

# Postgraduate Diploma Enterprise Digital Transformation





## Postgraduate Diploma Enterprise Digital Transformation

- » 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.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-enterprise-digital-transformation](http://www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-enterprise-digital-transformation)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Study Methodology

---

*p. 28*

07

Our Students' Profiles

---

*p. 36*

08

Course Management

---

*p. 40*

09

Impact on Your Career

---

*p. 46*

10

Benefits for Your Company

---

*p. 50*

11

Certificate

---

*p. 54*

# 01 Welcome

Many companies have had to change their entire business structure as a result of the explosion of the Internet in recent decades. With the arrival of new technologies that open up various emerging market niches, a fierce competition has arisen to occupy cyber spaces in which to achieve an economic return. Here the figure of the expert in enterprise digital transformation becomes indispensable, for which TECH has developed a complete program with all the technological keys necessary to succeed in the new digital trends. In addition, a special set of unique and additional *Masterclasses*, created by a leading international expert in Program Management, will be added.



Postgraduate Diploma in Enterprise Digital Transformation  
TECH Global University



*Enhance your knowledge with TECH! You will have the opportunity to participate in exclusive and complementary Masterclasses, given by an internationally renowned teacher 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 Technological 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 Technological University community.

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

# 04 Objectives

The program is designed to reinforce the student's digital expertise in the field of cutting-edge technological transformation, in order to develop new competencies and skills of high value in their field of work. The student will be able to opt for better positions and management positions thanks to the knowledge acquired during the program.



“

*This will be an unparalleled opportunity to relaunch your career towards enterprise digital transformation. Don't hesitate and enroll now”*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **Postgraduate Diploma in Enterprise Digital Transformation** will enable students:

01

Decipher the functioning of the Internet from its evolution and impact on society

02

Understand the impact of interactivity in communication resulting in Web 2.0. And how businesses should compete in digital environments

03

Master the main digital business models







04

Apply the characteristics of the digital economy to the way companies approach their business

05

Understand how diverse business models can be combined to achieve competitive advantages

06

Analyze the current state of the company and start the path to digital transformation

07

Gain an in-depth knowledge of digital transformation with a focus on people

08

Identify how digital transformation affects the customer

09

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





10

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

11

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

12

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

05

# Structure and Content

This program has been written by a group of experts in enterprise digital transformation, so the student is accessing a top quality teaching material, with the endorsement of the vast experience of its authors in the field. The theoretical contents are supported in turn by audiovisual material, making the teaching load lighter and more enjoyable for the students themselves.



“

*This program will be decisive when it comes to submitting your applications for higher technology positions”*

## Syllabus

The content of the Postgraduate Diploma in Enterprise Digital Transformation is designed to promote the development of the necessary skills in the digital and business sector, with a focus on the new existing business channels.

Throughout the 540 hours that the program lasts, students will study real cases in which they will see applied all the knowledge taught, so it is a qualification with an eminently practical nature.

A syllabus that seeks the professional improvement of its students through academic excellence, with first class educational material and the most avant-garde learning methodologies to ensure the acquisition of all the knowledge and skills taught.

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

### Module 1

Digital Impact on Business: New Digital Business Models

### Module 2

Enterprise Digital Transformation: Areas Affected by the Transformation

### Module 3

New Trends in Digital Transformation and their Impact on Businesses



### Where, when, and how it is taught

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

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

**Module 1. Digital Impact on Business: New Digital Business Models**

**1.1. Internet and its Impact on Society**

- 1.1.1. Internet Development and its Social Impact
- 1.1.2. Web 1.0 Starts
- 1.1.3. Connectivity
- 1.1.4. Future New Trends

**1.2. The Internet as a Means of Communication: Social and Economic Change**

- 1.2.1. The Media
- 1.2.2. Contribution of the Internet as a Means of Communication
- 1.2.3. Inconveniences

**1.3. Web 2.0: A Paradigm Shift**

- 1.3.1. Internet 2.0
- 1.3.2. The ClueTrain Manifesto
- 1.3.3. The New Communication Paradigm and the New Consumer
- 1.3.4. Cell Phone

