



IT Project Control Using Analytical Techniques

» Modality: online

» Duration: 6 months

» Certificate: TECH Global University

» Credits: 18 ECTS

» Schedule: at your own pace

» Exams: online

» Target Group: Computer Engineering University Graduates

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-it-project-control-analytical-techniques

# Index

02 03 Why Study at TECH? Why Our Program? Welcome p. 4 p. 6 05 06 Methodology Structure and Content p. 20 80

Course Management

p. 40

Impact on Your Career

Benefits for Your Company

Our Students' Profiles

Certificate

Objectives

p. 10

p. 28

p. 44

p. 48

p. 14

p. 36

# 01 **Welcome**

We live in a society dominated by information, where practically everything imaginable can be quantified and converted into data. In view of this situation, many technology companies have greatly specialized their analysis departments, incorporating technical experts in analytics to control their various projects. These are positions of high economic performance and great job projection, since it is the most powerful technological companies that need the best analysts. This program will train students to take on the role of project controller, applying the most cutting-edge analytical techniques today to make a difference in a labor market with high growth opportunities.









## tech 08 | Why Study at TECH?

#### 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+

200+

executives trained each year

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.



#### 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 studies in the academic community"

### Why Study at TECH? | 09 tech

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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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.





### tech 12 | Why Our Program?

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



#### 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.



# 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.



### 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.



#### 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.



#### 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.



#### 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.



#### 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.



#### 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.

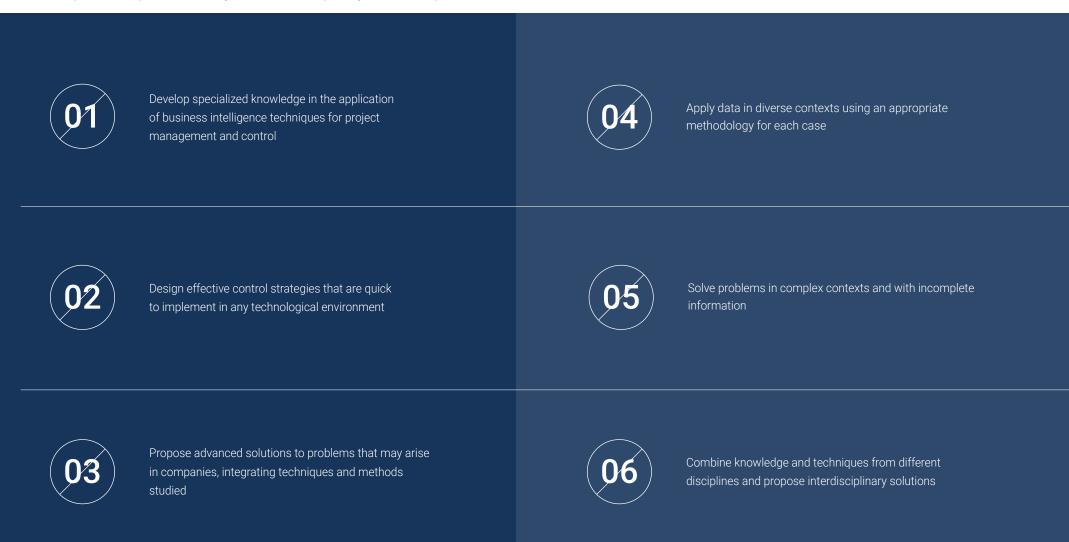




### tech 16 | Objectives

TECH makes the goals of their students their own goals too. Together they work to achieve them.

The Postgraduate Diploma in IT Project Control Using Analytical Techniques allows students to:







Effectively communicate analytics results to technical and non-technical audiences

(80)

Develop change strategies and practices for digital business transformation through the advanced application of analytical techniques



Obtain strategy and data management results for project control purposes



Determine data life cycle phases



Establish the differences between the different types of analysis



Study technological trends to control and monitor projects and processes









### tech 22 | Structure and Content

#### **Syllabus**

The Postgraduate Diploma in IT Project Control Using Analytical Techniques at TECH Global University is an intensive program that prepares students for the critical and data-driven task management in a variety of IT projects of different types.

The Postgraduate Diploma in IT Project Control Using Analytical Techniques is structured in a clear and concise manner, with its content divided into various topics that are easy to access and search in case of any doubts.

Over 450 teaching hours, students will learn the main data collection tools, as well as the technical differences between them to know which one to apply at any given moment.

