



# Postgraduate Certificate Technology and Digitalization in Consulting

» Modality: online

» Duration: 6 weeks

» Certificate: TECH Global University

» Schedule: at your own pace

» Exams: online

» Aimed at: graduates, graduates, engineers, architects and equivalents, who have already started a professional career in consulting.

Website: www.techtitute.com/us/school-of-business/postgraduate-certificate/technology-digitalization-consulting

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Certificate

## 01 **Welcome**

The digitalization process and the emergence of new technological advances have produced enormous transformations in various economic and business sectors. These advances have streamlined numerous operational processes, thanks to the use of new tools and devices. The consulting field has not been immune to this change, and has also integrated technological elements related to digitalization to optimize its work. This program, therefore, offers students the latest and most specialized knowledge in this area, and will allow them to delve into aspects such as blockchain technology. Thus, you will be able to improve your career prospects by positioning yourself as an expert in this booming field.









### tech 08 | Why Study at TECH?

#### At TECH Technological University



#### Innovation

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

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



#### The highest standards

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

95%

of TECH students successfully complete their studies



#### Networking

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

+100,000

+200

executives trained 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.



## R

#### Learn with the best

The TECH teaching team explains in the classroom what has led them to success in their companies, working from a real, lively and dynamic context. Teachers who are fully committed to offering a quality specialization that allows students to advance in their careers and excel in the business world.

Teachers representing 20 different nationalities.



At TECH you will have access to Harvard Business School case studies"

#### Why Study at TECH? | 09 **tech**

TECH seeks excellence and, to this end, has a series of characteristics that make it a unique university:



#### **Analysis**

TECH explores the critical side of the student, their ability to question things, their problem-solving skills and their interpersonal skills.



#### **Academic Excellence**

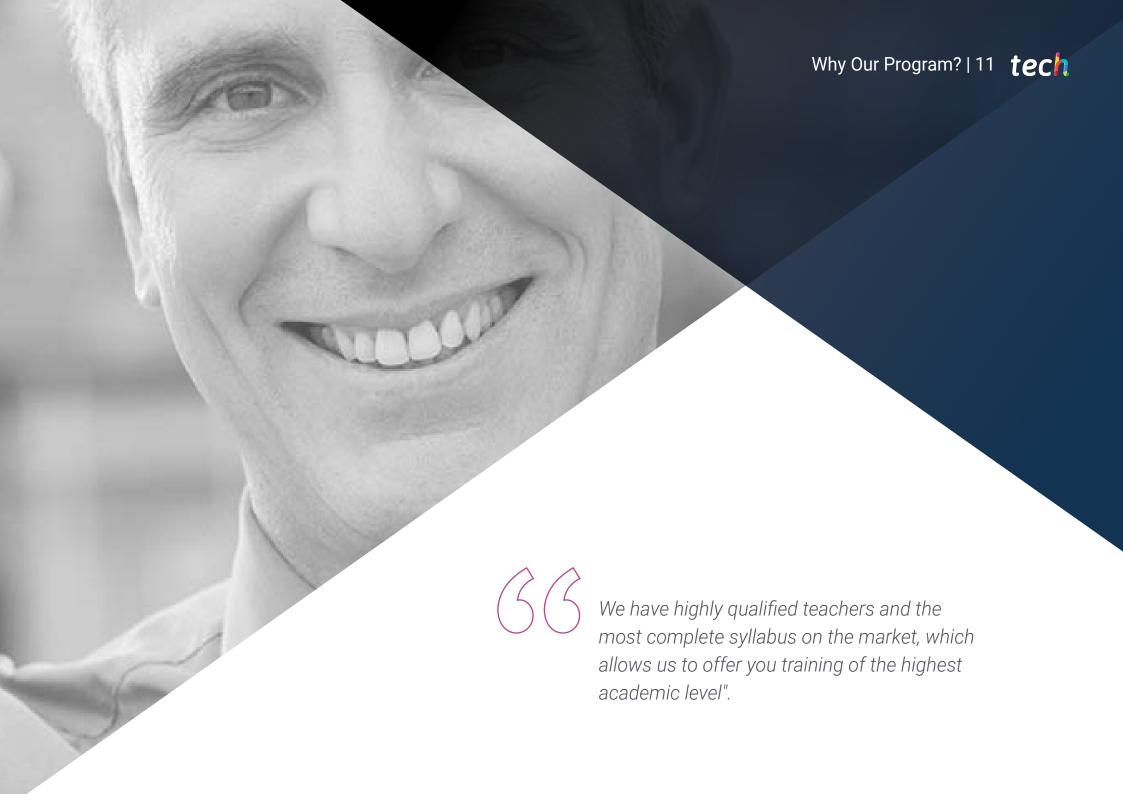
En TECH se pone al alcance del alumno la mejor metodología de aprendizaje online. This university combines the *Relearning* method (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



