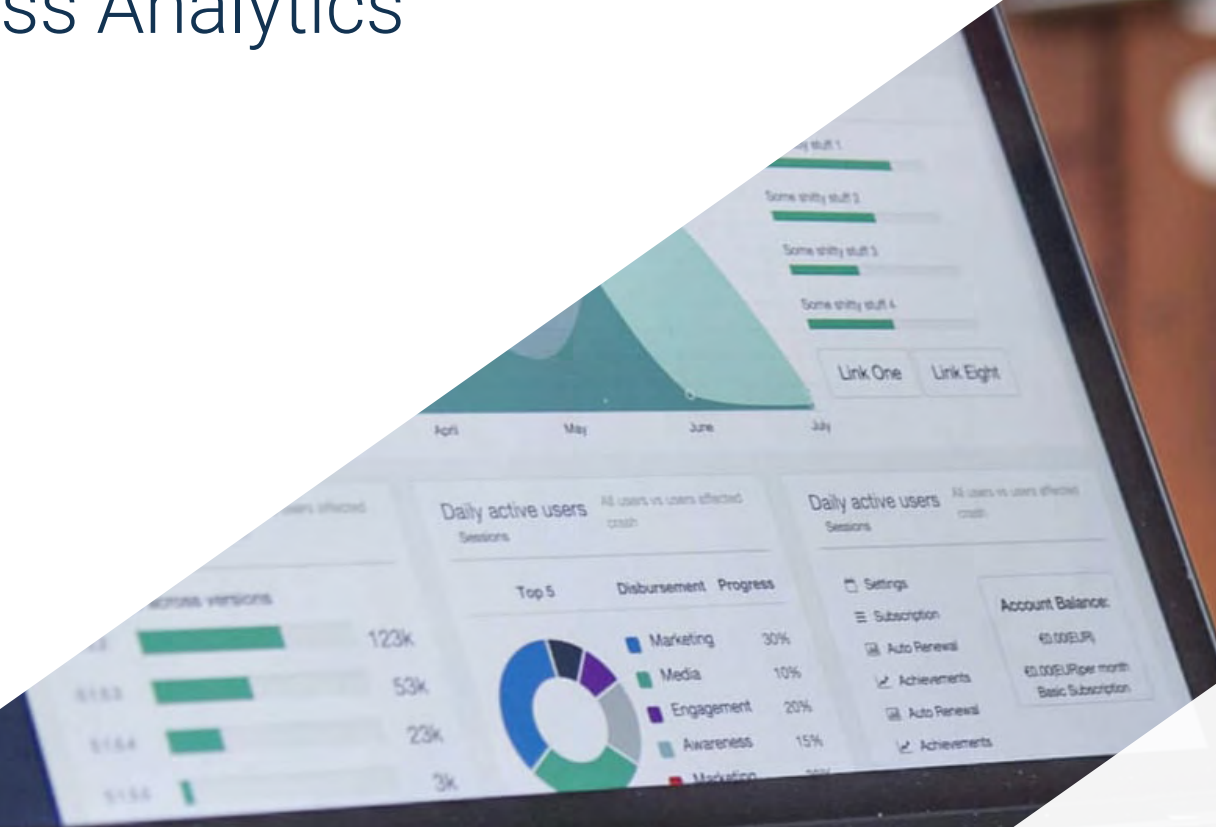


# Postgraduate Diploma Operations Management through Business Analytics





## Postgraduate Diploma Operations Management through Business Analytics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who need to update, deepen and improve their skills and knowledge

Website: [www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-operations-management-business-analytics](http://www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-operations-management-business-analytics)

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# 01

# Welcome

Today, the world has undergone a radical change in the treatment of information. Companies are competing to transform the information extracted from data into results that add up and are important for their development. Those that succeed lay the foundations for an organization-wide analysis that allows significant changes to be made, intelligent decisions to be adopted, quick action to be taken and results to be optimized. For this reason, TECH has designed this program in Operations Management through Business Analytics to address the importance of data in each of the company's departments. In this way, professionals who take this program will gain in-depth knowledge that they will be able to apply with ease and confidence to their daily practice, achieving greater benefits in the short term.



Postgraduate Diploma in Operations Management through Business Analytics  
TECH Technological University



“

*Be part of the change and growth of a company, defining the strategy to be followed in the departments for its business plan"*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

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

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



“

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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

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

**02**

### Develop a strategic and global vision of the company

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects.

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

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

07

### Improve soft skills and management skills

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

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

08

### You will be part of an exclusive community

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

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

# 04 Objectives

Achieving professional excellence is essential for any student, for this reason, TECH has developed a program focused on responding to current concerns in the BI sector. The key will be to address the importance of data in each of the departments and the impact that making decisions based on them can have. After completing the program, you will be able to make global decisions with an innovative perspective and an international vision.



