



### Postgraduate Diploma Management

» Modality: online

» Duration: 6 months

» Certificate: TECH Global University

» Credits: 6 ECTS

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-management

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# 01 **Welcome**

The management of an organization is a vitally important issue, as business success depends to a large extent on the talent of key management positions. In addition, competition for these positions in recent years has been fierce, as professionals with higher qualifications and more specific knowledge in the areas of management, communication, operations and finance are increasingly in demand. TECH offers a comprehensive program in which the professional interested in learning about leadership can obtain the best knowledge in this regard, ensuring their chances of success when applying for management positions of greate prestige and better remuneration.









### 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

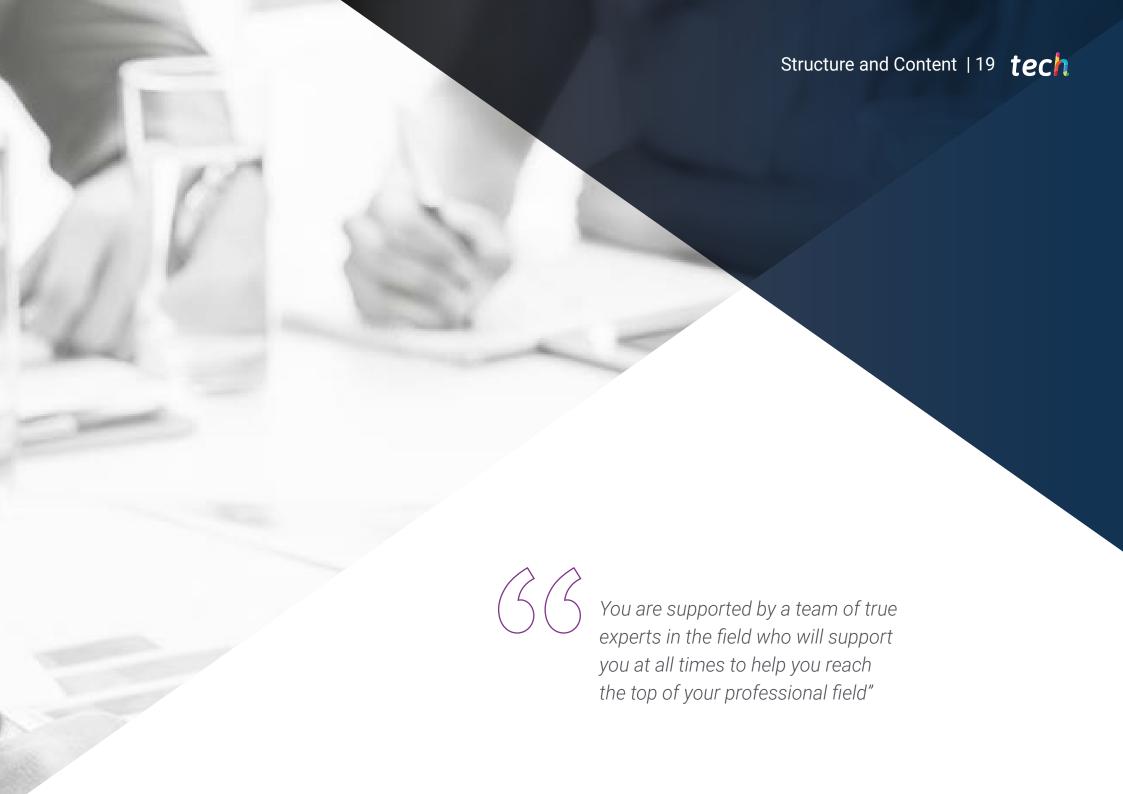
TECH makes the goals of their students their own goals too. Working together to achieve them.

The **Postgraduate Diploma in Management** enables the student to:









### tech 20 | Structure and Content

### **Syllabus**

The teaching material available in the TECH Postgraduate Diploma in Management brings together the key knowledge to be a successful manager, backed by the initiative and professionalism of the faculty that has developed it. You will learn how to be a great leader from experts in finance, personnel management and communication.

In addition, the teaching is full of case studies and real examples of possible conflicts that the future director or manager may encounter, being able to understand the contents explained in real contexts. All this is taught over 600 hours of study supported by a large amount of audiovisual material to make the teaching load lighter.

A degree that will undoubtedly mark a before and after in the professional career of all those interested in reaching management positions in their respective fields of work.

