

# Postgraduate Diploma Management and Strategy





## Postgraduate Diploma Management and Strategy

Language: English

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 375 h.

Target Group: Graduates and professionals with demonstrable experience in economic and financial areas

Website: [www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-management-strategy](http://www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-management-strategy)

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# 01 Welcome

Meeting the business objectives set by management is one of the most important issues for any organization to have a smooth and correct production. Therefore, these positions of responsibility must be occupied by professionals with high skills in management strategy, organizational talent management and design of collaborative strategies to ensure good teamwork of all components of the company. TECH Technological University has prepared a complete program that covers all these requirements, guaranteeing that the student graduates with guaranteed access to positions of greater responsibility and remuneration.



Postgraduate Diploma in Management and Strategy.  
TECH Technological University



“

*Leadership figures within organizations need to have all the knowledge that you will learn in this Postgraduate Diploma"*

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 Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### 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"*



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

This Postgraduate Diploma in Management and Strategy from TECH Technological University aims to create true professionals who are interested in the most advanced skills in people management, organizational methodology and strategic thinking. With all the knowledge that students will acquire throughout the course, upon graduation they will be prepared to assume higher positions of responsibility within their own organization.



“

*Enroll today in TECH's Postgraduate Diploma in Management and Strategy and start building your figure as a benchmark leader in your field”*



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

The Postgraduate Diploma in Management and Strategy will enable students to:

01

Define the elements of strategy as the main foundation of strategic management

03

Describe the logic of the strategic management process and the meaning of each of its phases



02

Analyze the strategic behavior of operations at different levels

04

Define the basic relationships of the company with its environment

05

Analyze the influence of Stakeholders on the company

07

Develop the ability to detect, analyze and solve problems



06

Identify the different growth paths that companies can choose to pursue

08

Describe the characteristics, problems and human, economic, political, legal and organizational implications of the different modalities of strategic development

05

# Structure and Content

The content of this Postgraduate Diploma in Management and Strategy covers all the skills necessary for successful and effective leadership. This is guaranteed thanks to the teaching team in charge of writing all the teaching material, made up of professionals of proven reputation who have placed emphasis on the areas they know are most important for the student's education.



“

*You will be supported by the entire TECH team, which always seeks the professional excellence of its students in the field of management”*

## Syllabus

The Postgraduate Diploma in Management and Strategy of TECH Technological University contains the most up-to-date management methodologies on the market, with the most useful organizational and personnel management techniques for positions of all kinds.

The students will develop their potential as managers throughout different teaching modules ranging from essential management skills to strategic leadership, personal branding, ethics in Strategic Management or emotional intelligence within work teams, among other essential knowledge.

During the 375 hours of complete education, the students will also be immersed in real-life leadership and management issues, with practical examples that will help them to better understand all the theory learned.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

- Module 1.** Managerial Skills
- Module 2.** Management and Strategy
- Module 3.** Organizational Behavior
- Module 4.** Strategic People Management





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

TECH offers the possibility of developing this Postgraduate Diploma in Management and Strategy 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 educational experience, key and decisive to boost your professional development and make the definitive leap.*

**Module 1. Managerial Skills**

**1.1. Public Speaking and Spokesperson Education**

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

**1.2. Communication and Leadership**

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

**1.3. Personal Branding**

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

**1.4. Team Management**

- 1.4.1. Work Teams and Management Meetings
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

**1.5. Negotiation and Conflict Resolution**

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

**1.6. Emotional Intelligence**

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

**1.7. Relational Capital: Coworking**

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

**1.8. Time Management**

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

**Module 2. Management and Strategy**

**2.1. Strategic Thinking**

- 2.1.1. The Strategy and its Purpose
- 2.1.2. Strategic Thinking and Strategist Skills
- 2.1.3. Lateral Thinking and Blue Ocean Strategy
- 2.1.4. Neuroscience Applied to Strategy

**2.2. Strategic Decisions and Decision Makers**

- 2.2.1. Corporate Governance
- 2.2.2. Management Teams
- 2.2.3. Creating Value

**2.3. Competitive Strategy**

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

**2.4. Corporate Strategy**

- 2.4.1. Driving Corporate Strategy
- 2.4.2. Pacing Corporate Strategy
- 2.4.3. Framing Corporate Strategy

