

# Postgraduate Certificate Talent Development in the Digital Age





## Postgraduate Certificate Talent Development in the Digital Age

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university graduates, graduates or university graduates, professionals in the field of human resources, labor relations and psychology, professionals in the fields of human resources in the field of human resources, labor relations and psychology, who wish to deepen their knowledge in this field

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/talent-development-digital-age](http://www.techtute.com/us/school-of-business/postgraduate-certificate/talent-development-digital-age)

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# 01 Welcome

Today, organizations and companies of all sectors and sizes are fully aware of the importance of human capital to their success. In this sense, the role of the Human Resources program plays a very important role because, through the specific actions they put into practice, they will be able to nurture the company with management processes that keep top-level professionals satisfied to work for the organization. This will undoubtedly enhance the company's development. Being fully aware of this, TECH professionals have designed this complete program that aims to provide students with the necessary skills to perform a proper Talent Management in the Digital Age, which is the main asset to build a strong organization ready to take on challenges successfully.



Postgraduate Certificate Talent Development in the Digital Age.  
TECH Global University



“

*Thanks to the very complete contents provided by this Postgraduate Certificate, you will be able to successfully manage the human Capital of organizations in the midst of digitalization"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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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

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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

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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"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

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

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

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

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

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

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

# 04 Objectives

The objectives of this program are based on alleviating the educational needs of Human Resources professionals in this field. In this sense, a complete and optimal program has been realistically established to lead students to educational excellence and encourage them to efficiently advance in their professional careers. For all these reasons, this training will be for the learner a journey of personal and professional growth that will lead them to the highest quality in their intervention as psychologists / or Human Resources professionals.



“

*If your goal is to expand your professional career as an HR specialist, with qualifications that will enable you to compete among the best, look no further. This training will give your career the boost it needs"*

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

The **Postgraduate Certificate in Talent Development Digital Age** will enable students to:

01

Promote the development and consolidation of talent in companies within an eminently digital landscape

02

Know how to Analyze the results of the annual performance plan

03

Successfully take the challenges of the professional in the digital transformation of employees







04

Apply different techniques for performance assessment and business engagement in digital projects

05

Recognize the challenges of the professional in the digital transformation of employees

06

Make the most of your employees' talents and preparing your company for technological change

05

# Structure and Content

The syllabus of this Diploma has been designed and created by a team of specialists in the field to respond, in a specific way, to the needs of Human Resources professionals. This compendium of content, has also been designed with a focus on applied learning, which will allow professionals to successfully intervene, by means of a broad vision connected to real environments in the profession. Therefore, this syllabus will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.



“

*A complete training program created to offer the professional an efficient and fast learning process, compatible with his personal and professional life"*

## Syllabus

Without a doubt, today almost everyone is aware that for an organization to be successful, the correct management of personnel is an extremely important element. It is here where the Human Resources professional comes into play and acquires a fundamental role, since their talent management plans and processes will be a very important and direct asset for the development of the company, because they will keep professionals satisfied to work in the organization.

For all this, TECH professionals have designed this Postgraduate Certificate that will provide psychology and Human Resources professionals with the skills that will enable them to design and implement study plans to staff. All this, in addition to revaluing the professional students's profile, will turn them into an invaluable asset in companies, since they are unable to retain high-level personnel will not achieve their objectives.

Thus, through this program, professionals will learn to carry out an effective management that seeks to develop, plan and coordinate strategies that make possible the retention of all those professionals who, due to their talent, are a great asset to the organization. This task, especially designed for the area of HR Management and Administration, will be carried out by the HR Department. HR, and which will be further explored during the training course, will delve into Talent Retention and Development in the Digital Age.

This complete compendium of contents offered by TECH designed to be taught in 100% digital format. The professional only needs an electronic device with an Internet connection to have access to the information bank. Moreover, since it is an online format, the student will be the one who decides when, how and where to study, combining their work with the updating knowledge.

This program takes place over six weeks and is delivered entirely online.

### Module 1.

### Talent Development in the Digital Age



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

TECH offers the possibility of developing this Postgraduate Certificate in Talent Development in the Digital Age completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Talent Development in the Digital Age**

**1.1. Digital Transformation in Talent Management**

- 1.1.1. Challenges of New Human Resources Communication Management in the Digital Age
- 1.1.2. Talent in the 21st Century. Motivational Designs and Learning Agility
- 1.1.3. Change Management in the Digital Age

**1.2. Managing Human Capital**

- 1.2.1. Human Capital Concept
- 1.2.2. Management Strategy

**1.3. Innovation and Talent Management**

- 1.3.1. Contextualization of Talent
- 1.3.2. Process of Talent Management

**1.4. Knowledge and Talent Management**

- 1.4.1. Attitudes, Values and Beliefs
- 1.4.2. Engagement Management and Corporate Culture