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

Module 1	People and Talent Management
Module 2	Marketing
Module 3	Operations
Module 4	Finances



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

TECH offers the possibility of developing this Postgraduate Diploma in Management 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 22 | Structure and Content

<b>Module 1.</b> People and Talent M	lanagement					
<ul><li>1.1. Organizational Behavior</li><li>1.1.1. Organizational Theory</li><li>1.1.2. Key Factors for Change in Orga</li><li>1.1.3. Corporate Strategies, Types, an Management</li></ul>	d Knowledge 1.2.2. 1.2.3.	3	1.3.1. 1.3.2. 1.3.3.	Management and Leadership Development Management Skills: 21st Century Skills and Abilities Non-Managerial Skills Map of Skills and Abilities Leadership and People Management	1.4.1. 1.4.2. 1.4.3.	Negotiation and Conflict Management Negotiation Objectives: Differentiating Elements Effective Negotiation Techniques Conflicts: Factors and Types Efficient Conflict Management: Negotiatio and Communication
<ul> <li>1.5. Executive Communication</li> <li>1.5.1. Corporate Strategy and Manage Communication</li> <li>1.5.2. Internal Communication: Influe Impact</li> <li>1.5.3. Interpersonal Communication: Management and Skills</li> </ul>	ement 1.6.1. nce and 1.6.2.	Team Management and People Performance Multicultural and Multidisciplinary Environment Team and People Management		Coaching and People Performance Executive Meetings: Planning and Time Management		
Module 2. Marketing						
<ul><li>2.1. Introduction to Marketin Research</li><li>2.1.1. The Markets</li><li>2.1.2. The Market-Driven Company C</li></ul>	2.2.1. 2.2.2.	Tools for Loyalty	2.3. 2.3.1. 2.3.2. 2.3.3.	Strategic Marketing Marketing and their Limits Market Strategy Fundamentals Decision-Making in Strategic Management	2.4.1.	Operational Marketing Comparative Analysis of Strategic and Operational Marketing Operational Marketing Tools
<ul> <li>2.5. Competitive Intelligence</li> <li>2.5.1. Organizational Intelligence</li> <li>2.5.2. Types and Characteristics of in</li> <li>2.5.3. The Cycle of Intelligence</li> <li>2.5.4. Methods and Tools of Compet Intelligence</li> </ul>	2.6.1. telligence 2.6.2. 2.6.3.	Business Intelligence Data Platforms Data Analysis Tools Data Warehouse		Customer Service Customer Service and its Diagnosis Customer Service and Quality	2.8.1.	Product Management mportance, Value and Complexity of the Product Evolution of the Role of the Project Manager
2.9. International Marketing 2.9.1. Effects of Globalization on Mar 2.9.2. Specifics of International Marketing	keting 2.10.1	Future Tendencies  Changes in Demand  New Marketing Tools: Virtual Reality, Augmented Reality, Platforms, etc.				

3.1.1.	Introduction to Operation Research Specificity of Operations in Industrial Companies Specificity of Operations in Commercial and Service Companies	<b>3.2.</b> 3.2.1. 3.2.2. 3.2.3.	Operations Fundamentals The Value Chain and its Transformation Challenges in Contemporary Operations Environment and Operations	3.3. 3.3.1. 3.3.2. 3.3.3.		3.3.4. 3.3.5. 3.3.6.	1 ,
3.4.1. 3.4.2.	Just in Time and Lean Manufacturing Tackling Waste and Inefficiencies Just in Time Lean Manufacturing	<b>3.5.</b> 3.5.1. 3.5.2. 3.5.3.	Supply Chain Management SCM Logistics and Production Production Planning Logistical Phenomenon		Integrated Supply Chain Management Strategies SCM Tools: Chain Assessment, Sourcing, ECR, Strategic Inventories, etc.	<b>3.6.</b> 3.6.1. 3.6.2. 3.6.3. 3.6.4.	Service Operation Service Companies Commercial Business Supply and Demand Mismatches Adjustment Strategies
3.7.1. 3.7.2. 3.7.3. 3.7.4.	Industry 4.0 Evolution and Industrial History Factors of the Fourth Revolution Digital Transformation Manufacturing Intelligence Security Challenges and Others	3.8.3.	Industrial Technology ERPs PLMS Additive Manufacturing Robotics	3.9. 3.9.1. 3.9.2. 3.9.3.	Outsourcing The Phenomenon of <i>Outsourcing</i> in Operations Advantages and Disadvantages Outsourcing in the Public Sector	3.10.1. 3.10.2.	Future Tendencies  Cloud and Infrastructure Virtualization Environmental Emergency Rapid Product Development

