

Postgraduate Diploma Development of Disruptive Business Models





Postgraduate Diploma Development of Disruptive Business Models

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Intended for: Engineers, architects and graduates who want to expand and update their knowledge in the digital transformation of their company

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-development-disruptive-business-models

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01 Welcome

There are new types of business that are here to stay, due to the positive response from consumers. The development of these companies is a complex task, but agile methodologies favored by the emergence of the internet, have been able to leap over this hurdle and facilitate the development of these disruptive business models. To be more competitive in this field, we offer students a specific qualification with a completely innovative academic program. In this way, they will learn from the new trends of digital transformation, to advances in communication and Marketing. Additionally, an exclusive set of complementary Masterclasses will be included, created by a renowned expert of international prestige in Program Management.



Postgraduate Diploma in Development of Disruptive Business Models
TECH Global University



“

Enhance your knowledge with TECH! You will have the opportunity to attend unique and additional Masterclasses, taught by an internationally renowned and outstanding lecturer in Agile Methodologies”

02

Why Study at TECH?

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



“

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

At TECH TECH Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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



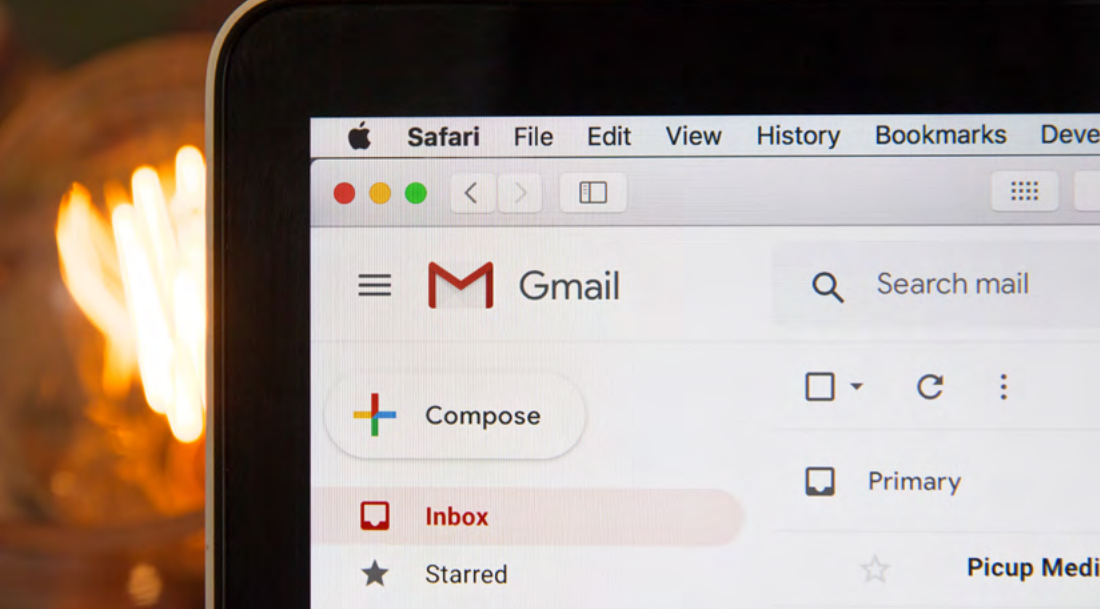
Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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





“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04

Objectives

This program is designed to strengthen your skills in the Business Field, as well as to develop new competencies and skills that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.



“

*Adapt your business to online sales and
you can reach a much wider audience”*

Your goals are our goals

We work together to help you achieve them

The Postgraduate Diploma in Development of Disruptive Business Models will train you to:

01

Analyze in-depth the continuing change in the digital ecosystem

04

Understand the importance of the Internet of Things (IoT) in the digital ecosystem

02

Utilize the major trends that will impact the way successful businesses operate in the near future

05

Break down the main trends of change in online marketing and sales

03

Examine the impact of information and data management in a digital environment

06

Understand the limitations and privacy risks and data management which arise in these environments

07

Launch a successful project or idea that follows the new trends of the digital market

10

Have the lowest possible cost in the implementation of the business idea

08

Analyze the scope in the development of a *business plan*

11

Deepen understanding of the impact of the digital revolution on marketing

09

Learning from mistakes and knowing how to turn an idea around is essential for adapting to the needs of the client and monetizing the business idea as soon as possible

12

Create a digital marketing plan, understanding the main differences in approach between traditional and digital marketing

05

Structure and Content

The Postgraduate Diploma in Development of Disruptive Business Models at TECH Global University is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Business Manager.