#### **Economy of Scale**

TECH is the world's largest online university. It has a portfolio of more than 10,000 university degrees. And in today's new economy, **volume + technology = a ground-breaking price**. This ensures that studying is not as expensive as at another university.





#### tech 12 | Why Our Program?

This program will provide a multitude of employment and personal benefits, including the following:



#### Give a definitive boost to the student's career

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

70% of the participants of this specialization achieve a positive change in their career in less than 2 years.



## You will develop a strategic and global vision of companies.

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

Our global vision of companies will improve your strategic vision.



## Consolidate the student in senior business management

Studying at TECH means opening the doors to a professional panorama of great importance for the student to position himself as a high-level manager, 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

During the program, the latest trends, advances and strategies are shown, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.



#### Access to a powerful network

TECH networks its students to maximize opportunities. Students with the same concerns and desire to grow. Thus, it will be possible to share partners, customers or suppliers.

You will find a network of contacts that will be crucial for your professional development.



## Develop business projects in a rigorous manner.

The student will obtain a deep strategic vision that will help them develop their own project, taking into account the different areas of the company.

20% of our students develop their own business idea.



#### Improve soft skills and management skills

TECH helps students apply and develop the knowledge acquired and improve their interpersonal skills 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

The student will be part of a community of elite managers, large companies, renowned institutions and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of internationally respected teachers.





#### tech 16 | Objectives

Your goals are our goals.

Together they work to achieve them.

This Postgraduate Certificate in Technology and Digitalization in Consulting will train you to:



Understanding technology and digitization as a company value proposition that puts the customer at the center of everything.



To make, through technology, the company stand out for its value proposition in the market, maintaining its DNA and being able to take advantage of all growth and efficiency opportunities in a transversal way in the organization.



Use technology as a method of articulation and connection between the company and customers, suppliers, employees, actions and departments.





Using digitization to drive and transform business through technology



Know how technology brings value to the consultant.



Analyze the new role of technology in the company, the new trends and their direct application with specific real cases.



Learn about the type of services provided in business consulting according to trends, business and technological disruptions and the needs for change and adaptation demanded by companies.



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Know the techniques and methodologies for the development of projects related to the analysis, improvement and transformation of processes, detailing aspects such as optimization, digitalization and robotization of processes through technology, introducing aspects such as process mining, activity mining and robotization.