**1.4. Business Models**

- 1.4.1. Business Model
- 1.4.2. Revenue Generation
- 1.4.3. Target Audience
- 1.4.4. The Competition
- 1.4.5. Value Proposition

**1.5. Competing in the Digital Economy**

- 1.5.1. New Developments in the Digital Economy
- 1.5.2. Increased Competition
- 1.5.3. Innovations and Their Impact

**1.6. Business Models of the Digital Economy I: Advertising**

- 1.6.1. Content Based Business Models
- 1.6.2. Advertising
- 1.6.3. Affiliation

**1.7. Business Models of the Digital Economy II: Transactions**

- 1.7.1. Online Stores
- 1.7.2. Marketplaces
- 1.7.3. Subscription
- 1.7.4. Sharing Economy
- 1.7.5. Freemium

**1.8. Business Models of the Digital Economy III: Products and Services**

- 1.8.1. Products
- 1.8.2. Services
- 1.8.3. Information
- 1.8.4. Community

**1.9. Competition Based on New Business Models**

- 1.9.1. Contribution Value vs. Revenue
- 1.9.2. Revenue Models Development
- 1.9.3. Competing in the New Digital Environment

**1.10. Development of Projects in the Digital Economy**

- 1.10.1. Valuation of Companies
- 1.10.2. Priorities
- 1.10.3. Procurement Policy
- 1.10.4. Financing



**Module 2. Enterprise Digital Transformation: Areas Affected by the Transformation****2.1. Digital Transformation**

- 2.1.1. The New Industrial Revolution
- 2.1.2. Growing in a Digital Environment
- 2.1.3. Corporate Culture in a Digital Environment
- 2.1.4. Digital Native Companies

**2.2. Organizational Culture and Leadership**

- 2.2.1. Initial Analysis, Identifying the Degree of Maturity of the Organization in the Aspects of Leadership and Digitalization
- 2.2.2. Definition of Strategic Objectives for Digital Transformation
- 2.2.3. Development of a Strategic Plan, Identifying Initiatives and Needs. Prioritizing Those Important Ones Considered in the Strategic Objectives
- 2.2.4. Leadership in Digital Transformation
- 2.2.5. Measurement and Monitoring of Strategic Objectives

**2.3. IT Department**

- 2.3.1. New Roles in the Organization
- 2.3.2. Tools for Use in IT
- 2.3.3. Digital Transformation Leadership by the IT Department

**2.4. Customer Digitization**

- 2.4.1. Factors that Influence Customer Loyalty
- 2.4.2. Customer Orientation: A Key Strategy
- 2.4.3. Understand Customer Behavior
- 2.4.4. Use of Data to Learn About the Customer
- 2.4.5. Corporate Reputation, Customer Satisfaction, Efficiency

**2.5. From HR to People Management**

- 2.5.1. Changes from the HR Point of View
- 2.5.2. New Digital Skills for the New Workers
- 2.5.3. Digital Experts vs. Digital Talent
- 2.5.4. Talent Selection Tools
- 2.5.5. Data-Driven Decision Making

**2.6. Marketing and Sales**

- 2.6.1. From Interrupting the Conversation to Being Part of it with Relevant Content
- 2.6.2. Transmit Emotions from Our Digital Assets in an Immersive Way
- 2.6.3. Integrate Commerce + Mobile + Social + AI to Achieve Impact to Accelerate Purchase
- 2.6.4. Hyper-Localization: Local is Global, Breaking the Paradigms of Commerce
- 2.6.5. Social Intelligence: From Big Data to Small Data to Predict Behaviors

**2.7. Purchasing Department**

- 2.7.1. Reevaluation of the Purchasing Department
- 2.7.2. New Functionalities and Roles
- 2.7.3. More Effective Supply Chain Optimization
- 2.7.4. Skills and Capabilities of Purchasing Personnel

**2.8. Industry 4.0**

- 2.8.1. Mobile Internet and M2M Communication are the Foundation of IoT
- 2.8.2. Data Analysis (Big Data) will make it Possible to Identify Patterns and Interdependencies, Find Inefficiencies, and Even Predict Future Events
- 2.8.3. Applications and Infrastructures Offered in the Cloud