“

Acquire the necessary skills to develop yourself in Project Management and give a boost to your profession”

Syllabus

The content of the Postgraduate Diploma in Development of Disruptive Business Models is designed to promote the development of skills that enable more rigorous decision-making in uncertain environments.

Over the course of 450 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, a genuine immersion in real scenarios that will help you to deal with complex situations in your daily practice.

A plan designed for you, focused on your professional improvement and that prepares you to achieve professional excellence. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

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

Module 1

New Trends in Digital Transformation and their Impact on Businesses

Module 2

Agile Methodologies for New Products and Businesses: Lean Start-up

Module 3

Digital Marketing: The Transformation of Communication and Marketing



Where, when, and how it is taught

TECH offers you the possibility of taking this program completely online. Throughout the 6 months of specialization, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. New Trends in Digital Transformation and their Impact on Businesses

1.1. Internet Evolution

- 1.1.1. Evolution of the Digital Ecosystem
- 1.1.2. New Digital Trends
- 1.1.3. New Customer and Future Customer

1.2. Ecommerce 2.0: Trends

- 1.2.1. From 1.0 to 2.0
- 1.2.2. Emotional Selling
- 1.2.3. Sharing Economy
- 1.2.4. New Trends in Online Sales

1.3. CRO and Growth Hacking

- 1.3.1. Importance of Conversion
- 1.3.2. CRO
- 1.3.3. Growth Hacking

1.4. Big Data and Data Science

- 1.4.1. The Importance of Data
- 1.4.2. Big Data
- 1.4.3. Role of a Data Scientist

1.5. Internet of Things (IoT)

- 1.5.1. IoT Analysis
- 1.5.2. Impact on the Company
- 1.5.3. Wearables
- 1.5.4. Connected Home

1.6. Industry 4.0

- 1.6.1. New Trends
- 1.6.2. The Makers
- 1.6.3. New Industrial Production and Robotization

1.7. Digital Marketing Trends

- 1.7.1. Programmatic
- 1.7.2. Video
- 1.7.3. Content: Native Advertising

1.8. Internet 3.0 Semantic Web

- 1.8.1. Where the Network is Evolving To
- 1.8.2. Robot Assistants: Alexa, Siri and Google Assistant
- 1.8.3. Semantic Web

1.9. Future of Relationships: The Privacy Challenge

- 1.9.1. Privacy Challenge
- 1.9.2. Data Protection Regulation
- 1.9.3. Consumer Privacy

1.10. New Technological Horizons

- 1.10.1. New Trends
- 1.10.2. The Blockchain
- 1.10.3. Future Developments and New Challenges
- 1.10.4. Upcoming Technologies

Module 2. Agile Methodologies for New Products and Businesses: Lean Startup

2.1. Entrepreneurial Spirit

- 2.1.1. Entrepreneur
- 2.1.2. Entrepreneur Characteristics
- 2.1.3. Types of Entrepreneurs

2.2. Entrepreneurship and Teamwork

- 2.2.1. Teamwork
- 2.2.2. Characteristics of Teamwork
- 2.2.3. Advantages and Disadvantages of Teamwork

2.3. Creation of a Company

- 2.3.1. Being an Entrepreneur
- 2.3.2. Company Concept and Model
- 2.3.3. Stages of the Business Creation Process

2.4. Basic Components of a Company

- 2.4.1. Different Approaches
- 2.4.2. The 8 Components of a Company
 - 2.4.2.1. Customers
 - 2.4.2.2. Environment
 - 2.4.2.3. Technology
 - 2.4.2.4. Material Resources
 - 2.4.2.5. Human Resources
 - 2.4.2.6. Finance
 - 2.4.2.7. Enterprise Networks
 - 2.4.2.8. Opportunity