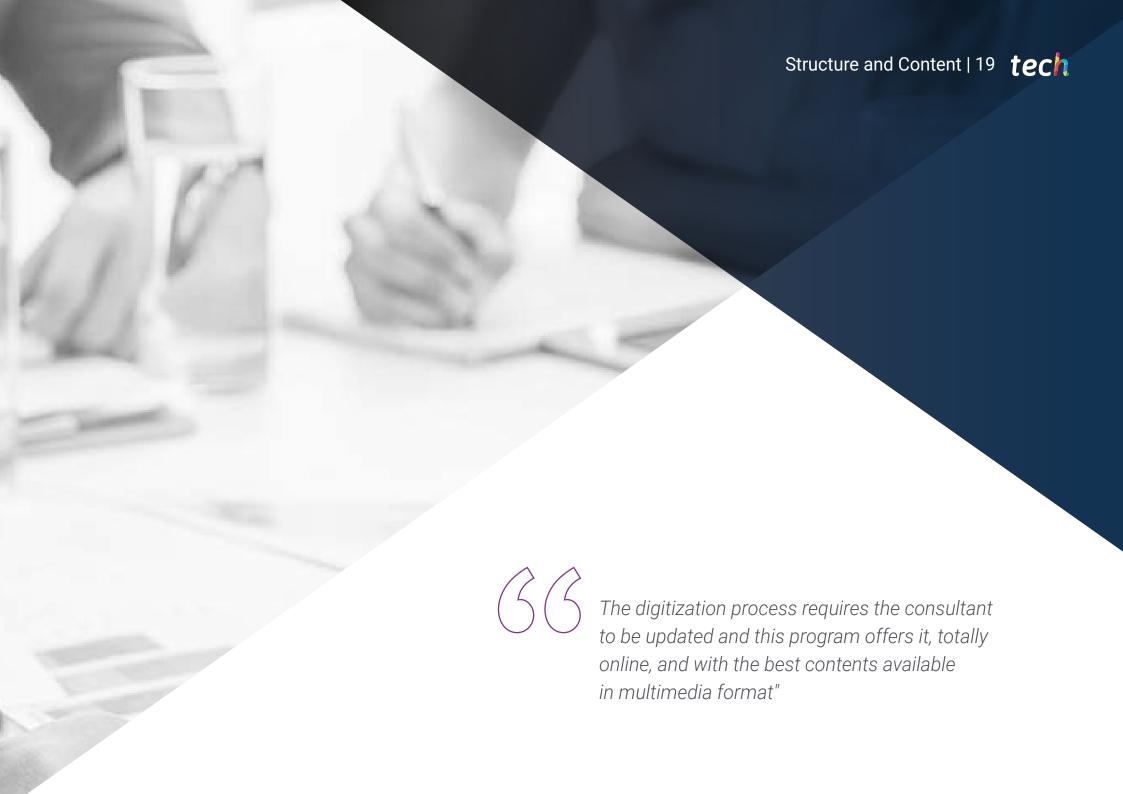


Acquire a complete vision of the reality of business consulting companies, how they are organized, how they provide their services, what professionals they need to develop their services, what types of projects they carry out and how they carry them out from a methodological perspective.



Understanding the concept of innovation, which is often misunderstood





#### tech 20 | Structure and Content

#### **Syllabus**

Digitalization has changed everything. It has transformed medicine, it has transformed the banking sector, it has transformed the audiovisual industry and it has been no different with private enterprise and the economic sphere in general. For this reason, the consultant must be attentive to these developments in order to keep up to date and to become a prestigious professional.

This Postgraduate Certificate in
Technology and Digitization in Consulting
has been created with this aim in mind:
to update the student. And to achieve
this, it offers the latest advances in
issues such as Data Driven Companies,
value platforms in the organization, new
processes for creating digital products
and services in the organization, the map
of Stakeholders or the development
of new business models based on

technology.

With these contents, the professional will be prepared to respond to the challenges of the present and the future in this field. All this, from a 100% online learning system that will adapt completely to your circumstances, since it will allow you to study at the time and place you want, without rigid schedules.

This Postgraduate Certificate is developed over 6 weeks and consists of in 1 module:

Module 1

Technology and digitization



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

TECH offers the possibility of developing this Postgraduate Certificate in Technology and Digitalization in Consulting 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 student to self-manage his or her study time.

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

### tech 22 | Structure and Content

Module 1. Technology and Digitization							
	3		Major Technology Trends and their Application in the Enterprise Innovating in the Digital Era From Ideas to Value Four Technologies to Consider (Cloud, AI, 5G and Blockchain).	1.3.1. 1.3.2. 1.3.3.	The Secret is in the Data  Data Driven Companies The Value of Data The Cloud Changes Everything Data Science	1.4.1. 1.4.2.	The Sale of Technology and Digitization in the Enterprise Value Platforms in the Organization The Importance of the Digitalization Environment Digital Transformation Methodology 1.4.3.1. The Polar Star 1.4.3.2. Starts Small and Scales Fast 1.4.3.3. Prioritization and Roadmap 1.4.3.4. Business Case: Without Impact and Return There is Nothing 1.4.3.5. Modes of Execution: The Control
	Tower Concept as a Guarantor of Success	1.5.3.	A New Operating Model The Digital Organization Open Innovation, Lean Start-Up, Design Thinking and Agile The new process of creating digital products and services in the organization: From Discovery to value hacking The MVP and the iterative development process 1.5.4.1. IT Department IT Functions 1.5.4.2. Organization and Governance 1.5.4.3. The Well-Known Suppliers	1.6.1. 1.6.2.	Systems Objective: Impact Stakeholder Map		Forms of Execution and Organization in the Implementation The Implementation Process Organization in the Implementation Cost and Cave Issues to Consider
1.8. 1.8.1. 1.8.2. 1.8.3.	The Change Management Project	1.9.2.	Development of New Business Models Based on Technology Framework for the Development of New Business Models Approach Strategies Investment Vehicles. Corporate Venture Capital	1.10.1. 1.10.2.	Aid to Companies for the Development of IT Projects Multi-Annual Framework for EC Assistance EU Next Generation Funds Other Aids/Benefits in Spain		