#### 4.2.1. Finances Decision-Making 4.3.1. History of Accounting 4.4.1. Economic Science 4.1.1. Financial Information and Information Asymmetry 4.2.2. Financial Elements of a Business 4.3.2. Types of Accounting 4.4.2. Goods, Factors and Productive Agents 4.1.2. Uses and Utilities of Accounting Information 4.2.3. Financial Analysis. 4.3.3. The Accounting Cycle 4.4.3. Economy and Business: Business Agent and Economic-Financial Information 4.2.4. Economic Valuation Methods 4.3.4. Financial Statements 4.4.4. Main Economic Problems 4.3.5. International Accounting 4.5. Management Control 4.6. Financial Risks 4.7. Capital Markets 4.8. Financing 4.6.1. Concept of Risk and its Management 4.5.1. The Control Process 4.8.1. Financial Structure 4.7.1. Types of Capital Markets and Traded 4.5.2. Design of a Control System 4.6.2. Components and Risk Languages Products 4.8.2. Traditional Financing 4.5.3. Control Indicators and Dashboards 4.6.3. Main Market, Financial and Operational Risks 4.7.2. Functions of Capital Markets 4.8.3. Alternative Financing 4.5.4. Benchmarks 4.7.3. Efficient Markets 4.10. Future Tendencies

### 4.9. Audit

4.9.1. Accounting Standards and Control of Accounting Information

4.10.1. Cryptocurrencies 4.10.2. The Rise of Private Equity

4.10.3. Other Trends

- 4.9.2. Internal Control Measures
- 4.9.3. External Auditing



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 26 | 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 28 | 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.

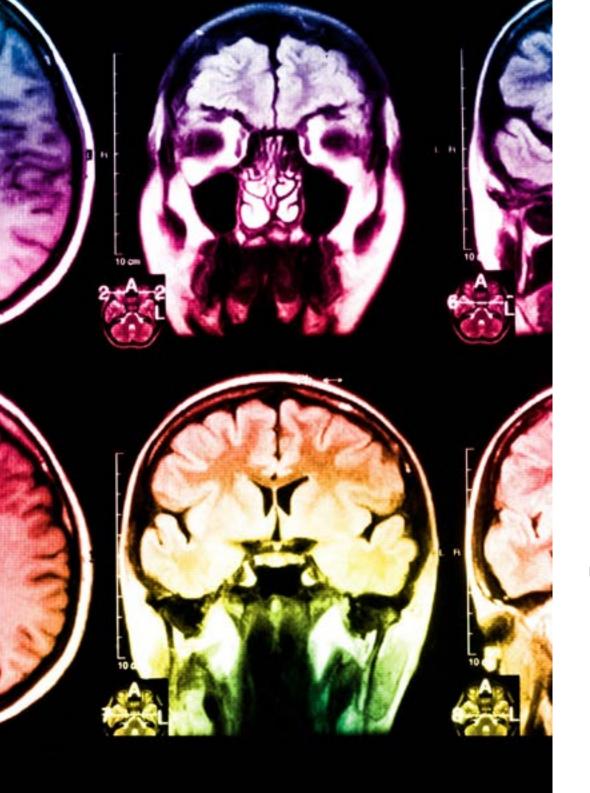
We enhance the Case Study with the best 100% online teaching method: Relearning.

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 | 29 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**

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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.

