

# Postgraduate Certificate Technology and Digitalization in Consulting



## Postgraduate Certificate Technology and Digitalization in Consulting

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » 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.techtute.com/pk/school-of-business/postgraduate-certificate/technology-digitalization-consulting](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/technology-digitalization-consulting)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 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.



Postgraduate Certificate in Technology and Digitalization in Consulting.  
TECH Technological University



“

*Apply the best technological tools in your work and integrate the latest advances in digitalization in your daily work thanks to this innovative 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 centre for intensive managerial skills training.



“

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

## At TECH 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**

executives trained each year

**+200**

different nationalities



### Empowerment

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

**+500**

Collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





TECH 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.



### 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"*

03

# Why Our Program?

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

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



“

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

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

**01**

### **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.*

**02**

### **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.*

**03**

### **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.*

**04**

### **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.*

05

### 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.*

06

### 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.*

07

### 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.*

08

### 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.*

# 04 Objectives

The main objective of this Postgraduate Certificate in Technology and Digitalization in Consulting is to ensure that the student effectively incorporates all available technological tools to their work, so that they can develop it more quickly, efficiently and accurately. To this end, this degree offers you the best content, a highly prestigious teaching staff and an online teaching methodology that will adapt to your personal and professional circumstances.



“

*You will be the consultant with the most innovative and accurate diagnostic and analytical methods when you complete this program"*

Your goals are our goals.  
Together they work to achieve them.

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

01

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

04

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.

02

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



03

Using digitization to drive and transform business through technology

05

Know how technology brings value to the consultant.



06

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

08

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.

09

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.

07

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.

10

Understanding the concept of innovation, which is often misunderstood



05

# Structure and Content

TECH has designed this Postgraduate Certificate taking into account the current reality of business consulting. Digitalization has transformed everything, so having the latest knowledge is essential to be able to offer the best services to clients and employers. With this process in mind, this degree has been structured in one specialized module, subdivided into 10 topics through which the student will be able to learn the best digital tools to carry out their work.



“

*The digitization process requires the consultant to be updated and this program offers it, totally online, and with the best contents available in multimedia format"*

## 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.*

Module 1. Technology and Digitization

**1.1. The New Role of Technologies in a Company**

- 1.1.1. Digitization
- 1.1.2. Scope of Digitalization in the Business
- 1.1.3. Responsibility in the Business

**1.2. Major Technology Trends and their Application in the Enterprise**

- 1.2.1. Innovating in the Digital Era
- 1.2.2. From Ideas to Value
- 1.2.3. Four Technologies to Consider (*Cloud*, AI, 5G and *Blockchain*).

**1.3. The Secret is in the Data**

- 1.3.1. *Data Driven Companies*
- 1.3.2. The Value of Data
- 1.3.3. The Cloud Changes Everything
- 1.3.4. *Data Science*

**1.4. The Sale of Technology and Digitization in the Enterprise**

- 1.4.1. Value Platforms in the Organization
- 1.4.2. The Importance of the Digitalization Environment
- 1.4.3. 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. A New Operating Model**

- 1.5.1. The Digital Organization
- 1.5.2. *Open Innovation, Lean Start-Up, Design Thinking and Agile*
- 1.5.3. The new process of creating digital products and services in the organization: From Discovery to *value hacking*
- 1.5.4. 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. Implementation of Information Systems**

- 1.6.1. Objective: Impact
- 1.6.2. *Stakeholder Map*
- 1.6.3. Most Suitable Technologies and Products

**1.7. Forms of Execution and Organization in the Implementation**

- 1.7.1. The Implementation Process
- 1.7.2. Organization in the Implementation
- 1.7.3. Cost and Cave Issues to Consider

**1.8. People and Change Management**

- 1.8.1. Cultural Change
- 1.8.2. The Change Management Project
- 1.8.3. Communication as an Essential Part of Effective Change Management

**1.9. Development of New Business Models Based on Technology**

- 1.9.1. *Framework* for the Development of New Business Models
- 1.9.2. Approach Strategies
- 1.9.3. Investment Vehicles. Corporate Venture Capital

**1.10. Aid to Companies for the Development of IT Projects**

- 1.10.1. Multi-Annual Framework for EC Assistance
- 1.10.2. *EU Next Generation Funds*
- 1.10.3. Other Aids/Benefits in Spain



06

# Methodology

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***.







“

*Discover Re-learning, 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".*

## 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.

## 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.



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.





### Case Studies

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.



07

# Our Students' Profiles

This Postgraduate Certificate has been specifically designed for those professionals in the economic world and for business consultants in particular who wish to apply the best digitization techniques in their business and financial analysis. Thus, the TECH student is always looking for improvement and progress, so that he can offer his company or his clients the optimal options to achieve success.







