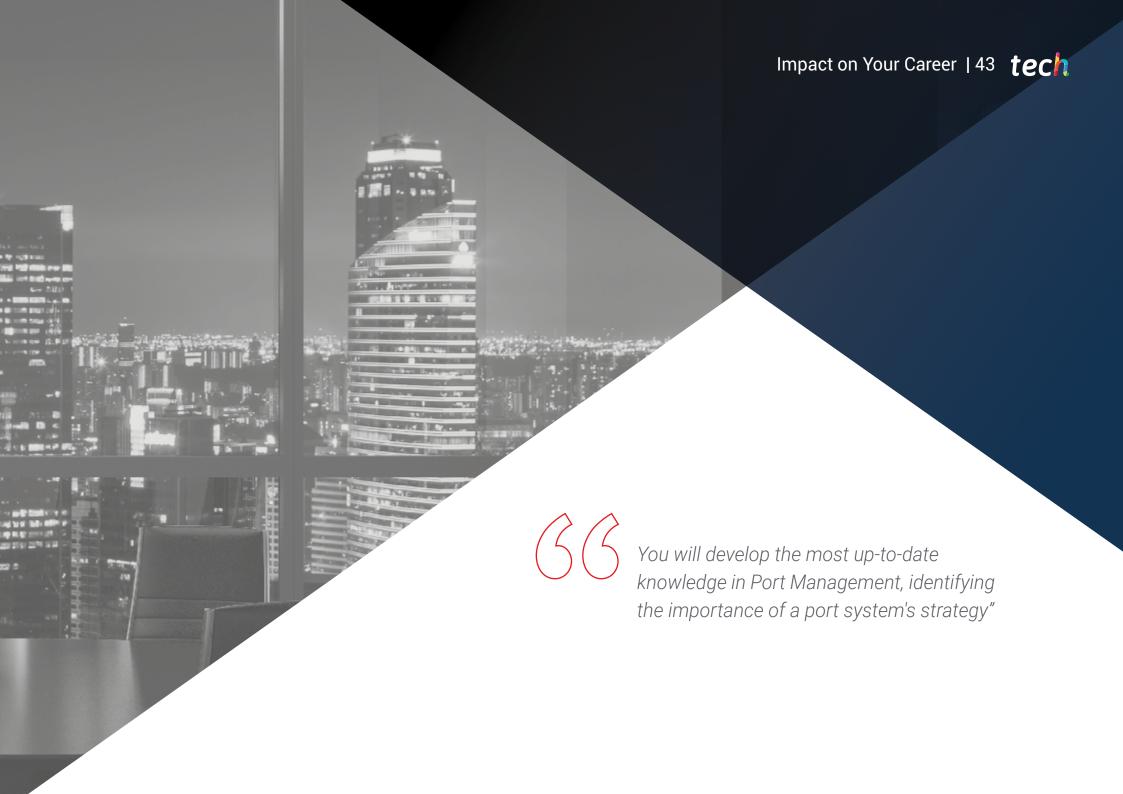
Mr. Pastrián García, José Miguel

- Expert in Human Resources Management in the Port Sector Human Resources Consultant
- Direction and coordination of the Master's Degree in Port Management of Ports of the State
- Lecturer at INAP, IIR and EOI
- Deputy Director of Port Studies
- Deputy Director of Business Plans
- Deputy Director of Human Resources
- Head of HR Organization and Planning Area
- Degree in Economics and Business Administration from the Autonomous University of Madrid
- Master's Degree in Human Resources Management from Escuela de Negocios
- Executive in Port Sector Management from IESE Business School
- Member of: Board of Directors of the Port Authorities of Castellón, Tarragona, A Coruña, Almería and Pasaje



An unique, key, and decisive training experience to boost your professional development"





tech 44 | Impact on Your Career

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

TECH's Postgraduate Certificate in Strategic Port Planning is an intensive program that prepares you to face challenges and business decisions in the field of Port Management. The main objective is to promote your personal and professional growth. Helping you achieve success.

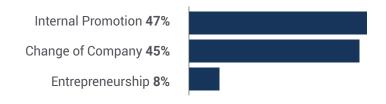
You will have the support of the best and most qualified teaching team, specialized in the port management area"

TECH offers you the most innovative and exclusive content of Strategic Port Planning with this Postgraduate Certificate.

When the change occurs



Type of change



Salary increase

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

\$60,000

A salary increase of **25%**

\$75,000





tech 48 | Benefits for Your Company

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



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.



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.



Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.



Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.







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.



Increased competitiveness

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





tech 52 | Certificate

This program will allow you to obtain your **Postgraduate Certificate in Strategic Port Planning** 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 Strategic Port Planning

Modality: online

Duration: 12 weeks

Accreditation: 12 ECTS



has successfully passed and obtained the title of:

Postgraduate Certificate in Strategic Port Planning

This is a program of 360 hours of duration equivalent to 12 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024



health confidence people education information tutors guarantee accreditation teaching institutions technology learning



Postgraduate Certificate Strategic Port Planning

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