2.5. Value Proposition

- 2.5.1. Value Proposition
- 2.5.2. Ideas Generation
- 2.5.3. General Recommendations for Value Propositions

2.6. Support Tools for the Entrepreneur

- 2.6.1. Lean Startup
- 2.6.2. Design Thinking
- 2.6.3. Open Innovation

2.7. Lean Startups

- 2.7.1. Lean Startup
- 2.7.2. Lean Startup Methodology
- 2.7.3. Phases a Startup Goes Through

2.8. Business Approach Sequence

- 2.8.1. Validate Hypotheses
- 2.8.2. MVP: Minimum Viable Product MVP
- 2.8.3. Measure: Lean Analytics
- 2.8.4. Pivot or Persevere

2.9. Innovate

- 2.9.1. Innovation
- 2.9.2. The Ability to Innovate, Creativity and Growth
- 2.9.3. Innovation Cycle

2.10. Creativity

- 2.10.1. Creativity as a Skill
- 2.10.2. Creativity Process
- 2.10.3. Types of Creativity

Module 3. Digital Marketing: The Transformation of Communication and Marketing

<p>3.1. The Digital Revolution in Marketing</p> <p>3.1.1. The Impact of the Internet on Communication</p> <p>3.1.2. Transcendence of the Internet in Communication</p> <p>3.1.3. The 4 Ps of Online Marketing</p>	<p>3.2. The Marketing Plan in a Digital Environment</p> <p>3.2.1. Utility of the Digital Marketing Plan</p> <p>3.2.2. Plan Parts</p> <p>3.2.3. Preparation of an Effective Marketing Plan</p>	<p>3.3. Competitive Strategy</p> <p>3.3.1. Contribution Value</p> <p>3.3.2. The Brand as a Competitive Element</p> <p>3.3.3. Unique Selling Proposition</p> <p>3.3.4. Changes in Brand-Consumer Relationships</p>	<p>3.4. Communication Objectives</p> <p>3.4.1. Types of Objectives</p> <p>3.4.2. Branding</p> <p>3.4.3. Performance</p> <p>3.4.4. SMART Objectives</p>
<p>3.5. Target Audience</p> <p>3.5.1. How Should Be defined</p> <p>3.5.2. Segmentation</p> <p>3.5.3. Personal Buyer</p>	<p>3.6. Communication Strategy</p> <p>3.6.1. <i>Insights</i></p> <p>3.6.2. Positioning</p> <p>3.6.3. The Message</p>	<p>3.7. Digital Marketing Tools I: The Web</p> <p>3.7.1. Web</p> <p>3.7.2. Web Types</p> <p>3.7.3. Operation</p> <p>3.7.4. Content Management System (CMS)</p>	<p>3.8. Digital Marketing Tools II: Search Engines</p> <p>3.8.1. Search Engine Marketing</p> <p>3.8.2. SEO</p> <p>3.8.3. SEM</p>
<p>3.9. Digital Marketing Tools III: Social Media</p> <p>3.9.1. Types of Networks</p> <p>3.9.2. Social Media Optimization</p> <p>3.9.3. Social Ads</p>	<p>3.10. Digital Marketing Tools IV: Other Tools</p> <p>3.10.1. Emailing</p> <p>3.10.2. Affiliation</p> <p>3.10.3. Display</p> <p>3.10.4. Videos</p>		



Manage the main tools of digital marketing and position your business among the best in the sector”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present 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".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Our Students' Profiles

Our Postgraduate Diploma in Development of Disruptive Business Models is a program aimed at managers and executives who want to update their knowledge, discover new ways of managing projects and advance in their professional career.





