

Postgraduate Diploma Business and Strategy Consulting

P B S C



tech global
university



Postgraduate Diploma Business and Strategy Consulting

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, engineers, architects and equivalents, who have already started a professional career in consulting

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-business-strategy-consulting

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01 Welcome

In large corporations, one of the positions of utmost importance for the growth of the company is the business consultant. This person is in charge of detecting and implementing improvements in order to optimize a business' results in some way. Therefore, it is necessary for them to be methodical, diligent and organized, so that this long and complex process is understood and applied by all the agents involved. With this in mind, this program is presented to help students master the key aspects of the sector, understanding the elements of a business structure and analyzing the methodology for an industrial sector analysis, as well as the marketing and sales model of a company.



Postgraduate Diploma in Business and Strategy Consulting.
TECH Global University



“

Become a leader capable of starting your own company and provide your consulting services internationally”

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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (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 currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the Best

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

Teachers representing 20 different nationalities.



At TECH you will have access to 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 a program of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years

02

Develop a strategic and global vision of companies.

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

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

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 areas 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

Be part of an exclusive community

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

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

04 Objectives

This Postgraduate Diploma has been designed to help business experts specialize in consulting, improving their skills and abilities to elaborate a plan that translates into a success for the company and its staff. Therefore, at the end of the program, the student will understand the sources of value of corporate strategy and inorganic growth for an organization's strategy.



“

With this Postgraduate Diploma, you will be able to go one step further in building a solid professional future"

**TECH makes the objectives of its students its own.
They work together to achieve them.**

Postgraduate Diploma in Business and Strategy Consulting enables the student to:

01

Learn the typology of services provided in Business Consulting according to trends, business and technological disruptions and the needs for change and adaptation demanded by companies

02

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

03

Understand the strategic planning process

04

Understand and acquire the knowledge for the execution of each phase of the strategic planning process



05

Internalize the importance of implementation and the role that management and the organization play in the strategy

06

Share two special cases of strategy such as international expansion and inorganic growth

07

Understand what a general consulting sales process looks like

08

Acquire an overview of all aspects to be considered in the sales process



05

Structure and Content

This Postgraduate Diploma in Business and Strategy Consulting has been developed following a cutting-edge methodology. It has a series of educational contents that were designed by experts in the area, so that the student can accurately understand the multiple approaches of the program.



“

Enroll now in this Postgraduate Diploma and you will be able to understand the business planning process from the ground up"

Syllabus

In this Postgraduate Diploma in Business and Strategy Consulting students will find an internationally recognized program, which will allow them to access new knowledge through online learning.

These contents are designed to enhance students' managerial skills, enabling them to develop and execute a strategy plan that will help them to achieve the objectives of any company that requires their services. Or, on the other hand, they will be able to work as an independent *Business Consultant*.

Therefore, throughout the 450 hours of studying, the student will have access to multiple case studies presented by experts in the industry. They will also have multiple practical examples and real cases that will help consolidate the information.

The syllabus of this Postgraduate Diploma deals with the current reality of the sector in depth, as well as the services that are demanded and the different types of consulting firms that exist. Therefore, students will gain valuable knowledge to take a step further in the industry and work on their own as a consultant, CFO or CEO of a company.

In short, this program will become an excellent tool to obtain a consultant qualification with international validity. Through innovative content based on the latest market trends, this syllabus is adapted to the needs of professionals, presented in a completely online format.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	Business Consulting and the Role of the Consultant
Module 2	Strategy
Module 3	Marketing and Sales in Consulting



Where, When and How is it Taught?

TECH offers the possibility of studying this Postgraduate Diploma in Business Consulting and Strategy completely online. During the 6 months of specialization, the student will be able to access all the contents of this program at any time, which will allow them to self-manage study time.