This Postgraduate Diploma delves into the most innovative work methodologies in the field of data analysis, assessing the different facets and roles to be undertaken by an analyst in a multidisciplinary team.

A curriculum that will help students focus their professional careers on the most responsible analytical management and control positions in the industry. The innovative content on the program, supported by the best educational methodology and an exceptional teaching staff, rounds off this comprehensive program.

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

Module 1 IT Project Management and Control Using Business Intelligence

Module 2 IT Project Strategic Monitoring and Control

Module 3 Digital Analytics for Decision-Making in Technology Projects



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

TECH offers the possibility of developing this Postgraduate Diploma in IT Project Control Using Analytical Techniques completely online. Over the course of 6 months, 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.

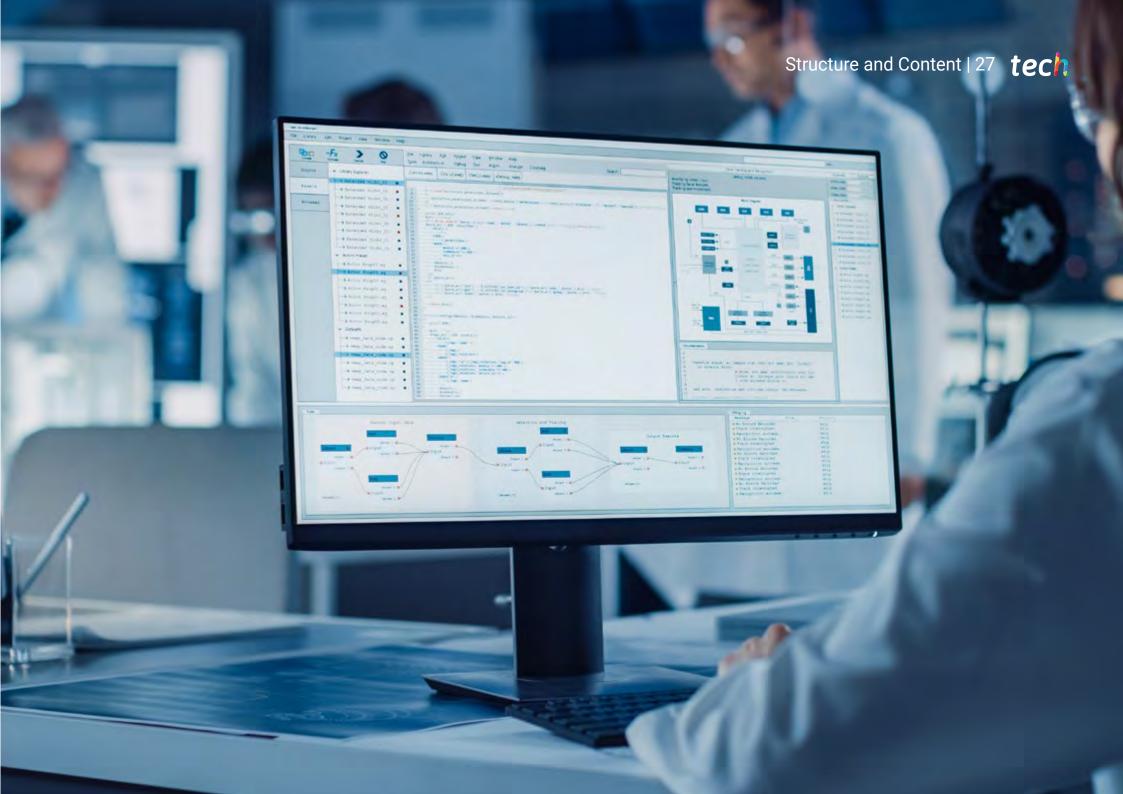
## tech 24 | Structure and Content

Mod	Module 1. IT Project Management and Control Using Business Intelligence								
	Business Intelligence Business Intelligence Data Management Data Life Cycle Architecture Applications	1.2.1. 1.2.2. 1.2.3.	IT Project Management Using Analytical Techniques Business Intelligence Selection Benefits of Business Intelligence for Projects Examples and Applications	1.3. 1.3.1. 1.3.2. 1.3.3.	Harvesting and Storage Business Models and Data Models Types of Storage Storing Big Data in the Cloud	1.4.2.	Massive Data and Information Processing Types of Data Processing Techniques to Simplify Massive Processing Cloud Processing		
1.5. 1.5.1. 1.5.2. 1.5.3. 1.5.4.	Pattern Analysis and Recommendation	1.6. 1.6.1. 1.6.2. 1.6.3. 1.6.4.	Visualization for Decision Making Visualization and Data Analysis Tools Data Analysis Visualization Reports Design	1.7. 1.7.1. 1.7.2. 1.7.3.	Business Information Consumption Control Panel KPI Design and Mining Geographic Information	1.8.2.	Security and Governance Security/Safety Governance		
1.9. 1.9.2. 1.9.3.	3	1.10.1 1.10.2	Project Management  Project  Requirements and Objectives  Start-up and Implementation						

Module 2. IT Project Strategic Monitoring and Control								
2.1. 2.1.1. 2.1.2. 2.1.3.	Business Intelligence Concept Evolution	2.2. 2.2.1. 2.2.2. 2.2.3. 2.2.4. 2.2.5.	Information Analysis Techniques Descriptive Analytics Prescriptive Analytics Predictive Analytics Pattern Analysis and Recommendation Benefits of IT Projects Analysis	2.3.1. 2.3.2.	Types of Data Structured Data Semi-Structured Data Unstructured Data	2.4.1. 2.4.2.		