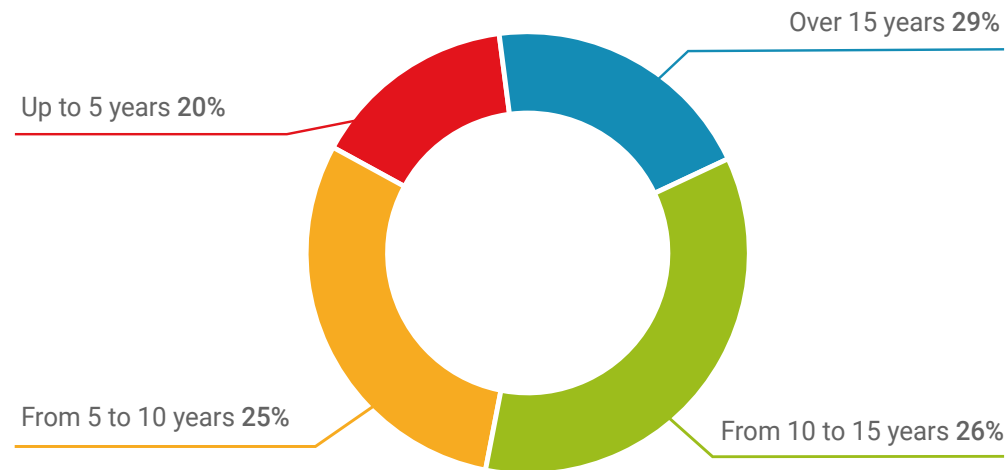
“

In this program, business professionals will find a unique opportunity to learn how to make their business more innovative”

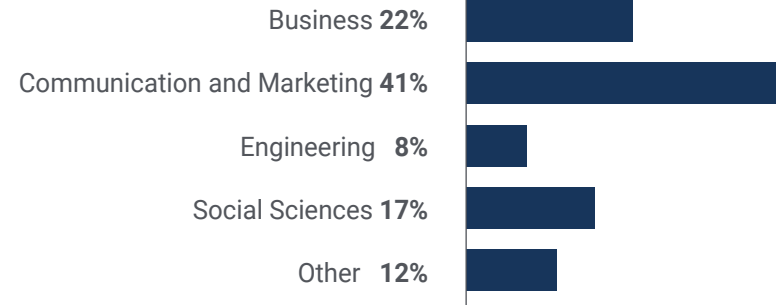
Average Age

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

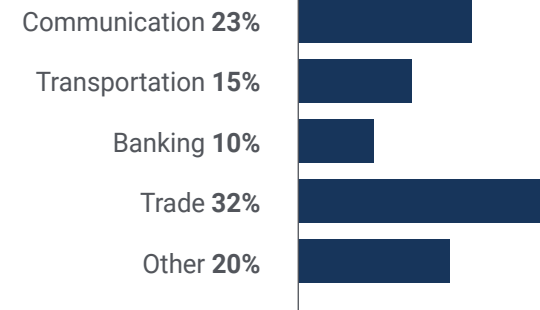
Years of Experience



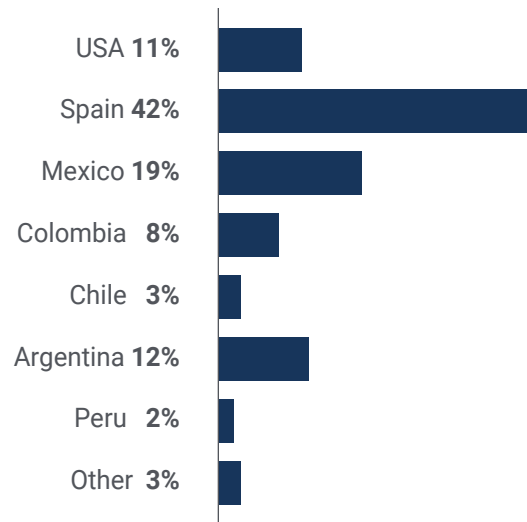
Training



Academic Profile



Geographical Distribution



Manuel Ortega

Manager of a Digital Company

"This is the best training on new business models that I could have done. The multimedia methodology and the huge number of practical cases has allowed me to quickly acquire the knowledge needed to be innovative in the sector. Also, I have been able to implement everything I have learned in my daily work"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

Our teaching team, experts in Development of Disruptive Business Models, will help you achieve success in your profession”

International Guest Director

Shahzeb Rauf is a leading **telecommunications** professional with over 18 years of experience. Specializing in complex program management and implementation of **technology solutions**, he combines advanced technical skills with **management**, **analytical** and **teamwork** capabilities. In fact, his approach is goal-oriented, standing out for his innovative capacity and his ability to negotiate and influence, which allows him to manage successful **working relationships** and meet **business objectives**.

