Postgraduate Diploma

Development of Disruptive Business Models

P D D B M

tech *technological university*

Postgraduate Diploma
Development of Disruptive Business Models

Language: **English**

Course Modality: **Online**

Duration: **6 months**

Accreditation: **TECH Technological University**

18 ECTS Credits

Teaching Hours: **450 hours.**

Website: **www.techtitute.com/school-of-business/postgraduate-diploma/postgraduate-diploma-development-disruptive-business-models**

Index

01
Welcome

There are new types of business that are here to stay, due to the positive response from consumers. The development of these businesses 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 everything from the new trends in digital transformation to the tasks of entrepreneurs themselves, or the advances in communication and marketing. They will gain a superior level of knowledege that they can apply to any company from the digital era.

Postgraduate Diploma in Development of Disruptive Business Models TECH Technological University

tech

"

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"

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

"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, 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 *Re-learning* 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.
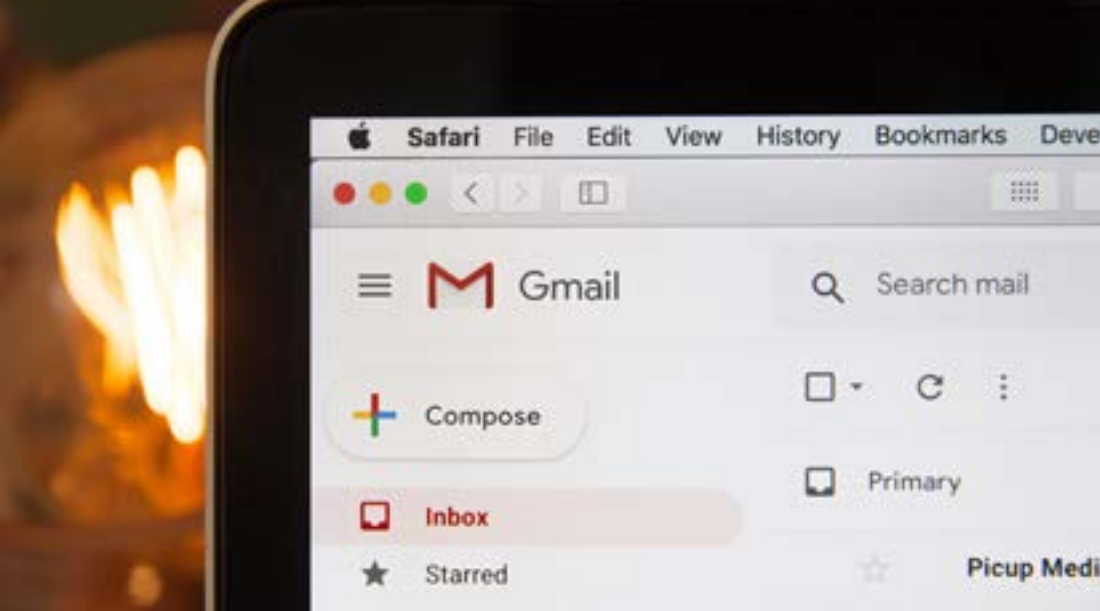
Learn with the best

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"

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 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 Technological University community.

We give you the opportunity to train 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.

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

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

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

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

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.

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

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.

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

11 Deepen understanding of the impact of the digital revolution on marketing.

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 Technological 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 training, 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 Start-up*

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. Finances
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 Start-up*
2.6.2. *Design Thinking*
2.6.3. *Open Innovation*

2.7. *Lean Start-ups*
2.7.1. *Lean Start-up*
2.7.2. *Lean Start-up* Methodology
2.7.3. Phases a *Start-up* 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

3.1. **The Digital Revolution in Marketing**
3.1.1. The Impact of the Internet on Communication
3.1.2. Transcendence of the Internet in Communication
3.1.3. The 4 Ps of Online Marketing

3.2. **The Marketing Plan in a Digital Environment**
3.2.1. Utility of the Digital Marketing Plan
3.2.2. Plan Parts
3.2.3. Preparation of an Effective Marketing Plan

3.3. **Competitive Strategy**
3.3.1. Contribution Value
3.3.2. The Brand as a Competitive Element
3.3.3. Unique Selling Proposition
3.3.4. Changes in Brand-Consumer Relationships

3.4. **Communication Objectives**
3.4.1. Types of Objectives
3.4.2. *Branding*
3.4.3. *Performance*
3.4.4. SMART Objectives

3.5. **Target Audience**
3.5.1. How Should Be defined
3.5.2. Segmentation
3.5.3. Personal *Buyer*

