

# Postgraduate Diploma Innovation in Educational Centers

PIEC



tech global  
university



## Postgraduate Diploma Innovation in Educational Centers

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

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-innovation-educational-centers](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-innovation-educational-centers)

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# 01 Welcome

Understanding the possibilities offered by new technologies as didactic resources is essential for school principals to carry out an adequate innovative management adapted to the needs of 21st century students. In this way, this program not only introduces the professional to the teaching reality that they will encounter, but also trains them to get the best out of their experience, all of this hand in hand with the use of the latest technologies applied to the classroom. Thus, at the end of the degree, you will be able to strategically manage your educational institution, making use of the most current and innovative strategies.



Postgraduate Diploma in Innovation in Educational Centers.  
TECH Global University



“

*Schools must be committed to innovation, and, to this end, they need highly qualified professionals in this field"*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *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"*

03

# Why Our Program?

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

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



“

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

This program will provide you with a multitude of employment and personal advantages, among which are the following:

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

The main objective of this program is to offer business professionals a unique academic opportunity to improve their managerial skills in the field of innovative school management. To this end, they are offered the option of accessing complete and updated content on the main technologies and tools applied in the teaching processes of the most prestigious educational institutions around the world.





“

*Learn about the advantages of innovative tools applied to the classroom and achieve more effective learning for your students"*

**Your goals are our goals.**

**We work together to help you achieve them.**

The **Postgraduate Diploma in Innovation in Educational Centers**. Will enable the student to:

01

Understand the intrinsic relationship between education and society

04

Understand the innovation process as a process of improvement

02

Identify education as the beginning of social change



03

Be able to specify the final product of the innovation

05

Understand the importance of an educational revolution for the improvement of society



06

Contrast the different educational revolutions in different countries

08

Acquire the necessary skills to develop new teaching practices



09

Master the different techniques and instruments to develop programs based on meaningful learning

07

Become familiar with the educational revolution procedure and its characteristics

10

Know the main IT tools useful for school centers

11

Analyze the benefits of virtual environments for teaching practice

14

Know the challenges of Neuromarketing and its application in educational centers

12

Know the communication process, types of messages and elements in the marketing mix



13

Understand the importance of promotional activities

15

Analyze the importance of digital promotion, social networks and educational community

16

Know the most effective communication for the educational center

18

Develop critical capacity with the use of ICTs

19

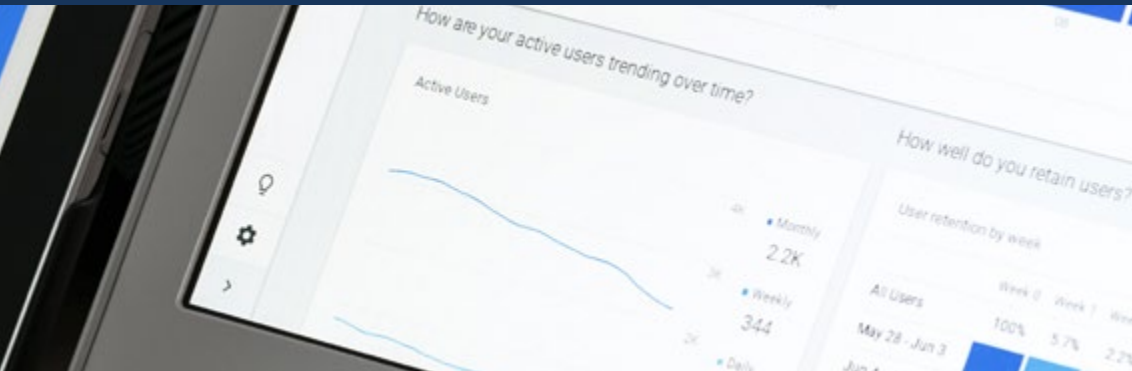
Know when and which ICT tools are appropriate

17

Know the advantages and disadvantages that ICT can bring to our work

20

Analyze the external communication of our educational center and take advantage of the most convenient tools for this purpose



21

Know the usefulness of a school management platform for the school center

22

Efficiently communicate information to families through the school platform

23

Use e-mail management in our day-to-day work to maximize performance while minimizing time spent





24

Know the concept of signature in an e-mail

25

Be able to create and edit custom signatures

26

Reflect on the importance of good management of projects or actions undertaken at the center

05

# Structure and Content

The Postgraduate Diploma in Innovation in Educational Centers is a program designed to offer students all those tools that will be essential to carry out a first-class academic management adapted to the needs of today's society. To this end, over the course of 6 months, the student will take a tour of the main technological tools used in the educational field that promote more innovative and modern teaching.