**2.5. Planning and Strategy**

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization

**2.6. Strategy Implementation**

- 2.6.1. Indicator Systems and Process Approach
- 2.6.2. Strategic Map
- 2.6.3. Differentiation and Alignment

**2.7. Strategic Analysis Models**

- 2.7.1. Internal Analysis
- 2.7.2. External Analysis
  - 2.7.2.1. Sources of Competitive Advantage in the Sector
  - 2.7.2.2. Advantages, Disadvantages and Effectiveness of Strategic Analysis

**2.8. Total Quality Management and Advanced Project Management**

- 2.8.1. TQM (Total Quality Management)
- 2.8.2. Six Sigma as a Business Management System
- 2.8.3. EFQM Model

**2.9. Lean Management**

- 2.9.1. The Basic Principles of Lean Management
- 2.9.2. Improvement and Problem-Solving Groups
- 2.9.3. New Forms of Maintenance and Quality Management

**2.10. Ethics and Strategic Management**

- 2.10.1. Integration of Ethics and Strategy
- 2.10.2. Human Motivation and Ethics
- 2.10.3. Ethical Quality of Organizations



**Module 3. Organizational Behavior**
**3.1. Organizational Behavior**

- 3.1.1. Organizations
- 3.1.2. Organizational Theory
- 3.1.3. Organizations, People and Society
- 3.1.4. Historical Evolution of Organizational Behavior

**3.2. Organizational Culture**

- 3.2.1. Values and Organizational Culture
- 3.2.2. Key Elements of Change in Organizations
- 3.2.3. Evolution of Scientific Thought and the Organization as a System
- 3.2.4. Culture and Transformation

**3.3. Organization Management**

- 3.3.1. Levels and Managerial Qualities
- 3.3.2. The Function of Planning and Organization
- 3.3.3. The Function of Management and Control
- 3.3.4. The New Role of the HR Manager

**3.4. Knowledge Management**

- 3.4.1. Collective Intelligence vs. Knowledge Management
- 3.4.2. Perspectives and Tools for Knowledge Management
- 3.4.3. Collaborative Environments and Learning Communities

**3.5. People in Organizations.**

- 3.5.1. Quality of Work Life and Psychological Well-Being
- 3.5.2. Work Teams and Meeting Management
- 3.5.3. Coaching and Team Management

**3.6. Organizational Structure.**

- 3.6.1. Main Coordination Mechanisms
- 3.6.2. Departments and Organization Charts
- 3.6.3. Authority and Responsibility
- 3.6.4. Empowerment

**Module 4. Strategic People Management**
**4.1. Strategic Leadership for Intangible Asset Economy**

- 4.1.1. Cultural Alignment Strategies
- 4.1.2. Corporate and Differentiating Leadership
- 4.1.3. Change and Transformation Agent

**4.2. Strategic Thinking and Systems**

- 4.2.1. The Company as a System
- 4.2.2. Strategic Thinking Derived from Corporate Culture
- 4.2.3. The Strategic Approach from People Management
- 4.2.4. Design and implementation of personnel and practices

**4.3. Strategic Organizational Design**

- 4.3.1. Business Partner Model
- 4.3.2. Share Services
- 4.3.3. Outsourcing

**4.4. HR Analytics**

- 4.4.1. Big Data and Business Intelligence (BI)
- 4.4.2. HR Data Analysis and Modeling
- 4.4.3. HR Metrics Design and Development

**4.5. Strategic Leadership**

- 4.5.1. Leadership Models
- 4.5.2. Coaching
- 4.5.3. Mentoring
- 4.5.4. Transformational Leadership

**4.6. Audit and Strategic Control in People Management**

- 4.6.1. Reasons for Auditing
- 4.6.2. Data Collection and Analysis Tools
- 4.6.3. Audit Report

# 06

# Methodology

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.







“

*Discover Relearning, 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"*

## 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.

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



*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.

## 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.



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.





### Case Studies

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.



07

# Our Students' Profiles

The Postgraduate Diploma in Management and Strategy is aimed at all professionals seeking to improve their work through leadership and management skills that are unique in the market. TECH Technological University provides them with the most innovative educational methodology and the most involved teaching staff.