3.6. **Communication Strategy**
3.6.1. *Insights*
3.6.2. Positioning
3.6.3. The Message

3.7. **Digital Marketing Tools I: The Web**
3.7.1. Web
3.7.2. Web Types
3.7.3. Operation
3.7.4. Content Management System (CMS)

3.8. **Digital Marketing Tools II: Search Engines**
3.8.1. Search Engine Marketing
3.8.2. SEO
3.8.3. SEM

3.9. **Digital Marketing Tools III: Social Media**
3.9.1. Types of Networks
3.9.2. *Social Media Optimization*
3.9.3. Social Ads

3.10. **Digital Marketing Tools IV: Other Tools**
3.10.1. *Emailing*
3.10.2. Affiliation
3.10.3. *Display*
3.10.4. Videos

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

06
Methodology

This training provides you with a different way of learning. Our methodology follows a cyclical learning process: ***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 you a revolutionary approach to developing your skills and knowledge. Our goal is to strengthen your 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.

A learning method that is different and innovative.

This TECH Business School program is an intensive training program that prepares you to face any challenge in this field, both on a national and international level. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard case studies, with which we have a strategic agreement that allows us to offer you material from the best university in 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.

In a given situation, what would you do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, you will be presented with multiple real cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (we 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.

Based on the latest evidence in neuroscience, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and 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.

In this program you will have access to the best educational material, prepared with you in mind:

Study Material

All the teaching materials are specifically created for the course by specialists who teach on 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.

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 our difficult future decisions.

Management Skills Exercises

You will carry out activities to develop specific managerial skills in each subject area. Exercises and activities to acquire and develop the skills and abilities that a senior manager needs to develop in the context of the globalization we live in.

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%
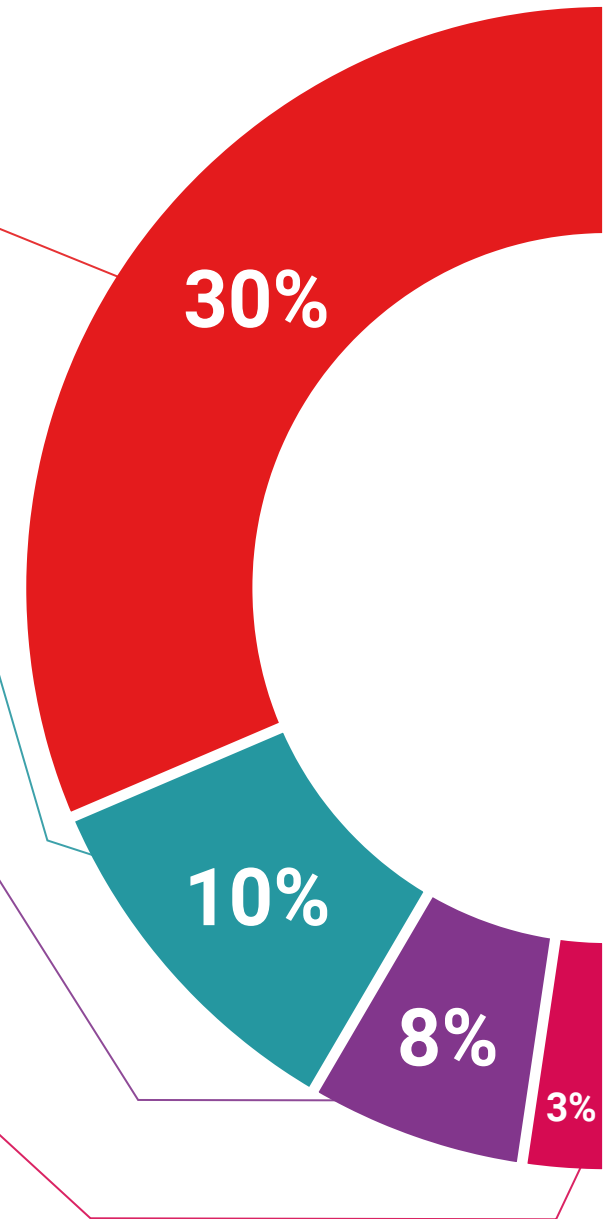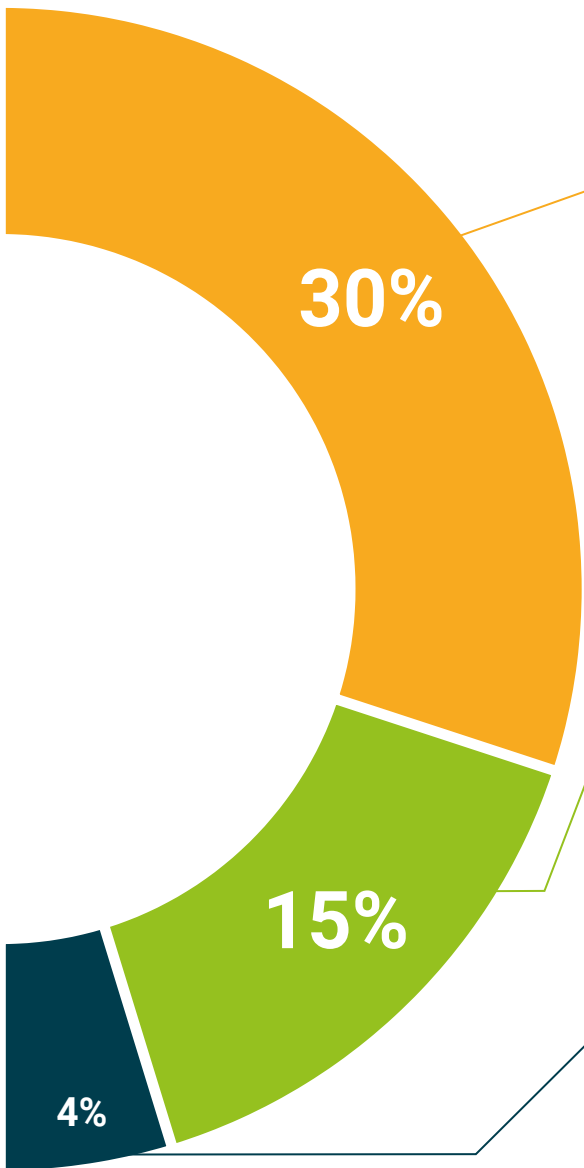
Case Studies