**2.9. Financial Department**

- 2.9.1. Data Analytics: Automated Data Analysis
- 2.9.2. Fact-Based Analysis of Actual Processes and Events
- 2.9.3. Artificial Intelligence for the Development of New Financial Models
- 2.9.4. Automation of the Most Repetitive Processes
- 2.9.5. Control of Operations by Blockchain

**2.10. Logistics Department**

- 2.10.1. Customer Experience
- 2.10.2. New Digital Profiles for Logistics
- 2.10.3. Leadership
- 2.10.4. Digital Platforms

**Module 3. New Trends in Digital Transformation and their Impact on Businesses**

**3.1. Internet Evolution**

- 3.1.1. Evolution of the Digital Ecosystem
- 3.1.2. New Digital Trends
- 3.1.3. New Customer and Future Customer

**3.2. Ecommerce 2.0: Trends**

- 3.2.1. From 1.0 to 2.0
- 3.2.2. Emotional Selling
- 3.2.3. Sharing Economy
- 3.2.4. New Trends in Online Sales

**3.3. CRO y Growth Hacking**

- 3.3.1. Importance of Conversion
- 3.3.2. CRO
- 3.3.3. Growth Hacking

**3.4. Big Data and Data Science**

- 3.4.1. The Importance of Data
- 3.4.2. Big Data
- 3.4.3. Data Scientist Role

**3.5. Internet of Things (IoT)**

- 3.5.1. IoT Analysis
- 3.5.2. Impact on the Company
- 3.5.3. Wearables
- 3.5.4. Connected Home

**3.6. Industry 4.0**

- 3.6.1. New Trends
- 3.6.2. The Makers
- 3.6.3. New Industrial Production and Robotization

**3.7. Digital Marketing Trends**

- 3.7.1. Programmatic
- 3.7.2. Video
- 3.7.3. Content: Native Advertising

**3.8. Internet 3.0 Semantic Web**

- 3.8.1. Where the Network is Evolving To
- 3.8.2. Robot Assistants: Alexa, Siri and Google Assistant
- 3.8.3. Semantic Web

**3.9. Future of Relationships: The Privacy Challenge**

- 3.9.1. Privacy Challenge
- 3.9.2. Data Protection Regulation
- 3.9.3. Consumer Privacy

**3.10. New Technological Horizons**

- 3.10.1. New Trends
- 3.10.2. The Blockchain
- 3.10.3. Future Developments and New Challenges
- 3.10.4. Upcoming Technologies



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

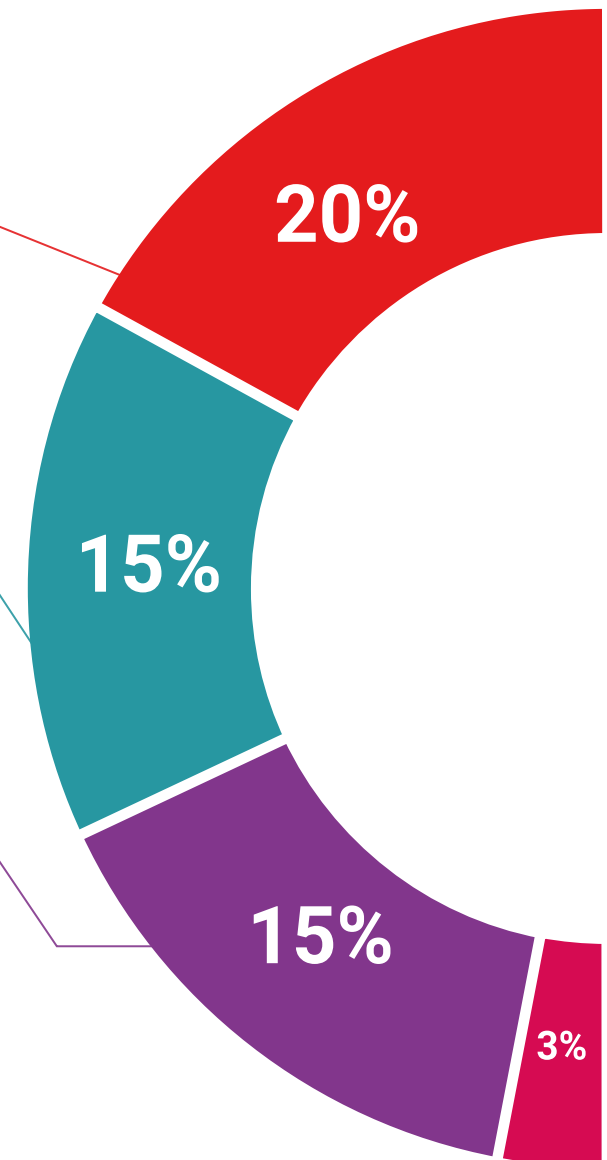
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