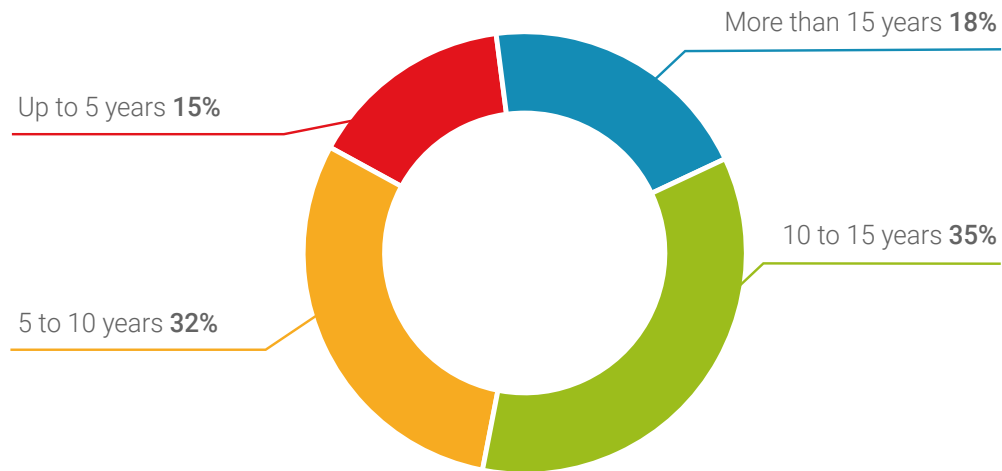
“

*If you want to lead companies that will benefit from your strong management skills and abilities, this is the right place to launch your career to the top"*

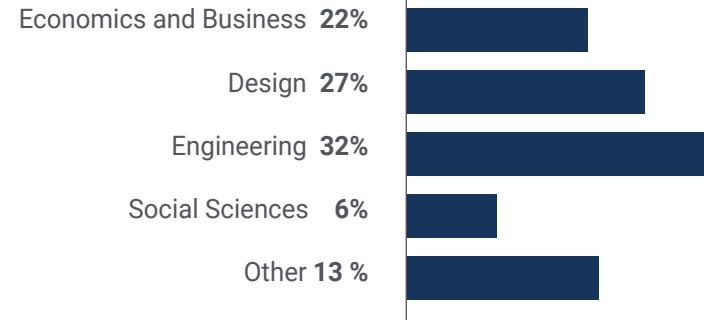
### Average Age

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

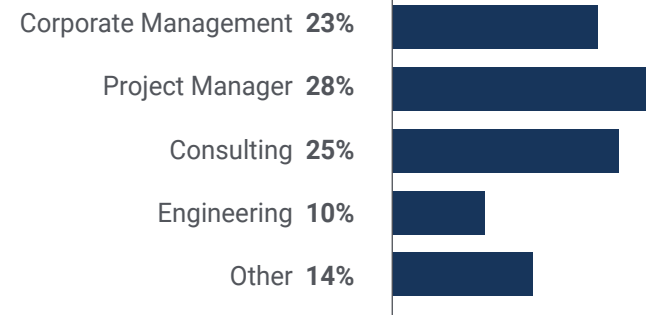
### Years of Experience



### Training

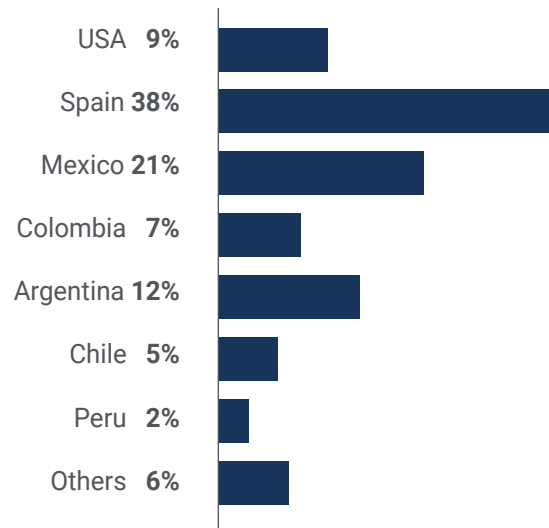


### Educational Profile



## Geographical Distribution

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## Luis Martínez

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Project Manager

*"This Postgraduate Diploma was the boost my career needed to reach positions of greater responsibility within my own organization. I recommend it to all professionals looking for a different perspective on leadership and management"*

08

# Course Management

TECH Technological University has professionals specialized in each area of knowledge, who bring their work experience to this program. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this field.