It relates advertising and public relations in a coherent manner with other social and human sciences

Module 1. Business Consulting and the Role of the Consultant

1.1. The Business Reality That Business Consulting is Oriented to

- 1.1.1. Company Classification
- 1.1.2. Corporate Structure
- 1.1.3. Competitive Advantages and Business Survival

1.2. Evolution, Change and Transformation

- 1.2.1. Disruptive Environment
- 1.2.2. Transformation Levers
- 1.2.3. Change Accelerators

1.3. Types of Consulting Services

- 1.3.1. Consulting Services
- 1.3.2. Specific Business Consulting Services
- 1.3.3. A View of Consulting by Sector of Activity

1.4. Integration of Business Consulting With Other Professional Services

- 1.4.1. Audit
- 1.4.2. Tax / Legal
- 1.4.3. Risks and Regulatory Compliance
- 1.4.4. Technology
- 1.4.5. Surgery

1.5. Internal vs. External Consulting

- 1.5.1. Perspectives and Fields of Action
- 1.5.2. Reasons for Selection
- 1.5.3. Capabilities and Accelerators

1.6. Types of Companies Providing Consulting Services

- 1.6.1. Consulting Firms by Area of Service Provision
- 1.6.2. Specialized Consulting Firms
- 1.6.3. Graphical Overview and Market Trends

1.7. Consultant Roles, Skills and Competencies

- 1.7.1. Functions and Skills
- 1.7.2. Skills

1.8. Recruitment Modalities

- 1.8.1. "Project Closed"
- 1.8.2. Time & Materials
- 1.8.3. Outsourcing and Bodyshopping
- 1.8.4. Other Modalities

1.9. Execution: Phases of the Consultancy

- 1.9.1. Preparation
- 1.9.2. Analysis and Diagnosis
- 1.9.3. Action Plan
- 1.9.4. Application or Implementation
- 1.9.5. Termination
- 1.9.6. Other Concepts and Modalities: Co-Definition, "Agile".

1.10. Organization of a Consulting Firm

- 1.10.1. Management
- 1.10.2. Sectors
- 1.10.3. Functions
- 1.10.4. By Geographic Vision of Application Scope: Local, Regional, Global

Module 2. Strategy
2.1. The Strategy

- 2.1.1. Elements or Components of the Business Strategy
 - 2.1.1.1. Phases of Strategic Thinking
 - 2.1.1.2. Ambition vs. Exstrategy
- 2.1.2. Competitive Environment and Sector Analysis
 - 2.1.2.1. Concepts and Methods
 - 2.1.2.2. Differentiators
- 2.1.3. Phases of a Strategy
 - 2.1.3.1. Key Stages in Strategic Business Management

2.2. The Strategic Cycle

- 2.2.1. Elements of Strategic Planning
 - 2.2.1.1. Sector Analysis
 - 2.2.1.2. Diagnosis
 - 2.2.1.3. The Projection
 - 2.2.1.4. Strategic Choices
- 2.2.2. Strategy Definition and Implementation
- 2.2.3. The Strategy Review Process: Analysis and Considerations

2.3. Sector Analysis - Porter's 5 Forces

- 2.3.1. Competitors
 - 2.3.1.1. Competitor Analysis
 - 2.3.1.2. Source of Differentiation
- 2.3.2. Suppliers
 - 2.3.2.1. Analysis of Main Suppliers
 - 2.3.2.2. Suppliers Are Essential for Business
 - 2.3.2.3. Alternatives and Bargaining Power. Business vs. Supplier

- 2.3.3. Customers:
 - 2.3.3.1. Customer Analysis
 - 2.3.3.2. The Purchasing Process and Decision Models
- 2.3.4. Substitutes
 - 2.3.4.1. Products, Services or Customer Alternatives
 - 2.3.4.2. Market Positioning of Alternatives
- 2.3.5. Entry Barriers
 - 2.3.5.1. Analysis of Barriers to Entry in Relation to the Business.

2.4. Diagnosis of the Organization

- 2.4.1. Competitive Differentiation Analysis of the Portfolio of Products and Services
- 2.4.2. Profitability Analysis, Strengths and Weaknesses. Analysis of Capacities in the Main Markets

2.5. Strategic Projection

- 2.5.1. Market and Macroeconomic Forecasts
 - 2.5.1.1. Macroeconomics and Sectoral Behavior in Business Cycles
- 2.5.2. The Base Case
 - 2.5.2.1. Situation Analysis in Case of Failure to Act
 - 2.5.2.2. Projecting a Base Case
 - 2.5.2.3. Challenging Convictions

2.5.3. Market Trend Analysis

- 2.5.3.1. Sector Trends
- 2.5.3.2. Geographical Trends
- 2.5.3.3. Innovation
- 2.5.4. Elaboration of Scenarios
 - 2.5.4.1. Scenario Input Assumptions
 - 2.5.4.2. Scenario Modeling
 - 2.5.4.3. Stress-Testing of Scenarios. Strategic Resilience