**1.5. Digital Strategies in Human Resources**

- 1.5.1. Employer Branding in Human Resources
- 1.5.2. Personal Branding for Human Resources Professionals
- 1.5.3. Networking and Social Media

**1.6. Work Performance Management in Digital Ecosystems**

- 1.6.1. Competencies 3.0 for Work in the Digital Age
- 1.6.2. Digital Project Management
- 1.6.3. Coordination of Virtual Work Teams
- 1.6.4. *Growth Management*: Leading Competent Teams
- 1.6.5. Mentoring and Collaborative Learning

**1.7. Motivation in the Digital Age**

- 1.7.1. Motivation and Job Satisfaction, Contextualization
- 1.7.2. New Work Motivation Systems: Gamification

**1.8. Compensation and Non-Economic Benefits**

- 1.8.1. Basic Aspects of Remuneration Policies
- 1.8.2. Remuneration in Kind Systems

**1.9. Incentives and Profit Sharing**

- 1.9.1. Contextualization
- 1.9.2. Types of Profit Sharing
- 1.9.3. Monitoring and Measurement of Satisfaction

**1.10. Environment and Metric Strategy**

- 1.10.1. Contextualization
- 1.10.2. Measurement and Monitoring



# 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

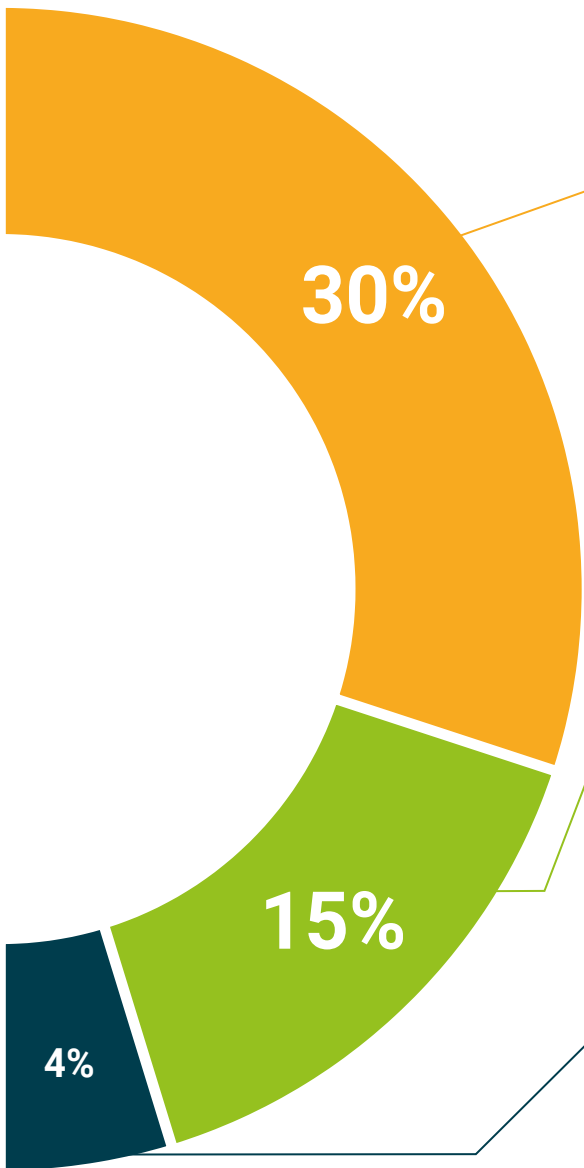
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 Talent in the Digital Age is a program aimed at professionals in labor relations, Human Resources and psychology who want to update their knowledge in the area of Change Management and advance their professional career towards a promising future in this field. The compendium of knowledge that they will acquire after completing this comprehensive training will enable them to work in this field with guaranteed success and will enable them to position themselves as experts in digital entrepreneurship.