“

*Our teaching team, experts in  
Management and Strategy, will help  
you achieve success in your profession"*

## Management



### Mr. Pampliega, Carlos

- ◆ Head of the Project and Risk Management Office, Consultant and Trainer in different Universities and Business Schools
- ◆ Director of the Project Management Course CEU Castilla y León Business School
- ◆ Director of PMI Castilla y León Branch
- ◆ Active Member of PMI-Madrid Spain Chapter
- ◆ Member of the Editorial Board of the Scientific Journal Building & Management.
- ◆ Member of the PMO Global Alliance Awards PMO Judges Committee.
- ◆ Architect specializing in Project and Risk Management
- ◆ Certified Associate in Risk Management by the George Washington University
- ◆ Certified Project Management Professional (PMP)
- ◆ Professional Scrum Master certified by Scrum.org

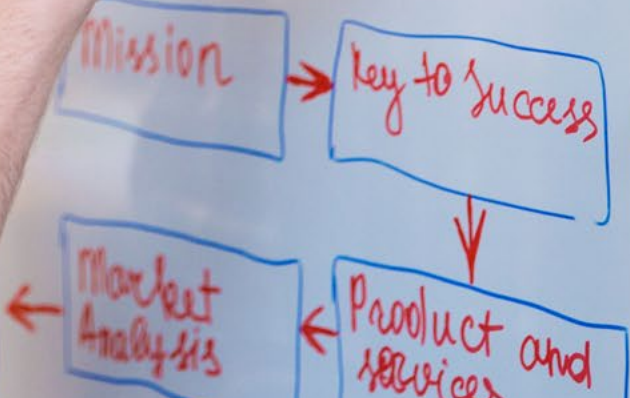
## Professors

### Dr. Roji Ferrari, Salvador

- ◆ Specialist in Accounting and Finance
- ◆ Author of several books on finance and business economics
- ◆ PhD in Accounting and Finance at the Complutense University of Madrid
- ◆ Degree in Journalism from the Complutense University of Madrid
- ◆ Master's Degree of Science in Finance, University of Maryland & Baltimore
- ◆ Master's Degree of Business Administration (MBA), University of Maryland & Baltimore

# Elements of Complete Plan

- Executive Summary
- Company Summary
- Products and Services
- Market Analysis
- Management
- Financial Plan
- Risks
- Team
- Appendix



IDEA



09

# Impact on Your Career

The ultimate goal of pursuing a program of this nature should be to obtain a noticeable professional improvement. For this reason, all the staff at TECH Technological University is involved in the evolution of the student, who will obtain the best possible education in matters of business management and strategy.



“

*This is the definitive boost your career needs. Don't think twice and enroll in this Postgraduate Diploma today”*

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

The Postgraduate Diploma in Management and Strategy of TECH Technological University offers its students challenges and real cases where they will have to give the best version of themselves to demonstrate that they are indeed prepared to be the best possible managers.

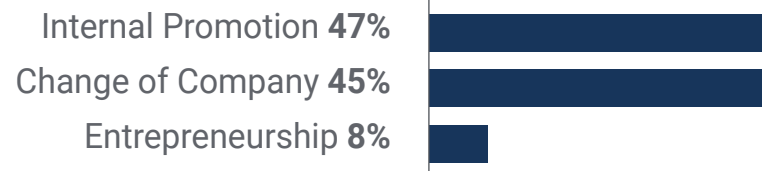
*TECH is the best option you can find to improve your professional skills.*

*In order to achieve a positive change at a professional level, it is necessary to make an effort and update your knowledge. Don't think twice and enroll with us.*

### Time of change



### Type of change





## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



10

# Benefits for Your Company

Companies that participate in this Postgraduate Diploma will benefit from incorporating into their organization management and strategy professionals with a unique set of skills in the market. As a result, they will be able to rapidly improve ambitious business results.



“

*You will change the organization in which you participate with your more innovative and focused vision of the business market”*

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

01

### Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant 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**

The executive can work on a real project or develop new projects.

---

06

### **Increased competitiveness**

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

11

# Certificate

The Postgraduate Diploma in Management and Strategy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Management and Strategy** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Management and Strategy**

Official N° of Hours: **375 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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# Postgraduate Diploma Management and Strategy