2.6. Strategic Choices

- 2.6.1. Creation of An Initiative Portfolio
 - 2.6.1.1. Growth in Core Businesses
 - 2.6.1.2. International Expansion
 - 2.6.1.3. New Sources of Growth
 - 2.6.1.4. Operational Improvements
- 2.6.2. Prioritization of Initiatives
 - 2.6.2.1. Measuring Impact
 - 2.6.2.2. Understanding Resource Needs
 - 2.6.2.3. Prioritization Matrices
- 2.6.3. The Choice of Strategy
 - 2.6.3.1. Top-Down Strategic Formulation
 - 2.6.3.2. Communication.
 - 2.6.3.3. Measurement

2.7. Launching, Implementing and Review of a Strategy

- 2.7.1. Launching the Strategy
 - 2.7.1.1. Launching of a Strategic Program
 - 2.7.1.2. Strategic Plan Structure and its Initiatives
 - 2.7.1.3. The People in Charge of the Initiatives
 - 2.7.1.4. The Objectives of the Strategy and Initiatives

2.7.2. The Strategy Office

- 2.7.2.1. The Team of a Strategy Office
- 2.7.2.2. The Monitoring of the Implementation of the Strategy, The Governance Model
- 2.7.2.3. Elements of Successful Strategic Implementation
- 2.7.3. The Strategic Review
 - 2.7.3.1. Vuca Environments
 - 2.7.3.2. The Strategy Review Process

2.8. Management and Its Role in Strategy

- 2.8.1. The Role of Top Management in Strategic Decision Making
 - 2.8.1.1. The Role of the Ceo
 - 2.8.1.2. The Role of the First-Line N-1
 - 2.8.1.3. The Role of Middle Management
- 2.8.2. The Organization
 - 2.8.2.1. Strategic Alignment of the Organization
- 2.8.3. Culture and Its Importance in the Implementation of the Strategy

2.9. International Expansion

- 2.9.1. Advantages of Multinationals
 - 2.9.1.1. Economies of Scale
 - 2.9.1.2. International Projection as a Basis for Differentiation
 - 2.9.1.3. Global Risk Management
- 2.9.2. Expansion To Other Markets
 - 2.9.2.1. Expansion in the Core Business To Other Markets
 - 2.9.2.2. Forms of Entry Into Other Markets
 - 2.9.2.3. Location of Activities
- 2.9.3. Organization and Expansion Models

2.10. Inorganic Growth as a Source of Value

- 2.10.1. Corporate Estrategy vs. Competitive Strategy
 - 2.10.1.1. Main Sources of Value of a Corporate Strategy
 - 2.10.1.2. Inorganic vs. Organic Growth

2.10.2. Inorganic vs. Organic Growth

- 2.10.2.1. Synergies As a Source of Value for Corporate Strategy vs. Portfolio Management
- 2.10.3. Assessment of Success or Failure in Growth Models

Module 3. Marketing and Sales in Consulting

3.1. The Marketing and Sales Function in Consulting

- 3.1.1. Marketing and Positioning
- 3.1.2. Relationship Between Marketing and Sales
- 3.1.3. Selling in Consulting

3.2. Turning an Idea into a Market Proposition

- 3.2.1. The Process
- 3.2.2. The Offer
- 3.2.3. Validation and Feasibility
- 3.2.4. Market Size: Tam, Sam, Som
- 3.2.5. The Target Customer
- 3.2.6. Market Case

3.3. Structuring the Sales Process

- 3.3.1. The General Structure in the Sales Process
- 3.3.2. The Sales *Funnel*
- 3.3.3. Phases and Milestones of Each Part of the Process

3.4. The Origination Process

- 3.4.1. Sources of Origination
- 3.4.2. The Opportunity
- 3.4.3. Next Steps

3.5. Qualifying Opportunities

- 3.5.1. Your Customer's Business
- 3.5.2. Opportunity Qualification: Process and Criteria
- 3.5.3. The Importance of Generating Value

3.6. Interaction With Different Stakeholders

- 3.6.1. The Buyer and the Rest of the Intervening Parties
- 3.6.2. Interaction with them: Strategies
- 3.6.3. Human Interaction Profiles: The Importance of Tailoring the Message to the Audience