This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: *Re-learning*.

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 26 | Methodology

#### At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



At TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world."



We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.



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 intensive program from Business School TECH - Technological University prepares you to face all the challenges in this area, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH, you will use Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.



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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

#### tech 28 | Methodology

#### Re-Learning Methodology

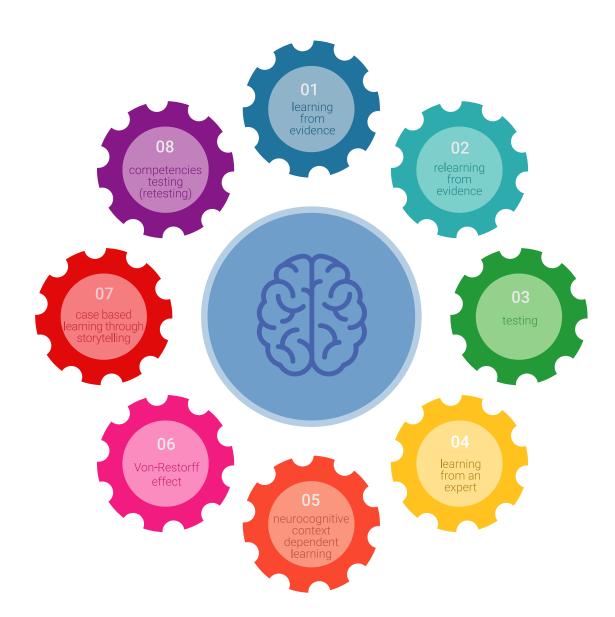
Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

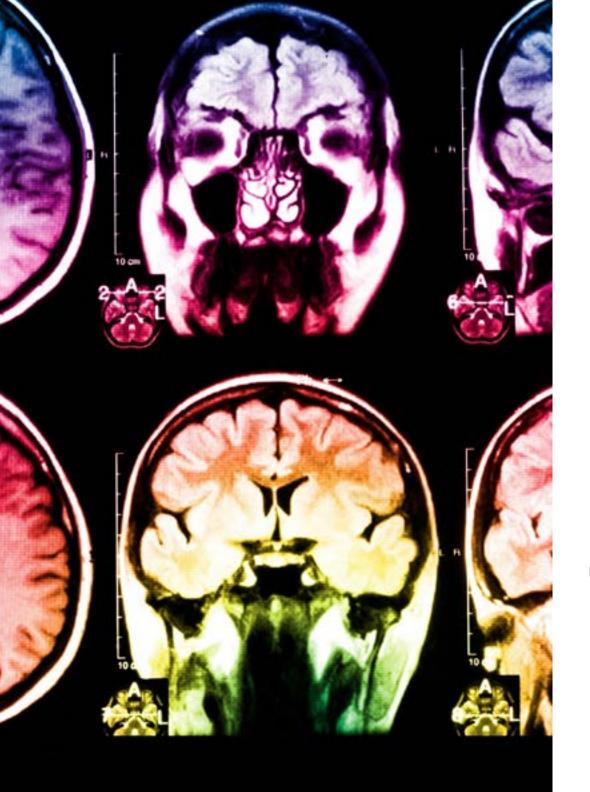
We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

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 Re-learning.

Our business school is the only one in Spanish-speaking countries 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 Spanish online university indicators.





#### Methodology | 29 **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.

Re-learning 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.





They will complete a selection of best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



#### **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 multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".

#### **Testing & Re-testing**

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 your goals.