As such, throughout his career, he has worked in key roles such as, for example, **Group Technical Director** at **Huawei, Pakistan**, where he has led strategic projects in the **IP Optics Access** and **Core** domains, mastering strategic transformation programs, such as the **modernization of IP** and **broadcast networks**, as well as the launch of **VoLTE** and **LTE Roaming**. These experiences have allowed him to hone his skills in **strategic project execution** and cross-functional team management.

Likewise, he has been internationally recognized for his ability to align **methodical tactics** with **business objectives**, as well as for his ability to build strong relationships with stakeholders. His expertise in **risk management**, **resource allocation** and **optimization** has been instrumental in his success in the **telecommunications industry**.

In addition to his professional background, Rauf has contributed to the industry through **project management** and **team mentoring**. In turn, his focus on **Huawei Level-5 solution architecture** and technical management has been key to the success of his projects. Likewise, his expertise in **network modernization** and **advanced technology** implementation underscores his commitment to excellence and innovation in a constantly evolving field such as **telecommunications**.



Mr. Shahzeb, Rauf

- Group Technical Director at Huawei, Islamabad, Pakistan
- Network Performance and Optimization Manager at NSN, Pakistan
- Wireless Networks Manager at Motorola, Pakistan
- L2 Wireless Support Team Leader at Motorola, Pakistan
- GS Systems Engineer at Motorola, Pakistan
- B.Sc. in Electronics and Communication

“

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

Management



Mr. Barrientos, Giancarlo

- ♦ IT Manager at Assist-365
- ♦ Information Systems Engineer with a specialization in Software Engineering from the USAL at Buenos Aires
- ♦ Co-founder and CTO at LogTech
- ♦ Founder and CTO at Dash Core
- ♦ Master's Degree in Process Management and Digital Transformation
- ♦ Software Engineer from University of El Salvador



Mr. Nieto-Sandoval González- Nicolás, David

- ♦ Energy Efficiency and Circular Economy Engineer at Aprofem
- ♦ Industrial Technical Engineer from the EUP of Málaga
- ♦ Industrial Engineer for ETSII of Ciudad Real.
- ♦ Data Protection Officer (DPO), Antonio Nebrija University
- ♦ Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- ♦ CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels.
- ♦ Writer of technological training content for both public and private entities.
- ♦ Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Mr. Cotes, Jaime

- ◆ CEO Jaime Cotes
- ◆ Manager Zoom 10
- ◆ Degree in Engineering from University of the North. Electrical Engineer
- ◆ Graduate of the School of Consultant Training from Rosario University - University of the North
- ◆ International Master's Degree in Marketing and Digital Business, IEMD
- ◆ Master's Degree of Business Administration. Specialization in Computer Networks from the University of the North
- ◆ Master's Degree in Digital Team Management and Direction
- ◆ International Certified Consultant by BVQI (Bureau Veritas Quality International)
- ◆ Certificate in Digital Coach, at European Business School of Barcelona S.L
- ◆ Diploma in Virtual Tutoring Training and Diploma in University Teaching from the University of the North

Mr. García Rodrigo, Javier

- ◆ Telecommunications Expert Technology Advisor
- ◆ Independent Emerging Technologies Consultant for International Startups such as FounderNest and Juntosalimos.org
- ◆ Innovation Specialist at Telefónica
- ◆ Researcher for the Meridian Social Innovation program of the Department of State. United States
- ◆ Double Master's Degree in Clinical Epidemiology and Innovation from the University of Barcelona
- ◆ Telecommunications Engineer from the Polytechnic University of Madrid
- ◆ Product Designer and UX Expert
- ◆ Co-founder of UX Argentina
- ◆ Product designer at Reserve
- ◆ Co-organizer of ProductTank
- ◆ Product designer at Rappi
- ◆ Product Designer at Eventbrite