3.7. Key Components of a Proposal

- 3.7.1. Structure and Minimum Content
- 3.7.2. Executive Summary
- 3.7.3. Scope and Risk Management

3.8. The Importance of Value Generation in a Market Proposal

- 3.8.1. How To Talk About Value?
- 3.8.2. Difference Between Value and Price
- 3.8.3. Different Pricing Models: Implications and Risks

3.9. Negotiation and Closing Process

- 3.9.1. Usual Steps in a Negotiation
- 3.9.2. The Importance of Generating Alternatives
- 3.9.3. Risk and Contract Management

3.10. Leading a Sales Process

- 3.10.1. Duration and Management of the Sales Process
- 3.10.2. Technology in the Sales Process
- 3.10.3. Follow-Up of the Process
- 3.10.4. The Importance of Feedback



Will you take up the challenge? Join a program that will help you get out of your comfort zone and take your career to the next level"



06

Methodology

This program provides you with 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"

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 Global 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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning 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: 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 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.

Relearning will allow you to learn with less effort and better performance, involving you more in your learning, 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 educational system for presenting multimedia content 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 their goals.



07

Our Students' Profiles

Working or owning a consulting firm is an exciting challenge that professionals in the area constantly take on. Therefore, it is necessary for students of this profession to be capable, self-taught, enterprising and with a strong desire for self-improvement. They come from all over the world and from careers related to this sector.





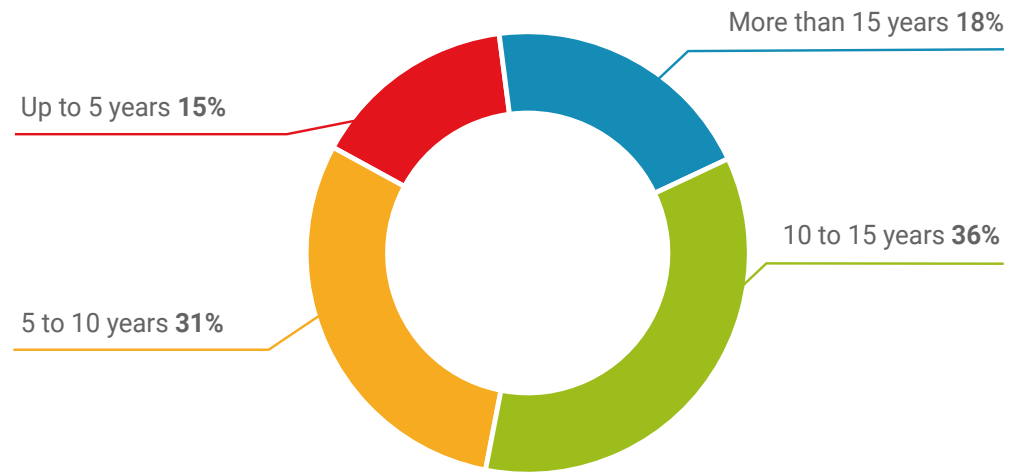
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This is your moment to stand out in a sector with great international projection”