You will complete a selection of the 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

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

Testing & Re-Testing

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

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

Up to 5 years **29%**

5 to 10 years **26%**

10 to 15 years **25%**

Over 15 years **20%**

Training

Business **22%**

Communication and Marketing **41 %**

Engineering **8%**

Social Sciences **17%**

Other **12 %**

Academic Profile

Comunication **23 %**

Transportation **15 %**

Banking **10 %**

Trade **32%**

Others **20 %**
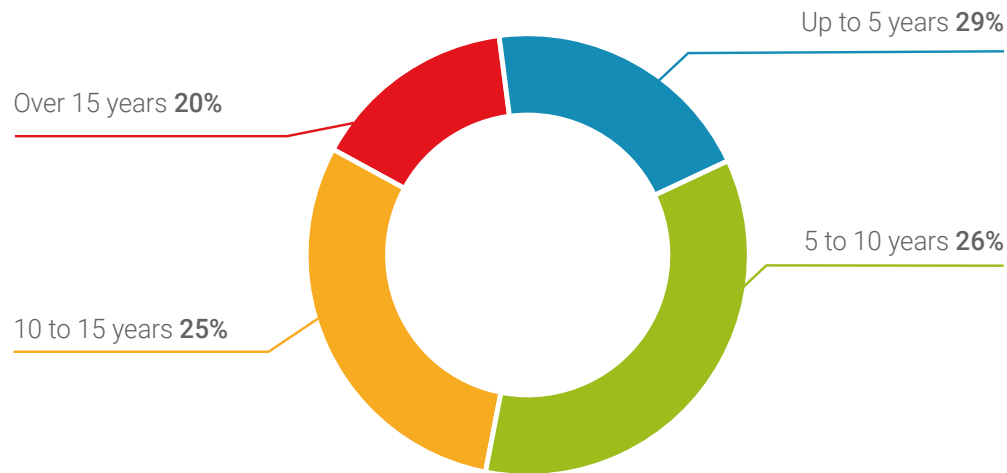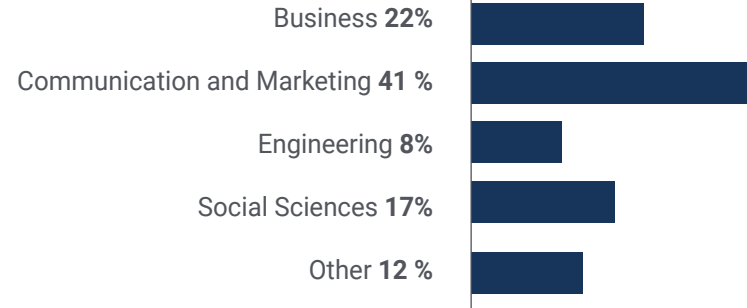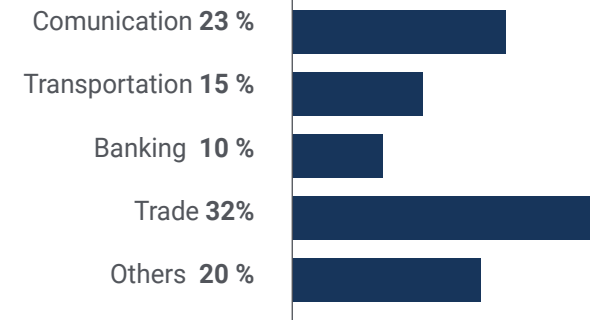
Geographical Distribution