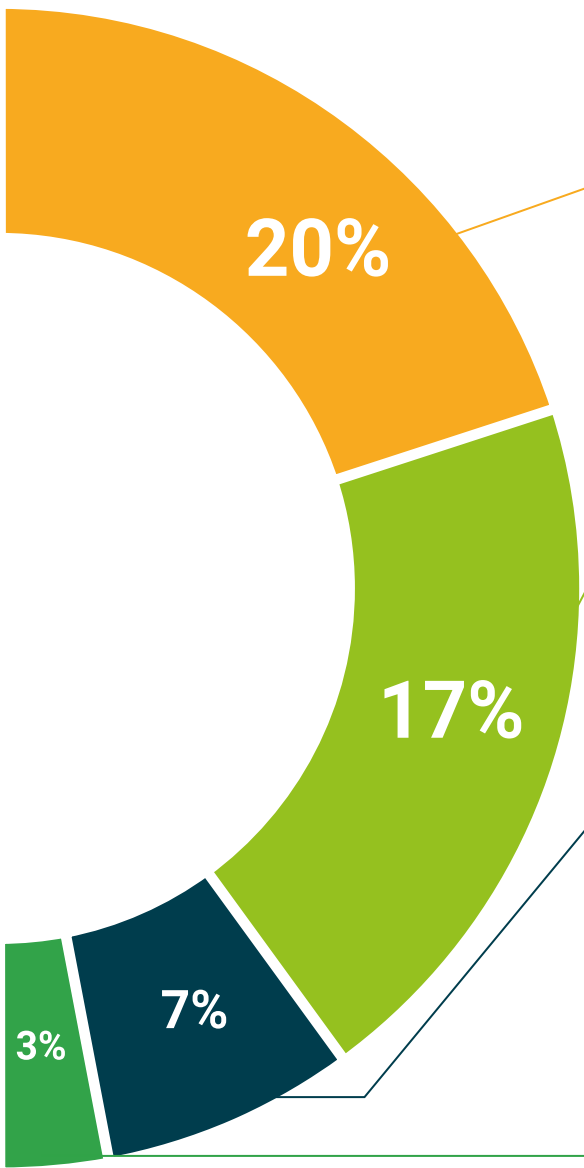
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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

This Postgraduate Diploma in Enterprise Digital Transformation is a program intended for business and technology professionals with aspirations to update their knowledge and discover new ways to advance their careers, providing cutting-edge solutions to the appearance of emerging digital businesses.





“

*Do not miss the opportunity to obtain a significant job improvement and enroll now in this Postgraduate Diploma”*