“

*A unique opportunity to develop the skills and abilities necessary to achieve success in school management"*

## Syllabus

The Postgraduate Diploma in Innovation in Educational Centers of TECH Global University aims to provide students with the necessary training to implement the most current technological tools in the teaching processes taught in academic institutions. Thus, upon completion, the professional will be able to analyze all these tools and applications that are very useful in schools around the world.

Throughout 450 hours of study, the student will analyze a multitude of practical cases through individual work, which will facilitate deep learning that can be transferred to their daily practice. Thanks to all these tools and their efficient use in educational centers, children and young people will be able to acquire more

effective learning adapted to their needs. As a result, more and more institutions are opting to use ICT as an indispensable part of their teaching resources.

This Postgraduate Diploma deals in depth with different areas of educational institutions, and is designed for managers to understand the innovation process in educational institutions from a strategic, international and innovative perspective.

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

### Module 1

Educational Innovation and Research Comparative Analysis of Education Models

### Module 2

Educational Marketing, Commercial Management and External Promotion

### Module 3

ICT as a Management and Planning Tool





### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Throughout the 6 months of training, the student 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.** Educational Innovation and Research Comparative Analysis of Education Models

1.1. Advantages and Disadvantages of the use of Technology in Education	1.2. Educational Neurotechnology	1.3. Programming in Education	1.4. Introduction to the <i>Flipped Classroom</i>
1.5. Introduction to Gamification	1.6. Introduction to Robotics	1.7. Introduction to Augmented Reality	1.8. How to Develop your own AR Applications?
1.9. <i>Samsung Virtual School Suitcase</i>	1.10. Tips and Examples of Use in the Classroom		

**Module 2.** Educational Marketing, Commercial Management and External Promotion

2.1. What is Promotion?	2.2. What is the Promotional Mix?	2.3. The Importance of Competitive Advantage in Promotion	2.4. The Marketing Mix in the Education Center
2.5. The Client in the Education Center	2.6. <i>Branding</i> Elements for Education Centers	2.7. The Brand in the Education Center	2.8. The Models in the Education Center
2.9. Promotion Campaign	2.10. What Really Matters These Days in the Education Market		

**Module 3.** ICT as a Management and Planning Tool

3.1. ICT Tools in the Center	3.2. Communication	3.3. e-mail	3.4. Document Generation
3.5. Task Management Tools	3.6. Schedules	3.7. Social Networks	3.8. Introduction and Parameter Setting of Alexia Classrooms
3.9. Licensing and Administrative Management in Alexia Classrooms	3.10. Alexia Teacher Training		



# 06

# Methodology

This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: **Re-learning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Re-learning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: A way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH Business School we use the Harvard Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world”*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



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

## A learning method that is different and innovative

This intensive program of the School of Business of TECH Global University prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at , TECH you will use Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Re-Learning Methodology

Our University is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Re-learning.

Our business school is the only one in Spanish-speaking countries licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best Spanish online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

They will complete a selection of 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

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



### Testing & Re-testing

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: So that they can see how they are achieving your goals.



07

# Our Students' Profiles

The Postgraduate Diploma in Innovation in Educational Centers is a program aimed at professionals who want to update their knowledge of innovation processes in educational centers and advance in their professional career. Thus, these are students with a high interest in quality learning in order to continue improving their training, which will allow them to access management positions in the short or medium term.





“

*TECH is looking for professionals who wish to increase their training and bring the latest technological innovations to educational centers”*