Country	Percentage
USA **11%**	
Spain **42%**	
Mexico **19%**	
Colombia **8%**	
Chile **3%**	
Argentina **12%**	
Peru **2%**	
Other **3 %**	
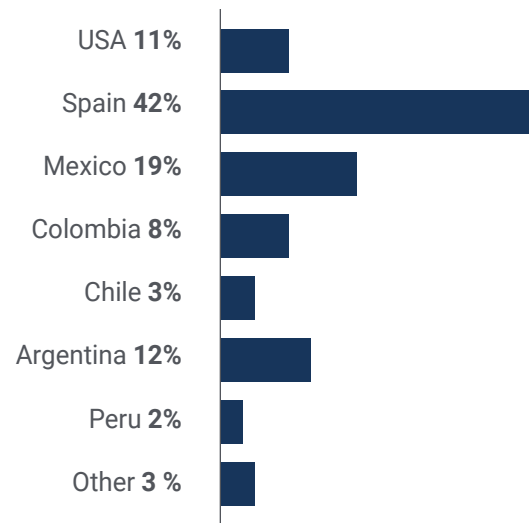
Manuel Ortega

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, everything I have learnt I have been able to implement it in my daily work"

Course Management

In our university we have specialist professionals in each area of knowledge, who bring their years of work experience to our training programs. A multidisciplinary team with prestigious recognition that have joined together to offer you all their knowledge on this subject.

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

Management

Mr. Barrientos, Giancarlo

- Information Systems Engineer with a specialization in Software Engineering from U.S.A.L Buenos Aires, Argentina.
- Started his professional experience focusing on different markets in Latin America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet Gmbh and Grupo Clarín
- Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- Currently IT Manager at Assist-365

Mr. Nieto Sandoval González, Nicolá David

- Industrial Technical Engineer by the E.U.P. of Málaga.
- Industrial Engineer by the E.T.S.I.I. 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

- Electrical Engineer
- Specialist in Computer Networks and Professional Master's Degree in Business Administration, University of the North.
- International Master's Degree in Marketing and Digital Business, IIEMD, Spain, online modality
- Master's Candidate in Marketing and Digital Transformation
- Master's Degree in Digital Team Management and Direction
- Certificate in Digital Coach, at European Business School of Barcelona S.L.
- Certificate in Virtual Tutoring Training and Certificate in University Teaching, University of the North.
- Graduate of the School of Consultant Training Rosario University - University of the North.
- International Certified Consultant by BVQI (Bureau Veritas Quality International)
- Candidate at the Academy of Digital Consultants

Mr. García Rodrigo, Javier

- Director of the R&D Project and Innovation Management Office of Telefónica.
- Master's Degree in Electrical and Computer Engineering, Polytechnic University of Madrid (Spain).
- Double Master's Degree in Business Innovation Management from the University of Barcelona (Spain) and EAE Business School (Spain)
- Member of the wireless connectivity group at Telefónica, where he worked on several projects with the Spanish public administration leading the transition between 3G and 4G networks 2009
- Member of Telefónica Research, where he managed the project portfolio strategy for the development of European innovation 2011

Mrs. Garbarino, Lucía

- User-Centered Product Designer
- More than 9 years of experience working in high-impact startups in the digital industry such as Rappi and Eventbrite
- Passionate about creating products that deliver an amazing user experience
- Founder of the Argentinian User experience community
- Co-Organizer of Mind the Product

Mrs. Santiago, Claudia

- Degree in International Business and Finance from the Autonomous University of the Caribbean.
- Professional Master's Degree in Marketing and Advertising Communication from the USAL
- Outstanding experience in the commercial area with emphasis on the educational sector in the categories of universities, agencies, technology centers, schools and corporate management at national and international level, occupying managerial and executive positions in fast-growing companies, with a profile oriented to leadership and belonging.