<b>2.5.</b> 2.5.1. 2.5.2. 2.5.3.	9	<b>2.6.</b> 2.6.1. 2.6.2.	Business Intelligence Solutions: Power BI Ecosystem Potential Strengths and Weaknesses	2.7.1.	Business Intelligence Solutions: Tableau Ecosystem Strengths and Weaknesses		Business Intelligence Solutions: Qlik Ecosystem Potential Strengths and Weaknesses	
	Business Intelligence Solutions: Prometheus Ecosystem Potential Strengths and Weaknesses	2.10.1 2.10.2	Future of Business Intelligence  Cloud Applications Self-Consumption Business Intelligence Integration with Data Science: Value Creation					

## tech 26 | Structure and Content

Module 3. Digital Analytics for Decision-Making in Technology Projects								
	<b>Digital Analytics</b> Digital Analytics Modus Operandi	<b>3.2.</b> 3.2.1. 3.2.2. 3.2.3.	9 , ,		Metrics Basic Metrics. KPI (Key Performance Indicators) or Advanced Metrics The Objective: Conversion	3.4.2.	Dimensions Campaign/Keyword Source/Media Contents	
<b>3.5.</b> 3.5.1. 3.5.2. 3.5.3.	Current Versions: UA/GA4.	3.6.2.	Google Analytics Structure: Work Areas Accounts Properties Views	3.7.2. 3.7.3. 3.7.4.	Google Analytics Reports In Real Time Audience Acquisition Behaviour Conversions		Google Analytics Advanced Reports Personalised Reports Panels APIs	
3.9. 3.9.1. 3.9.2.	,	3.10.1 3.10.2	Digital Analytics Plan  Measurement Implementation in the Technological Environment Conclusions					





This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.** 

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





### tech 30 | Methodology

# TECH Business School uses the Case Study to contextualize all content

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





This program prepares you to face business challenges in uncertain environments and achieve business success.



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 TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.



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

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

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

### tech 32 | Methodology

#### **Relearning Methodology**

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

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

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

Our online business school is the only one in the world 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 online university indicators.



### Methodology | 33 tech

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your 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.



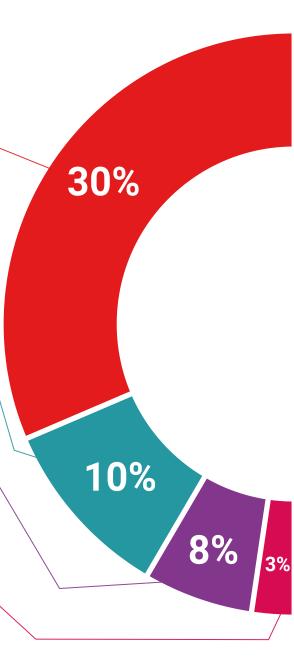
#### **Management Skills Exercises**

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.





Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



#### **Interactive Summaries**

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



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

#### **Testing & Retesting**

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

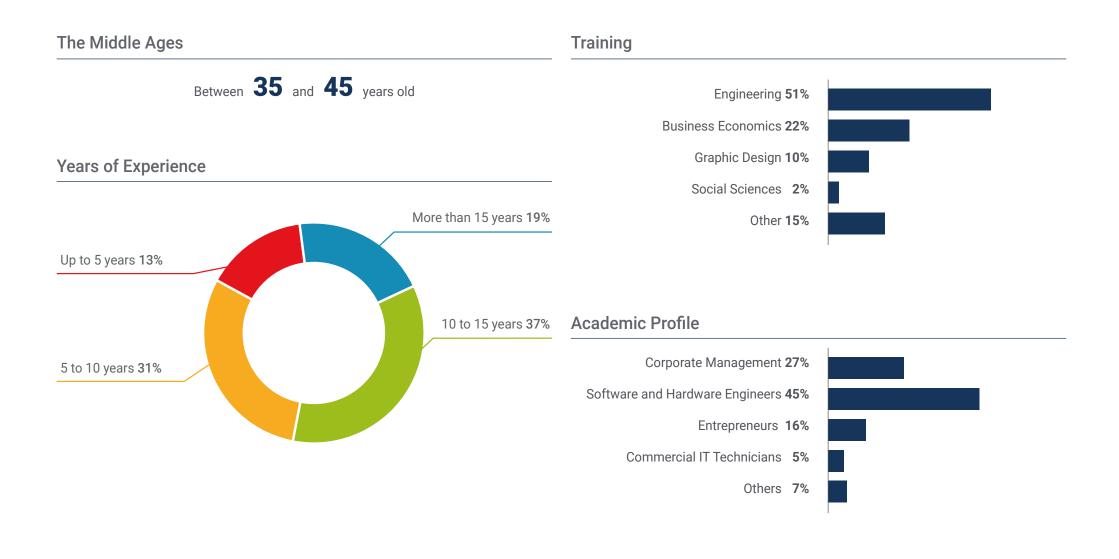




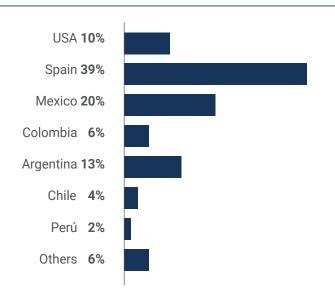
30%







## **Geographical Distribution**





# Navarra Sierra Gallardo

#### Data Analysis Manager

"Thanks to data analytics, I was able to apply to manage and control projects in my company, which led me to positions of increasing responsibility and financial compensation. It was undoubtedly a wise decision to study this Postgraduate Diploma."





# tech 42 | Course Management

### Management



#### Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO en Corporate Technologies in Corporate Technologies
- CTO in Al Shephers GmbH
- Doctorate in Psychology from the University of Castilla La
- PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- PhD in Psychology, University of CastillaLa Mancha
- Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla La Mancha.
- · Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla La Mancha.
- Professor of the Master in Big Data and Data Science at the International University of Valencia
- Lecturer of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development.
- Member of the SMILe Research Group of the University of Castilla La Mancha.



# Course Management | 43 tech

#### **Professors**

#### Ms. Martínez Cerrato, Yésica

- Project Manager in the area of Key Account Integration at the Spanish Postal Service
- ◆ Computer Technician Responsible for computer classrooms OTEC at the University of Alcalá
- Electronic Security Product Technician at Securitas Security Spain
- Head of Digital Transformation and Business Intelligence Analyst at Ricopia Technologies
- Computer classes teacher in ASALUMA Association
- Degree in Electronic Communications Engineering at the University of Alcalá, Spain

#### Mr. García Niño, Pedro

- Specialist in Web Positioning and SEO/Google Ads
- SEO On-Page / Off-Page Specialist
- Google Ads Specialist (SEM / PPC), Official Certification
- Specialist in Google Analytics/Digital Marketing Analytics and Performance Measurement
- Specialist in Digital Marketing and RRSS
- IT Services Sales Manager
- Computer Equipment Technician Hardware/Software Specialist





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

The Postgraduate Diploma in IT Project Control Using Analytical Techniques at TECH is an intensive program that prepares students to face challenges and business decisions in the area of technological management. Its main objective is to promote personal and professional growth, helping students to lead successful careers.