“

*If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you"*

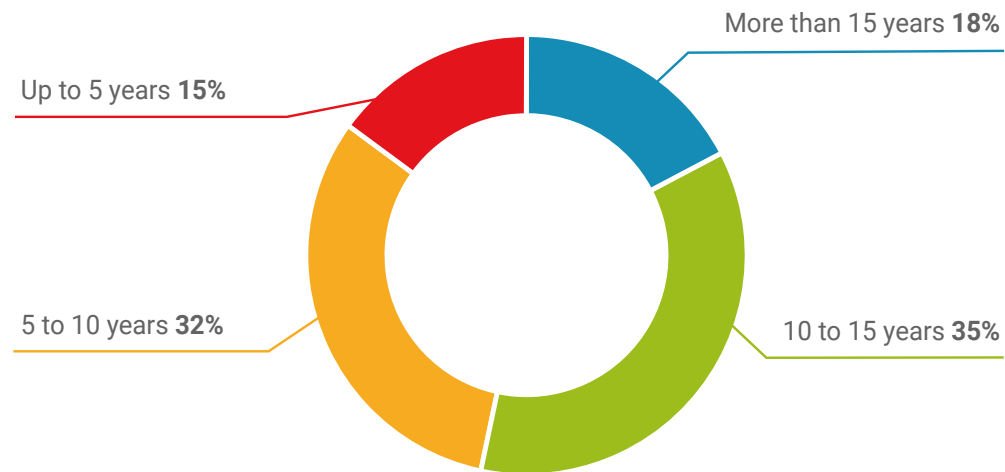
### Average Age

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

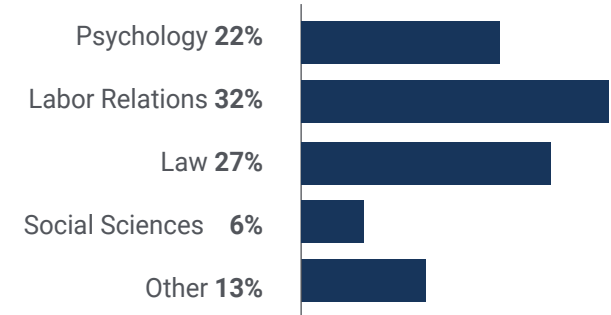
### Years of Experience

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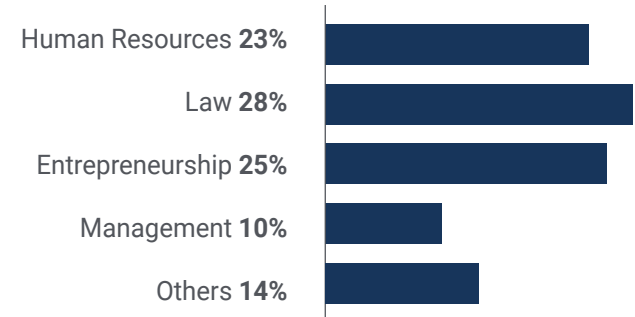
### Training

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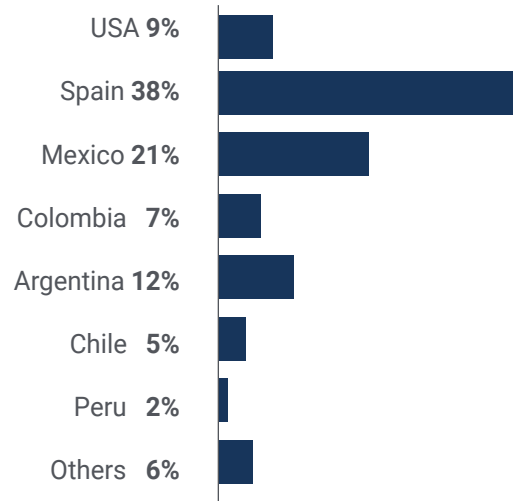
### Educational Profile

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## Geographical Distribution

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## Andrea López

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PR Manager Resources

*"Today, all companies are becoming digitalized in each and every aspect. As Human Resources manager, this premise made me look for training on the subject and I decided on this TECH Postgraduate Certificate. Undoubtedly an excellent training in all senses".*

08

# 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 this great effort should be to achieve professional growth. And do so efficiently.



“

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

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

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

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

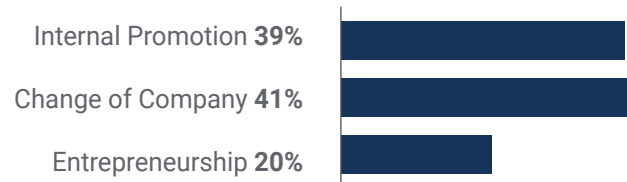
*Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.*

*The conclusion of the Postgraduate Certificate in Talent Development in the Digital Age will allow you to advance in your profession.*

### Time of Change



### Type of change



### Salary increase

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



09

# Benefits for Your Company

The Diploma in Talent Development in the Digital Age 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 education and improving your managerial skills. But it is also a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







“

*You will have the right knowledge to offer the company innovative management strategies"*

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

01

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

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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

# 10 Certificate

The Postgraduate Certificate in Talent Development in the Digital Age 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 Talent Development in the Digital Age** 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 Talent Development in the Digital Age**

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 Talent Development in the Digital Age

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Talent Development in the Digital Age