Ms. Santiago, Claudia

- ◆ Selectrik Account Manager
- ◆ Corporate Sales Executive for Berlitz Costa Atlántica. Colombia
- ◆ Commercial Director of the Verde Oliva School of Gastronomy
- ◆ Commercial Coordinator for CEIPA University Foundation
- ◆ Account Executive for Academic Guide at Casa Editorial El Tiempo
- ◆ Admissions Executive and General Director of FUNIBER headquarters
- ◆ Degree in International Business and Finance from the Autonomous University of the Caribbean
- ◆ Master's Degree in Marketing and Advertising Communication from the International University of El Salvador
- ◆ Social Communicator and Journalist
- ◆ Public relations at Gente Estratégica (Colombia)
- ◆ Audiovisual Press at the multinational media company Zoomintv
- ◆ Audiovisual Production and Communication Assistant, Student Services of the Government of the City of Buenos Aires
- ◆ Audiovisual Producer at the Youth Olympic Games at Buenos Aires
- ◆ Digital Marketing, Advertising and Community Manager at Multiled
- ◆ Master's Degree in Audiovisual Communication
- ◆ Training in Digital Marketing and Community Manager

09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. A lot of it...



“

*A 100% online program that will be essential
in order to turn your career around”*

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

The Postgraduate Diploma in Development of Disruptive Business Models at TECH Global University is an intensive program that prepares you to face challenges and business decisions in the digital world. The main objective is to promote your personal and professional growth, helping you achieve success.

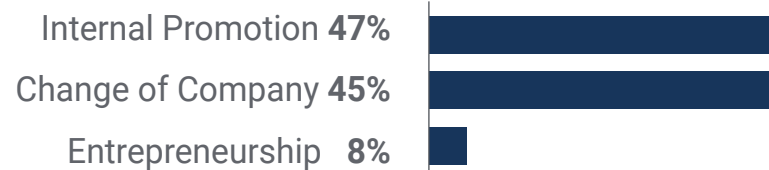
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Generating Positive Change

Professional change for our students

If you want to create your own company, this program will give you the keys to successful entrepreneurship.

Digital transformation is here to stay and your specialization in this field will allow you to grow professionally.



Salary increase

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



10

Benefits for Your Company

The Postgraduate Diploma in Development of Disruptive Business Models helps raise the organization's talent to its maximum potential by training high-level leaders. Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where they can find future professional partners, clients, or suppliers.





“

*Updating your knowledge in this field
will be essential in order to improve
the competitiveness of your business”*

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

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

11

Certificate

This Postgraduate Diploma in Development of Disruptive Business Models 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 qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Postgraduate Diploma in Development of Disruptive Business Models** 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.

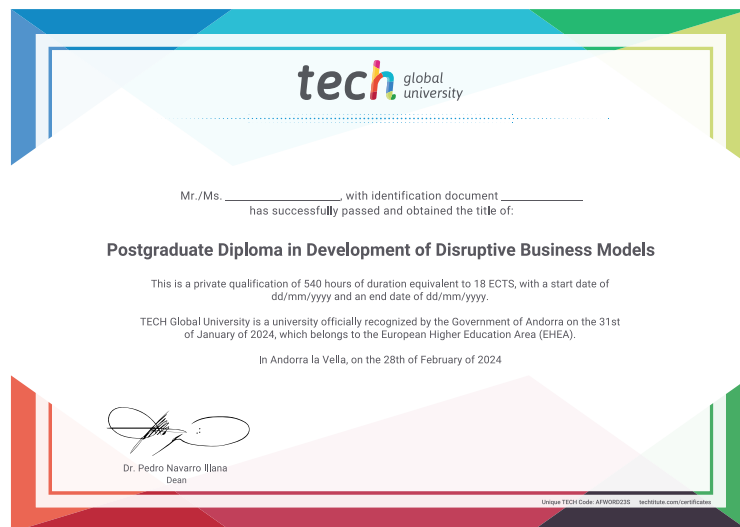
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Development of Disruptive Business Models**

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.



Postgraduate Diploma Development of Disruptive Business Models

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

Postgraduate Diploma

Development of Disruptive Business Models