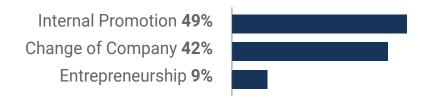
This is the opportunity you were looking for. Don't let your career stagnate and start building your future at the forefront of large-scale IT projects.

The path to the top of the best companies is forged by you. TECH takes you on that path by giving you the best possible tools.

#### When the change occurs



#### Type of change



# Salary increase

This program represents a salary increase of more than **30.68%** for our students.

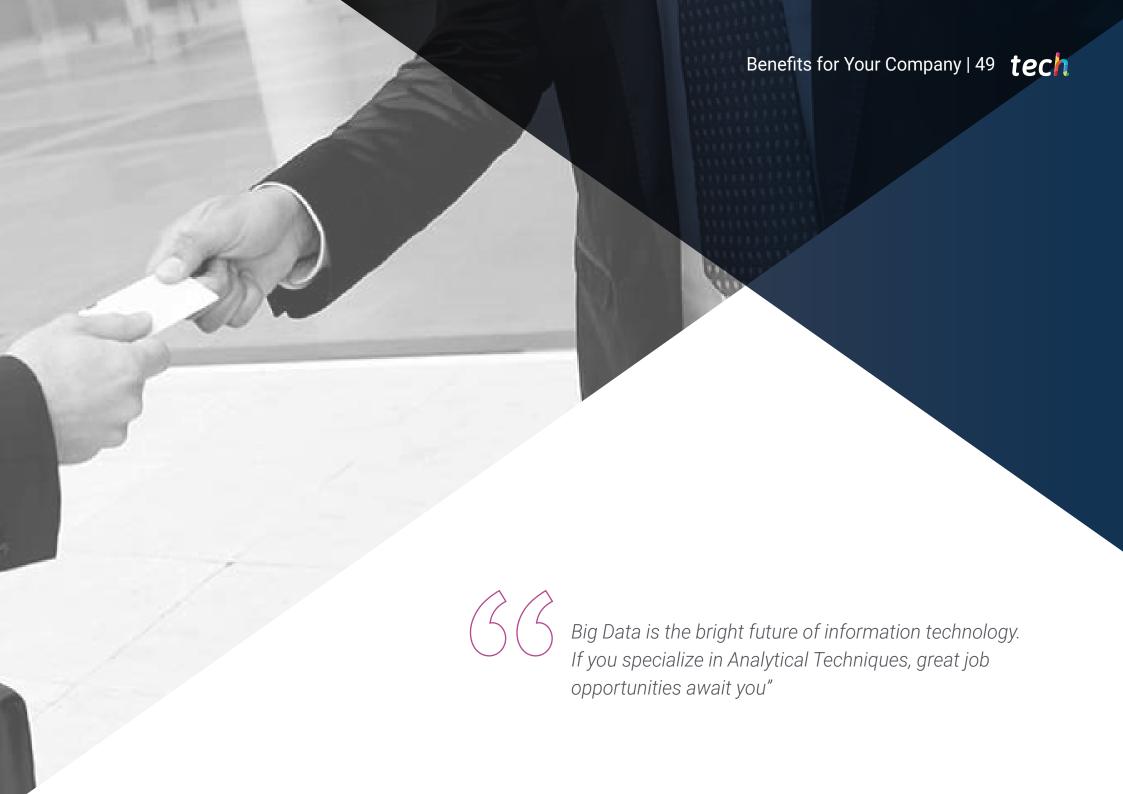
\$23,890

A salary increase of

30.68%

\$30,520





# tech 50 | Benefits for Your Company

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



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

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



# Retaining high-potential executives to avoid talent drain

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



# **Building agents of change**

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



## Increased international expansion possibilities

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





# **Project Development**

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



## Increased competitiveness

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







# tech 54 | Certificate

This program will allow you to obtain your **Postgraduate Diploma in IT Project Control Using Analytical Techniques** 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 IT Project Control Using Analytical Techniques

Modality: online

Duration: 6 months

Accreditation: 18 ECTS



Mr./Ms. \_\_\_\_\_, with identification document \_\_\_\_\_ has successfully passed and obtained the title of:

#### Postgraduate Diploma in IT Project Control Using Analytical Techniques

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024



<sup>\*</sup>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 IT Project Control Using Analytical Techniques

» Modality: online

» Duration: 6 months

» Certificate: TECH Global University

» Credits: 18 ECTS

» Schedule: at your own pace

» Exams: online