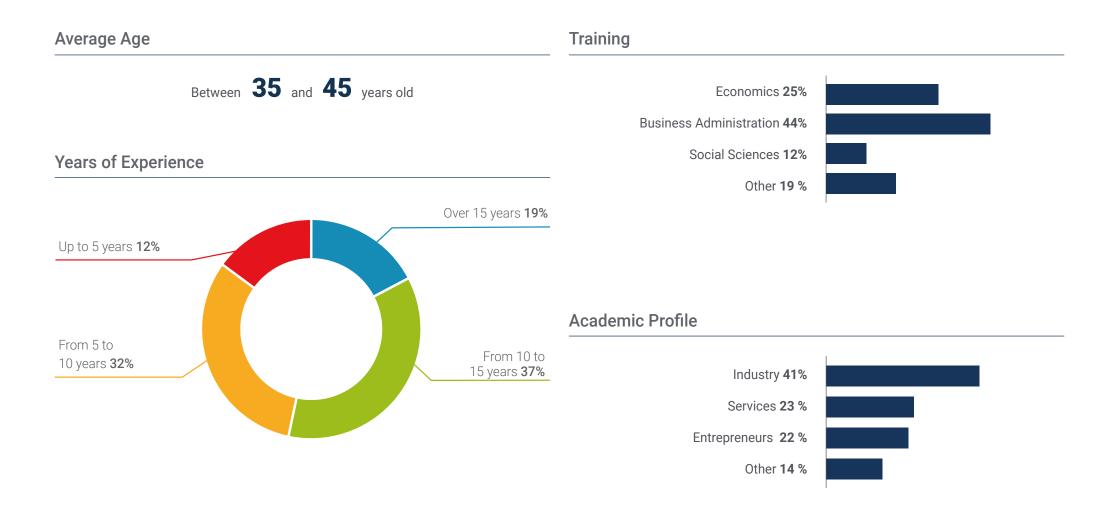


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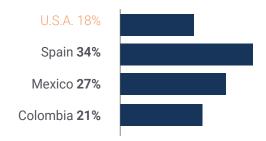


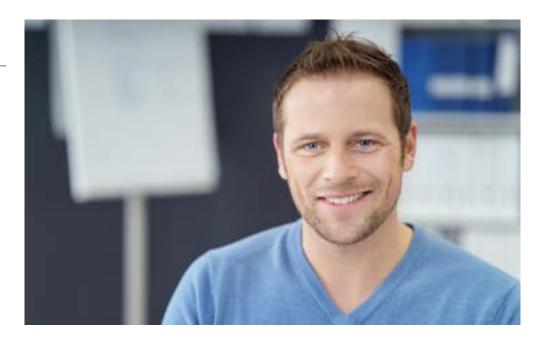


#### tech 34 | Our Students' Profiles



#### **Geographical Distribution**





## Mr. Javier Hernández

#### Director of a consulting firm

"Digitization is key in most companies today And it is no different in business consulting However, there are not many specific programs that focus on technology and digital as applied to consulting. That's why this TECH degree gave me everything I needed to progress. In no other institution have I found the quality of these contents"





#### **International Guest Director**

Awarded by the Public Relations Society of America for her scientific dissemination through multiple webinars, Erin Werthman has become a prestigious Business Administrator highly specialized in the field of Marketing and Communications.

As such, she has worked in international reference entities such as Collegis Education. Among her main achievements, she has developed integrated technology and operational efficiency solutions that have significantly optimized the operational activities of institutions. For example, she has managed a client portfolio of more than 15 million dollars, while obtaining a gross profit margin of 58%. In this sense, it has also generated a collaborative work atmosphere, where work teams perform their functions with the highest quality to ensure customer satisfaction.

On the other hand, she has been in charge of preparing multiple corporate strategic plans in crisis situations. As a result, it has helped companies to enjoy an excellent image in the community. At the same time, by anticipating potential setbacks arising from its practice, she has ensured that entities can continue to operate effectively even under adverse conditions. She has also forged proactive and transparent relationships with the media. In this way, it has been able to maximize both the visibility and reputation of organizations.