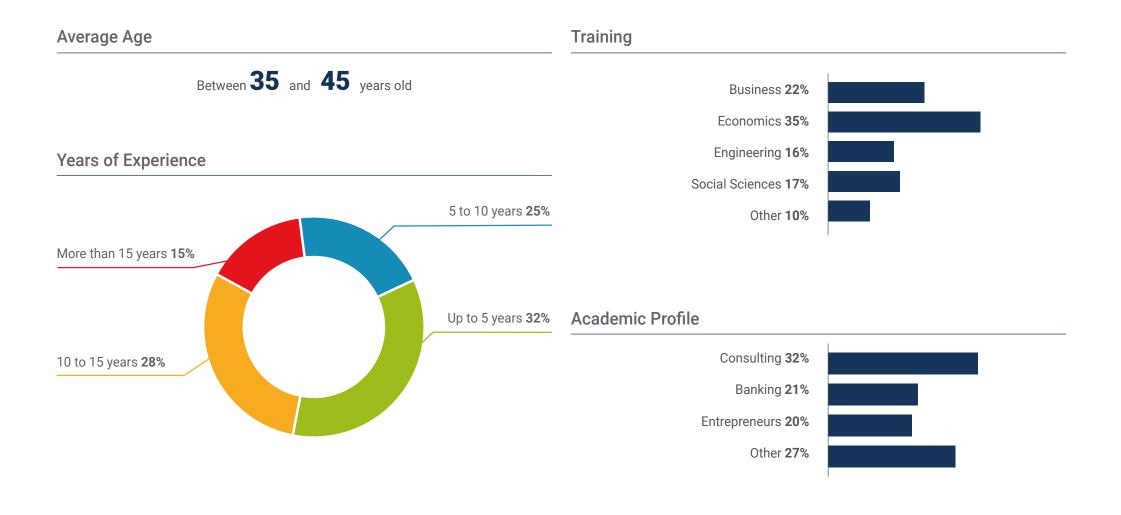


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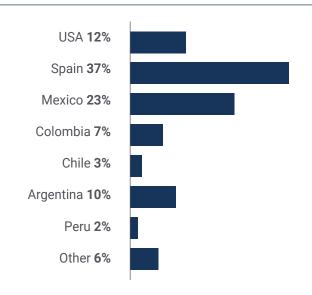




### tech 34 | Our Students' Profiles



### **Geographical Distribution**





### Rosa Pérez

#### **Business Consultant**

"I had not been able to pursue the specialization I wanted in Marketing and Strategics because I found it impossible to combine it with my work. However, with this Postgraduate Diploma I have found it easy and comfortable, which has allowed me to complete it efficiently"





#### **International Guest Director**

Distinguished on several occasions for his commendable work in the field of Administration and Finance, Dr. Raghavendra Rau has an outstanding international career. His passion for Business has led him to lecture at academic institutions around the world, sharing innovative approaches to Economics and Business Management.

India, France and the United Kingdom are some of the countries of the companies with which he has collaborated as a consultant. His disruptive approach and his ability to simplify concepts have made him a global reference. For all this, he has received awards from various entities such as the Indian Institute of Management, from which he is a graduate.

He is also Founder and Academic Director of the Cambridge Centre for Alternative Finance and his research interests include the study of how investors and firms acquire and use information. His main areas of work focus on Corporate Finance, Asset Pricing, Information Economics and Behavioral Finance. These specializations and his long experience led him to join the Finance group at Cambridge Judge Business School, which focuses on the financial and investment decisions of companies and institutions.

Dr. Raghavendra Rau has held prestigious positions such as Head of Barclays Global Investors in 2008, which was the largest asset manager in the world, in San Francisco. Also, he has been invited to speak at talks at the FORE International Finance Conference and the International FinTech, InsurTech and Blockchain Forum. Moreover, in 2017 he published his book Brief Introduction to Corporate Finance, which adds to the numerous financial articles and chapters he has written throughout his career.



## Dr Rau, Raghavendra

- Academic Director of the Centre for Alternative Finance at the University of Cambridge, UK
- Sir Evelyn de Rothschild Professor of Finance at the University of Cambridge
- Director of Barclays Global Investors Asset Management Company
- Chairman of the European Finance Association
- Vice President of the Financial Management Association
- Associate Editor of the Journal of Corporate Finance
- Ph.D. in Management from the European Institute of Business Administration
- Master's Degree in Management from the European Institute of Business Administration
- Graduate in Chemistry from the University of Delhi, IndiaMember of:
- · Cambridge Judge Business School Finance Group



Thanks to TECH, you will be able to learn with the best professionals in the world"





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

This program is an unbeatable opportunity for any professional who wants to prove their worth in the world of management, as the knowledge imparted is of the most current relevance and helps the student to advance in their career during the course of the program.

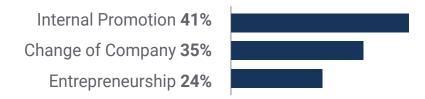
Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

The best way
to achieve
professional
change is to
increase your
skills. So don't stop
studying at TECH.

### When the change occurs



#### Type of change



### Salary increase

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

\$32,900

A salary increase of

25.22%

\$41,200





### tech 46 | Benefits for Your Company

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



# Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.



# 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.



### **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 Organisation will come into contact with the main markets in the world economy.







### **Project Development**

Be able to work on a real project or develop new projects.



### **Increased Competitiveness**

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





### tech 50 | Certificate

This program will allow you to obtain your **Postgraduate Diploma in Management** 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 Management

Modality: **online** 

Duration: 6 months

Credits: 6 ECTS



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

#### Postgraduate Diploma in Management

This is a program of 600 hours of duration equivalent to 6 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 Management

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» Certificate: TECH Global University

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» Exams: online