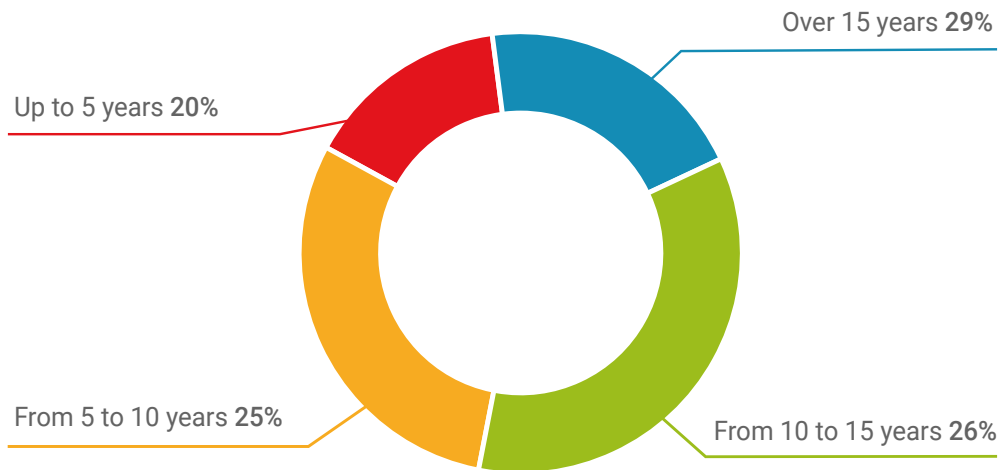
### Average Age

---

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

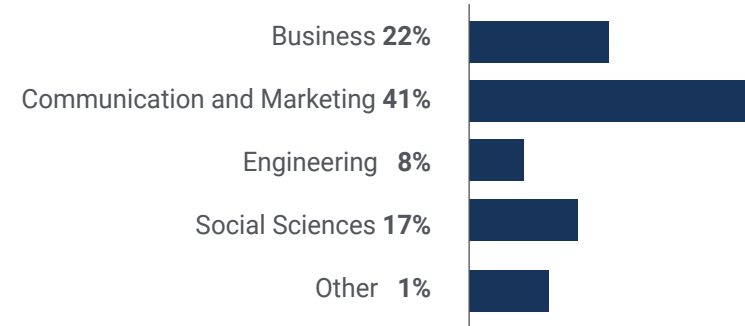
### Years of Experience

---



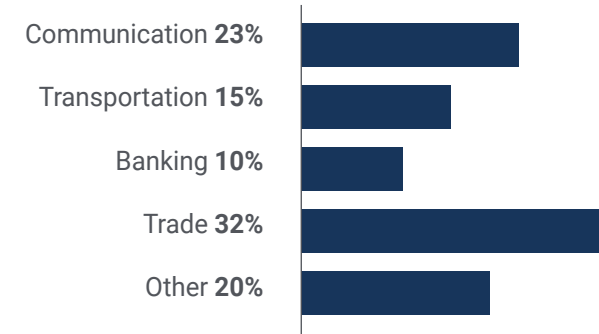
### Training

---



### Academic Profile

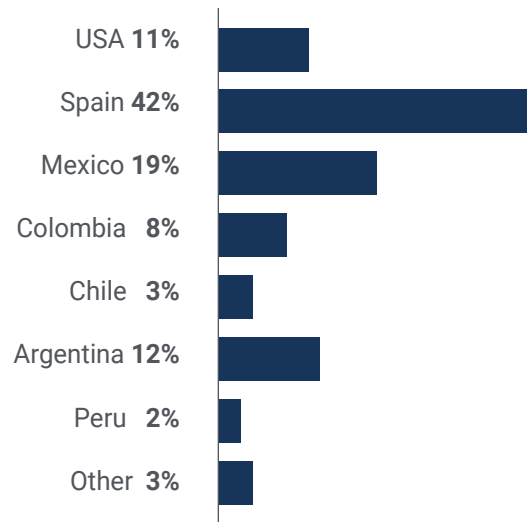
---





## Geographical Distribution

---



## Manuel Ortega

---

Manager of a Digital Company

*"This is the best digital transformation program I could have done. The multimedia methodology and the huge number of practical cases has allowed me to quickly acquire the knowledge. Also, I have been able to implement everything I have learned in my daily work"*

08

# Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

*We have the best teaching team to help you to specialize in a highly-demanded field”*

## 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, expert in digital strategies
- ♦ 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.
- ♦ Certificate in Virtual Tutoring Training and Certificate in University Teaching, 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.

### Ms. Garbarino, Lucía

- ♦ 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.

### Ms. Crespo Garcia, Laura

- ♦ 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

The ultimate goal of pursuing a program of this characteristics should be to obtain both employment and personal improvements, so TECH not only strives to offer a successful education to its students, but also provides all possible options so that the student can adapt the teaching material to their own pace and obligations.