Mrs. Crespo Garcia, Laura

- Social Communicator and Journalist
- Professional Master's Degree in Audiovisual Communication
- Courses in the area of Digital Marketing and Community Manager
- Development in the area of Community Manager and Digital Marketing.
- Public relations at Gente Estratégica, Barranquilla, Colombia
- Audiovisual Press at the multinational media company Zoomintv.
- Audiovisual Production and Communication Assistant, Secretary of the Government of the City of Buenos Aires.
- Audiovisual Producer at the Youth Olympic Games in Buenos Aires, Argentina
- In charge of Digital Marketing, Advertising and Community Manager at Multiled, an established company in the area of advertising and media management, sports media and major events in Argentina

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 Technological 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

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.

Professional change for our students

During the program 15%	During the first year 60%	After 2 years 25%

Type of change

Internal Promotion **47 %**

Change of Company **45 %**

Entrepreneurship **8 %**

Salary increase

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

Salary before	A salary increase of	Salary after
€57,900	**25.22%**	**€72,500**

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 you 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

Intellectual Capital and Talent Growth

You 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 manager 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 to 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 manager can work on a real project or develop new projects.

06 Increased Competitiveness

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

11

Certificate

This Postgraduate Diploma in Development of Disruptive Business Models guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.

" *Successfully complete this training and receive your university degree without travel or laborious paperwork"*

This **Professional Diploma in Development of Disruptive Business Models** contains the most complete and up-to-date scientific program on the market.
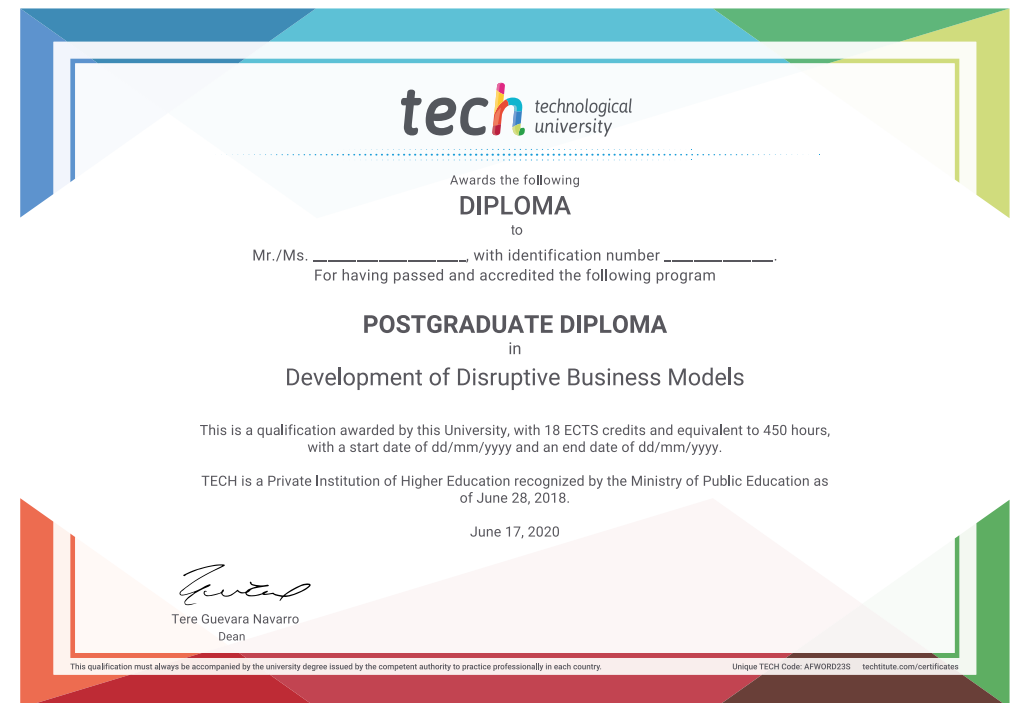
Once the student has passed the evaluation, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

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

ECTS: **18**

Official Number of Hours: **450**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Development of Disruptive Business Models

This is a qualification awarded by this University, with 18 ECTS credits and equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the even that the student wishes to have their paper diploma issued with a Hague Apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

Postgraduate Diploma
Development of Disruptive Business Models

Language: **English**

Course Modality: **Online**

Duration: **6 months**

Accreditation: **TECH Technological University**

18 ECTS Credits

Teaching Hours: **450 hours.**

Postgraduate Diploma

Development of Disruptive Business Models

tech technological university