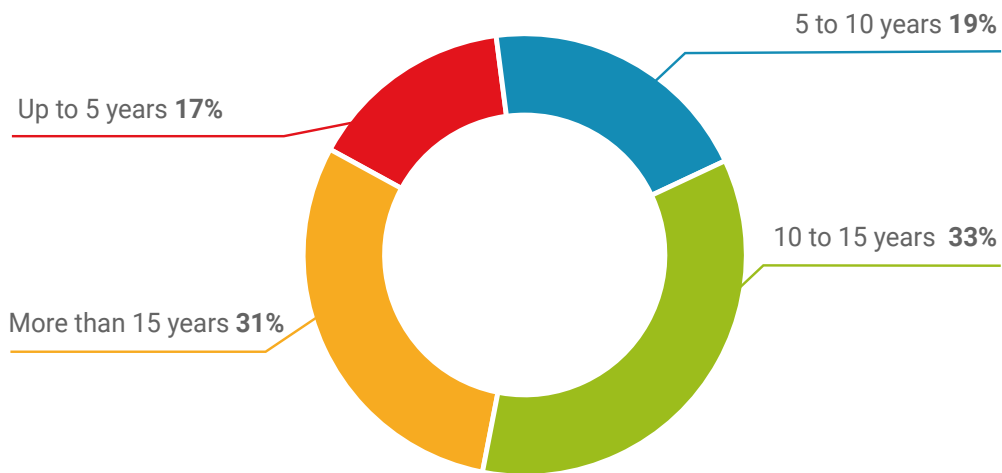
### Average Age

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

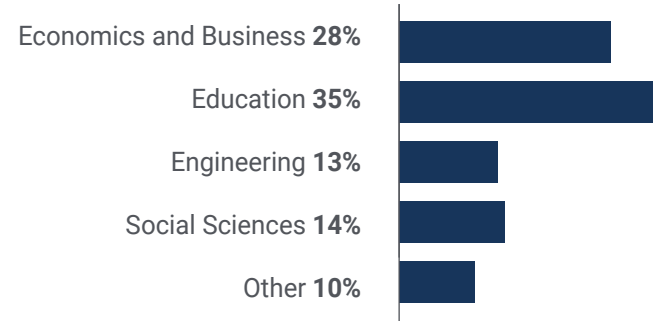
### Years of Experience

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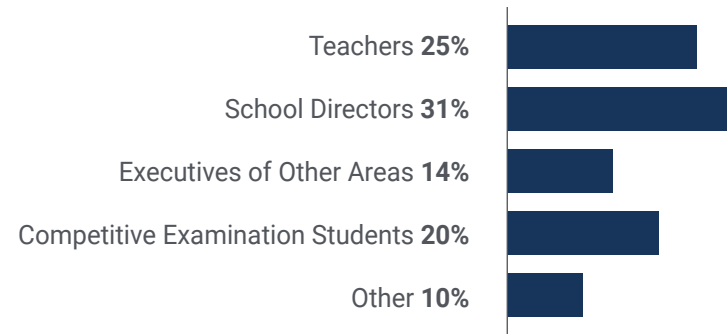
### Training

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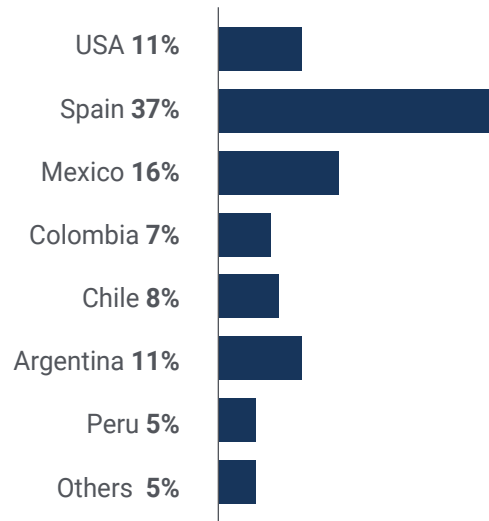
### Academic Profile

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## Geographical Distribution

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## Javier Santos

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Director of an educational center

*"This superior TECH program has given me the opportunity to learn about the most innovative applications in the field of teaching, in such a way that I have increased my training and I am now qualified to carry out a more correct, efficient and adapted academic management to the needs of the students of the 21st century"*

08

# Course Management

The program includes in its teaching staff reference experts in Innovation in Educational Centers, who pour into this program the experience of their years of work. 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.







“

*At TECH we have the most specialized  
teaching team in the market"*

## Management



### **Mr. Borrás Sanchís, Salvador**

- Psychologist, Teacher and Speech Therapist
- Educational counselor at Generalitat Valenciana, Consejería de Educación (Valencian Regional Government)
- Pedagogical Director at the DEIAP Institute
- Degree in Psychology
- Hearing and Speech Teacher
- Diploma in Speech Therapy.
- Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom).

## Professors

### Mr. Arroyo Fernández, Alejandro

- ♦ Contributor to digital magazines of literary criticism and teacher of Spanish as a Foreign Language
- ♦ PhD in North American Literature from the Complutense University of Madrid.
- ♦ Degree in English Philology
- ♦ Specialist in Contemporary North American Literature and Victorian Literature.
- ♦ Master's Degree in European Literary Studies
- ♦ Master's Degree in Teaching Spanish as a Foreign Language

### Ms. Azcunaga Hernández, Amaia

- ♦ Teacher of Foreign Languages with teaching experience in various countries and educational fields.
- ♦ Master's Degree in Teaching Spanish as a Foreign Language.
- ♦ Specialist in group dynamics applied to teaching.