In addition, in her commitment to excellence, she is a regular speaker at international conferences and symposiums. There she shares her holistic knowledge on subjects such as Social Responsibility, Public Relations or Advertising. It is worth mentioning that her professional performance has been rewarded on several occasions in the form of awards, such as the award she received at Rasmussen College for her leadership skills, resolute attitude and improvement of advertising campaigns.



## Ms. Werthman, Erin

- Media Director and Associate Senior Partner at Bain & Company, Minnesota, United States
- Senior Managing Partner at Collegis Education, Bloomington, Minnesota
- Director of Media Strategy and Brand Development at Rasmussen College, Minneapolis
- Director of Public Relations and Development at the University of Illinois College of Medicine
- B.A. in English-Rhetorical Professional Writing at the University of Illinois Urbana-Champaign
- MBA in Business and Marketing from Benedictine University, Illinois v
- Bain Sustainability in Action Certification by Bain & Company
- Board Member Riverview Elementary School PTA Board Member



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

## tech 40 | Course Management

#### Management



#### Mr. Yusty Pérez-Ayala, Luis

- Financial and Management Control Director of SENER's Engineering, Infrastructure and Marine division.
- Professor of Finance in the Master of Business Consulting and Management at Madrid Polytechnic University (UPM)
- Travel & Hospitality Industry Technology Lead at Accenture for Spain, Portugal, Andorra and Israel
- Senior Manager at Accenture, in the Intelligent Finance area.
- Associate Director at EY, in the CFO Services area. Services Financial Accounting Advisory Services
- Senior Manager at KPMG, in the area of Business Consulting Finance Function
- Degree in Business Administration and Management
- Degree in Economics (UCLM)
- Master in Revenue Management (Cornell University)
- Master in Sales (Sales Business School)