“

*You are ambitious and you are looking to progress, so this TECH TECH's program is the best option for you: complete it and experience the advancement you need for your career”*

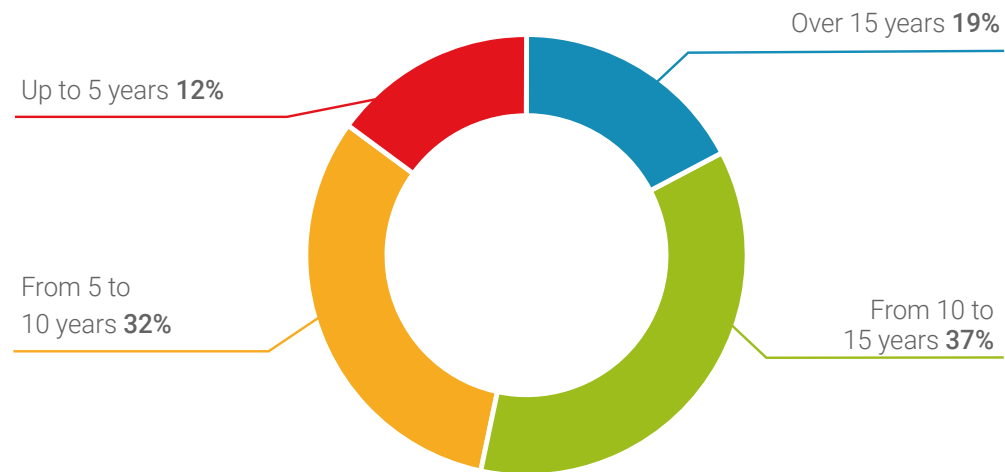
### Average Age

---

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

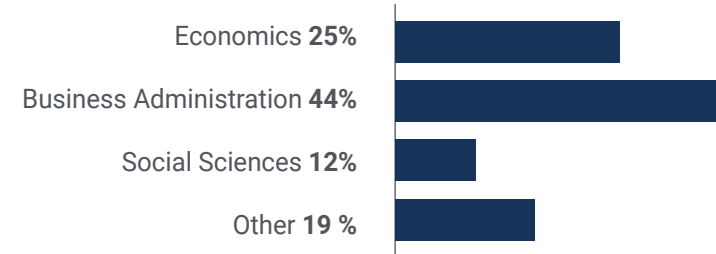
### Years of Experience

---



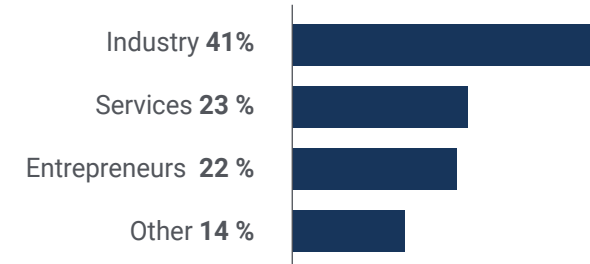
### Training

---



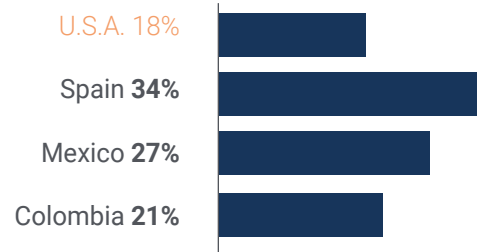
### Academic Profile

---



## 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"*

08

# Course Management

One of the many strengths of this Postgraduate Certificate is its faculty, since TECH has been responsible for bringing together the best teaching staff. Thus, the professors of this program are active professionals with extensive experience in consulting and who have specialized in the digitization process and in the integration of new technologies to the consultant's work.





*The best teachers, for the most ambitious student: enroll now"*

## 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



09

# Impact on Your Career

This program can be the boost a professional needs to get his or her career off the ground or to make it even more successful. This is because it contains the most advanced knowledge in digitalization and new technologies applied to the economic sphere and business consulting. With these tools that the student will acquire, he/she will be able to stand out above other professionals in his/her environment, in addition to obtaining a great prestige by having a TECH degree.







“

*Enroll now and get the boost you need to  
get the professional position you deserve.”*

## 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.*

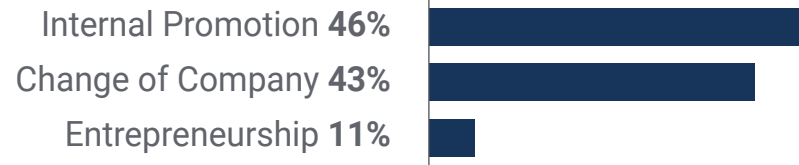
### Generating Positive Change

*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.



10

# Benefits for Your Company

The integration of new technologies and digital tools is an essential process for any company. With this Postgraduate Certificate, the professional will be able to make his company more agile and improve the efficiency of its internal and external processes, so that its economic operations are more successful and involve less risk. In addition, this qualification will facilitate communication with customers, employees and suppliers, so it has multiple functions and its usefulness extends to various areas of the company.



“

*Digitalization is key for a company: this program will allow you to bring your organization up to date technologically, improving all your internal and external processes"*

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

01

### **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.

---

02

### **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.

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

# 11 Certificate

This Postgraduate Certificate in Technology and Digitalization in Consulting guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by

**TECH Technological University.**







“

*Successfully complete this training program  
and receive your university certificate  
without travel or laborious paperwork”*

This **Postgraduate Certificate in Technology and Efficiency in Consulting** 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 certificate issued by **TECH Technological University** will specify the qualification obtained through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Postgraduate Certificate in Technology and Digitalization in Consulting**

ECTS: **6**

Official N° of Hours: **150 hours**.



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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 Technology and Digitalization in Consulting

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate Technology and Digitalization in Consulting