### Mr. De la Serna, Juan Moisés

- ♦ PhD in Psychology and Professional Master's Degree in Neurosciences and Behavioral Biology
- ♦ Author of the Cátedra Abierta de Psicología y Neurociencias and scientific disseminator.

### Ms. Jiménez Romero, Yolanda

- ♦ Territorial Director of the Extremeño-Castilla La Mancha Institute of High Abilities
- ♦ Degree in Elementary Education
- ♦ Master's Degree in Neuropsychology of High Abilities
- ♦ Master's Degree in Emotional Intelligence. Specialist in NPL.
- ♦ Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom).

### Mr. Notario Pardo, Francisco

- ♦ Degree in Pedagogy and Diploma in Social Education.
- ♦ Postgraduate Diploma in "Intervention with at-risk families and children with antisocial behavior".
- ♦ Postgraduate Diploma in "Social Education and Sociocultural Motivation".
- ♦ Family and School Mediator, and Official Court Expert.
- ♦ He has been working since 2004 as an Educator and Director of Foster Care Centers, as well as Technician and Coordinator of the Foster Care Intervention Center in Alicante
- ♦ Currently working as Educator in a Grassroots Social Work Unit.
- ♦ aimed Teacher (in the classroom and online) and content developer for various organizations and professional institutions.
- ♦ Director of the Master's Degree in Inclusive Education for Children in Social Risk Situations.

### Mr. Velasco Rico, Guillermo

- ♦ Degree in Hispanic Philology, Complutense University of Madrid
- ♦ Master's Degree in ELE from the Complutense University of Madrid.
- ♦ Spanish Teacher at the Complutense University of Madrid.
- ♦ Academic Coordinator of the Center for Hispanic Studies in Sarajevo

### Mr. Visconti Ibarra, Martín

- ♦ PhD in Education and Behavioral Sciences with specialization in Emotional Intelligence.
- ♦ Degree in Elementary Education Teaching.
- ♦ Online Master's Degree in Learning Difficulties and Cognitive Processes.

09

# Impact on Your Career

When you want to become a manager in an academic center, you need to acquire all those leadership skills that allow you to manage resources more efficiently. But it is also necessary to know all these new resources that can be put into practice in daily work. With this program, students will be able to access all that specialized knowledge with which they can give a boost to their careers.



“

*TECH puts all its resources at your disposal to help you achieve your professional goals”*

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

The TECH Postgraduate Diploma in Innovation in Educational Centers is an intensive program that prepares students to face the challenges and decisions in the field of teaching, both nationally and internationally. The main objective is to promote your personal and professional growth. Help you to achieve success.

Those who wish to find a better job in a short period of time should not miss the opportunity to study this program.

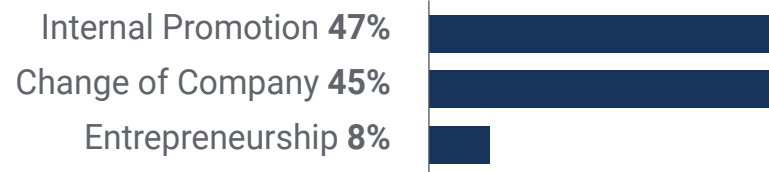
*Don't miss the opportunity to specialize in TECH. It will be a quality plus for your CV.*

*If you want to achieve professional recognition, you need to get up to date with the most innovative tools in the teaching field.*

### When the change occurs



### Type of change



## Salary increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Innovation in Educational Centers is a program designed to improve the qualification of directors or other personnel in charge of academic institutions, as well as those who wish to access a position of this type. But not only that, improving the training of professionals will improve working methods, which will benefit these centers and the entire educational community in general.







“

*The superior qualification that this program will provide you with will enable you to make far-reaching decisions for the benefit of your institution”*

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

01

### **Intellectual Capital and Talent Growth**

The manager will bring to the center new concepts, strategies and perspectives that can bring about relevant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

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

03

### **Building agents of change**

The manager 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 center will come into contact with the main markets in the world economy.



05

### **Project Development**

The management will be able to work on a real project or develop new projects in the field of R&D or Business Development of their company.

---

06

### **Increased competitiveness**

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

# 11

# Certificate

The Postgraduate Diploma in Innovation in Educational Centers guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma qualification issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Diploma in Innovation in Educational Centers** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Postgraduate Diploma in Innovation in Educational Centers**

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.



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# Postgraduate Diploma

## Innovation in Educational Centers