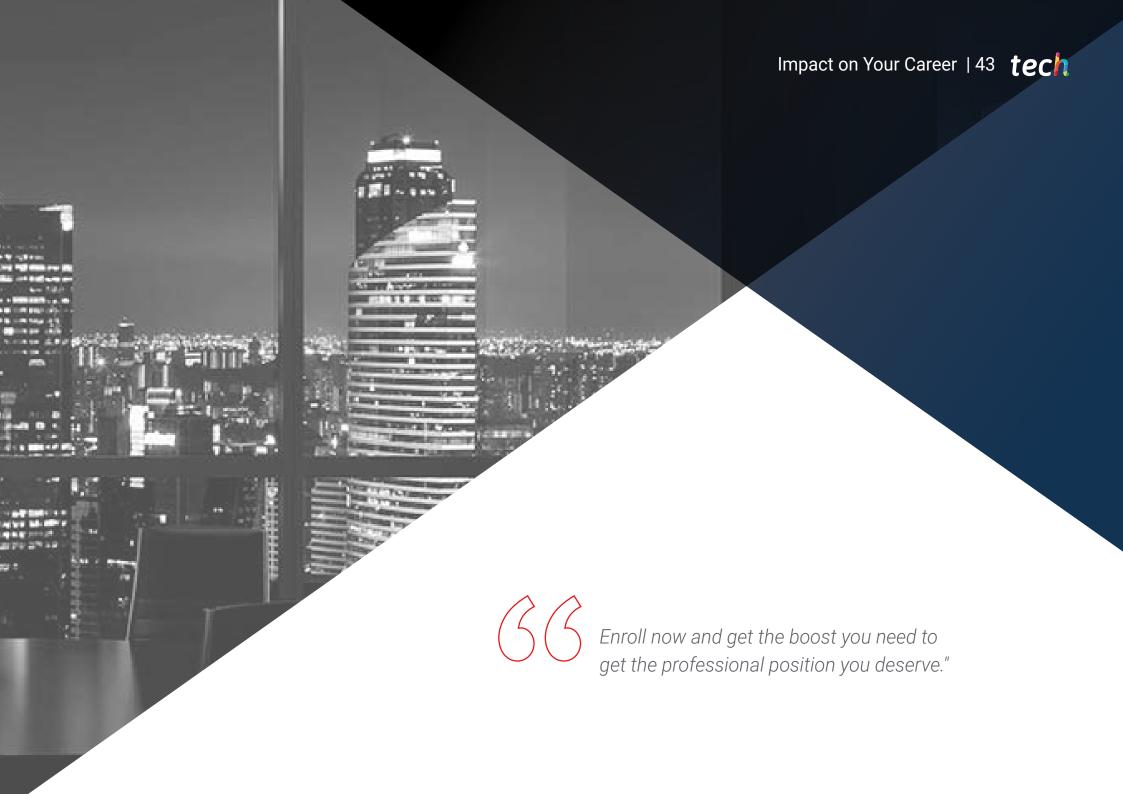
#### **Professors**

#### Mr. Gavilanes Navarro, Alberto

- Senior Manager of Digital Transformation and Technology at Kearney
- Senior Manager of Digital Transformation at Accenture
- Head of Digital Channels en Naturgy
- Prosegur's Corporate Strategic Projects Director for the Surveillance business unit
- Degree in Computer Engineering by Nebrija University
- Master's Degree in Information Systems Consultancy and Implementation by Deusto







## tech 44 | Impact on Your Career

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

The Postgraduate Certificate in Technology and Sales in TECH Consulting is an intensive program that prepares students to face challenges and business decisions in the corporate and business environment. Its main objective is to promote your personal and professional growth

Helping them achieve success

This is the time for change: Don't miss the opportunity to upgrade.

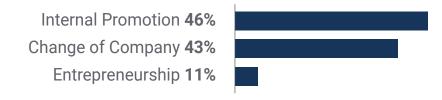
**Generating Positive Change** 

Get the promotion you are looking for and a significant salary improvement thanks to 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.

\$59,100

A salary increase of

23.55%

\$73,000





## tech 48 | Benefits for Your Company

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



# Intellectual Capital and Talent Growth

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



# Retaining high-potential managers Avoiding 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**

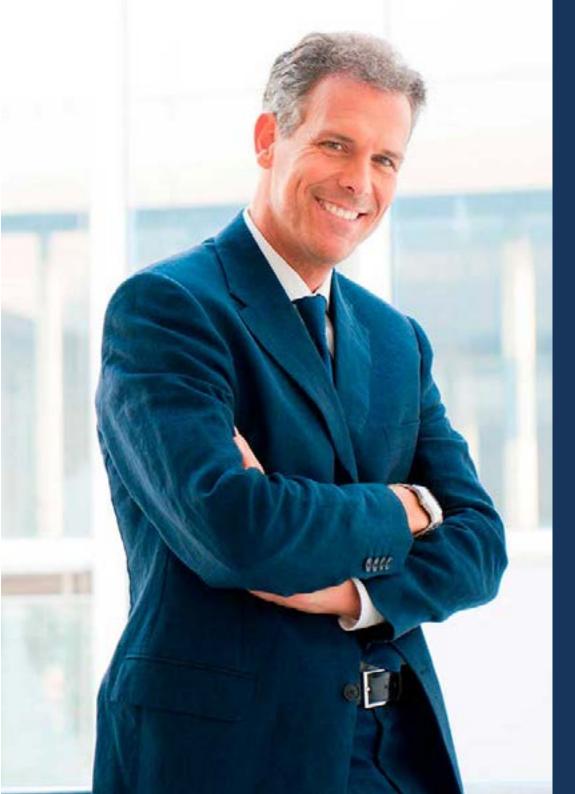
You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.



### 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 Postgraduate Certificate will equip your professionals with the competencies to take on new challenges and drive the organization forward.





## tech 52 | Certificate

Official No of Hours: 150 hours.

This program will allow you to obtain a **Postgraduate Certificate in Technology and Digitalization in Consulting** 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 Technology and Digitalization in Consulting ECTS: 6



#### Curso Universitario en Tecnología y Digitalización en Consultoría

Se trata de un título propio de 150 horas de duración equivalente a 6 ECTS, con fecha de inicio dd/mm/aaaa y fecha de finalización dd/mm/aaaa.

TECH Global University es una universidad reconocida oficialmente por el Gobierno de Andorra el 31 de enero de 2024, que pertenece al Espacio Europeo de Educación Superior (EEES).

En Andorra la Vella, a 28 de febrero de 2024



<sup>\*</sup>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.

tech global university Postgraduate Certificate Technology and Digitalization in Consulting » Modality: online » Duration: 6 weeks » Certificate: TECH Global University » Schedule: at your own pace » Exams: online