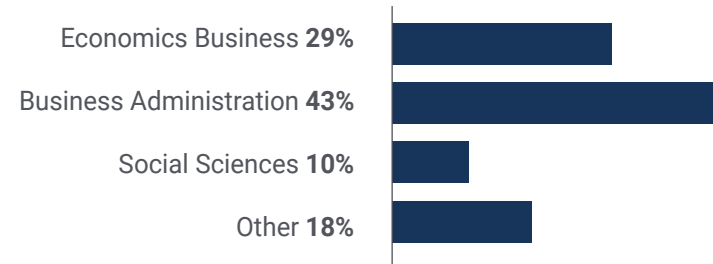
Average Age

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

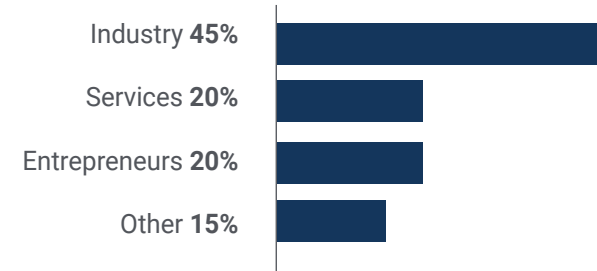
Years of Experience



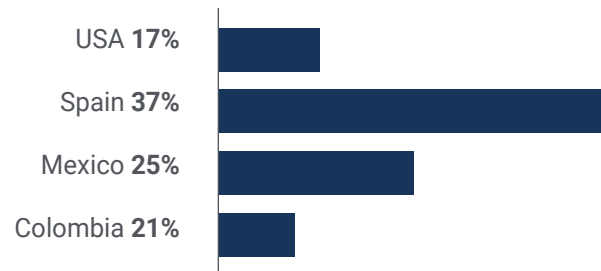
Training



Academic Profile



Geographical Distribution



Camila Robles

Business advisor in the tax department of a company

"This program has allowed me to move up within my industry, making me a better professional. I am now responsible for carrying out tax audits and also for the projects presented by all the departments in my sector. This motivates me to follow this professional line and undertake new projects"

08

Course Management

The contents of this program are taught by a highly qualified teaching staff of international prestige. They are at the forefront of the sector and know their needs and strengths, preparing them to accompany students on this new professional path.



“

A multifaceted team in charge of delivering the content of this program. Helping you take the step you need to start your own consulting business"

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
- 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”

Management



Mr. Pérez-Ayala, Luis Yusty

- ◆ Financial and Management Control Director of SENER's Engineering, Infrastructure, Energy and Marine division.
- ◆ Professor of Finance in the Master's Degree in 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's Degree in Revenue Management (Cornell University)
- ◆ Master's Degree in Sales (Sales Business School)
- ◆ Certificate programs in management control, finance management and taxation

Professors

Mr. Carreño Ocaña, Rubén

- ♦ Director and Head of Corporate & Human Strategy in CBRE
- ♦ Head of EMEA Portfolio & Location Network in CBRE
- ♦ Chief Transformation Officer in KPMG
- ♦ Senior Manager of Risk Consulting in KPMG
- ♦ Senior Manger of Strategy & Operations in KPMG
- ♦ Manager of Infrastructure, Transportation, Government and Health at Accenture in EMEA
- ♦ Industrial Engineer (UC3M)

Mr. Lara Oria, Enrique

- ♦ Axis Corporate Director of Digital, Innovation and Transformation
- ♦ Partner in charge of the Strategy and Management Consulting division at KPMG Colombia
- ♦ Previous experience in business consulting at KPMG, IBM Global Business Services and Accenture

09

Impact on Your Career

All companies must adapt to the changes imposed by societies, governments, technologies, etc. Every day is a challenge, so it is necessary to have professionals who know and who can identify such situations as soon as possible and therefore take advantage of them, favorably boosting the results of any company.



“

In this program you will learn how to perform a Product and Service Portfolio Analysis”

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

This Postgraduate Diploma in Business Consulting and Strategy 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 their personal and professional growth, helping them achieve success.

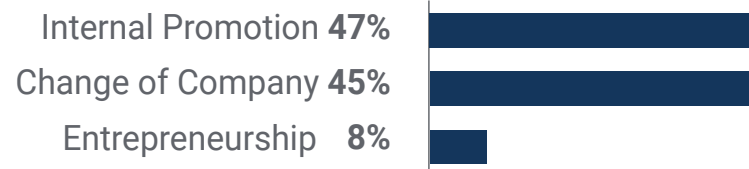
There is no better time for a change than now. Companies from all over the world will request your support to perform a strengths and weaknesses analysis

If you want to make a positive change in your profession, the Postgraduate Diploma in Business Consulting and Strategy will help you achieve it

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

This Postgraduate Diploma in Business Consulting and Strategy will improve the professional career of all students who wish to become self-employed in this sector. To this end, they will obtain the most up-to-date knowledge in the area, taught by highly prestigious experts. For all these reasons, they will be able to stand out at an international level and lead any company that joins their portfolio of clients to success.





“

A stimulating program to guide you in the right direction: entrepreneurship in the business world"

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 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 Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

11

Certificate

This Postgraduate Diploma in Business and Strategy Consulting guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Diploma in Business and Strategy 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 Diploma in Business and Strategy Consulting**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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.

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 Diploma
Business and Strategy
Consulting**

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma Business and Strategy Consulting