“

*You will see positive changes in your daily work methodology even before you finish your education, which will significantly help you improve performance in your professional technology projects”*

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

The Postgraduate Diploma in Enterprise Digital Transformation of TECH Global University is an intensive program that prepares students for all kinds of business challenges, taking into account the latest market trends in enterprise digital transformation.

### Generating Positive Change

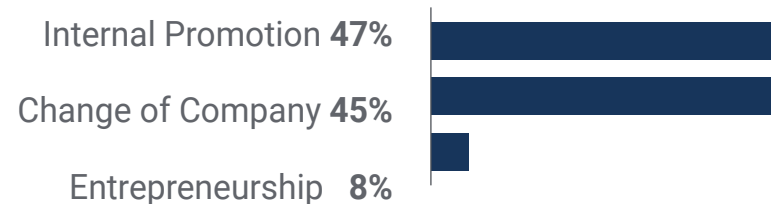
*If you want to make a positive change in your profession, the Postgraduate Diploma in Enterprise Digital Transformation will help you achieve it.*

*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

### Professional change for our students



### Type of change



## Salary increase

---

This program represents a salary increase of more than **25,22%** for our students



10

# Benefits for Your Company

The Postgraduate Diploma in Enterprise Digital Transformation represents a substantial improvement in the professional skills of its students, so that companies will benefit to the extent that their staff will have a better qualification to deal with all kinds of issues related to new technologies.





“

*You will be the vector of digital change for the companies that decide to hire you, and you can easily be in charge of large-scale technology projects”*

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 executive 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 of the world economy.



05

### **Project Development**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

---

06

### **Increased competitiveness**

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

This Postgraduate Diploma in Enterprise Digital Transformation 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 Enterprise Digital Transformation** 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.

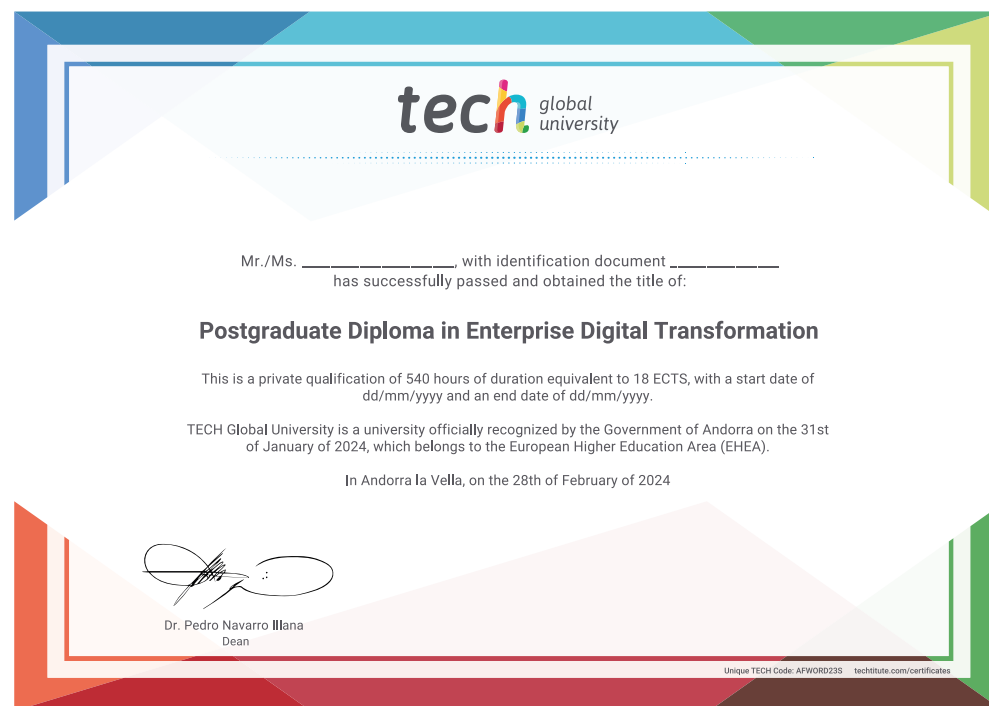
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Enterprise Digital Transformation**

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 Enterprise Digital Transformation

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

# Postgraduate Diploma Enterprise Digital Transformation