“

*Generate specialized knowledge in business analytics and design marketing campaigns that position you as an expert within your company”*

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

The Postgraduate Diploma in Operations Management through Business Analytics will enable students to:

01

Perform predictive analytics

02

Generate technical skills, statistical and quantitative knowledge

03

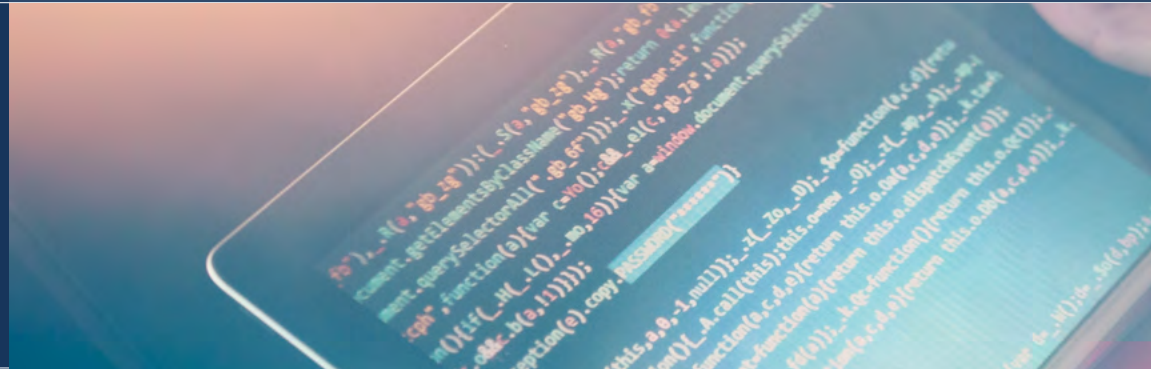
Develop practical experience in business analytics

04

Combine techniques applicable to different departments

05

Define the strategy to be followed in the departments for your business plan





06

Develop customer listening, analytical and predictive skills for decision making

08

Determine the different levels of analytics: descriptive analytics, prescriptive analytics and predictive analytics

09

Analyze the differences between the different information storage paradigms: data lake, data warehouse, and data mart

07

Establish the phases of the data life cycle: data, information, knowledge and value

10

Examine the differences between structured, semi-structured and unstructured formats

11

Evaluate the technological solutions most commonly used today

14

Evaluate the advantages of a set of technology solutions used in business intelligence

12

Develop the process of managing a customer, implementing digital marketing strategies according to the phases

13

Develop the Extraction (E), Transformation (T) and Loading (L) Phases as well as the different ETL - ELT Paradigms



15

Examine the life cycle of a customer  
(pre-sale, delivery and post-sale)

16

Determine the "Robinson" client, examine what GDPR is, as well as the exclusions to be applied to mitigate risks in the processing of campaign data

17

Associate the most important indicators of a business with a digital marketing strategy, and be able to visualize them in dashboards

18

Apply the described methodologies and techniques to the reality of each student



05

# Structure and Content

For TECH it is important to provide quality education that allows the professional development of its graduates. For this reason, it has designed a program that has the full support of a highly qualified and skilled teaching group to provide security and the guarantee that the student will know firsthand all the skills needed to address the importance of data in each of the departments of an organization, know the life cycle of data within the scope of BI or develop the most advanced techniques based on the study and management of data that help to achieve any goal. In this way, you will be able to take 6 months of learning in a unique and stimulating way.



“

*Acquire the essential skills to improve your company's financial results and make a difference in your team"*

## Syllabus

As companies compete to transform information into data that is easy to understand and generates value, it is essential to have programs that qualify professionals in the analysis, organization and interpretation of data. In this way, understanding the importance of data in each of the company's departments and the benefits it can bring will be the central focus of this program on operations management through business analytics.

In this way, an expanded vision of the life of data within BI will be offered, from its origins to its transformation into an asset of value for the business. This will allow to generate specialized knowledge in the presentation of the most advanced technological solutions, widely extended, that make up the ecosystem of this field in today's world.

Throughout each lesson, we will explore the most advanced techniques for analyzing and managing data to help achieve an effective and reliable marketing tool. All of the above will be supported by the presentation of practical cases by the experts in charge of the development of each module, guaranteeing an immersive experience in situations that can occur in a real business environment. This has been planned in this way to develop analytical skills when applying solutions to emerging or recurring problems in the company.

In conclusion, the syllabus is designed for the students, focusing on the future graduate and preparing them to achieve excellence within a business team. By understanding the needs of the student and the companies, it is possible to present valuable content, based on the latest technological trends and supported by an excellent teaching staff. In this way, it provides the necessary competencies to solve critical situations in a creative and efficient way.

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

### Module 1

Application of BI by Departmental Areas

### Module 2

Business Intelligence Solutions

### Module 3

Strategic Management through Data Analytics



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

TECH offers you the possibility to study this Postgraduate Diploma in Operations Management through Business Analytics completely online. Throughout the 6 months of the educational program, 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.*

**Module 1. Application of BI by Departmental Areas**

**1.1. Business Analytics and Information Management**

- 1.1.1. Perspectives for Business Analysis
- 1.1.2. Instruments for Analysis
- 1.1.3. Phases of Analysis
- 1.1.4. Elements of Analysis
- 1.1.5. Data Infrastructure

**1.2. BI by Department**

- 1.2.1. Benefits of Departmentally Differentiated Reports and Scorecards
- 1.2.1. Operational, Tactical and Strategic Reports
- 1.2.3. Marketing Department
- 1.2.4. Sales Department
- 1.2.5. Customer Service Management

- 1.2.6. Purchasing Department
- 1.2.7. Economic-Financial Department
- 1.2.8. HR Department
- 1.2.9. Production Department

**1.3. Marketing and Communication Department**

- 1.3.1. Marketing Department Needs
- 1.3.2. Data Warehouse and Marketing Systems
- 1.3.3. Applications and Advantages
- 1.3.4. Challenges to Implement a BI Structure in the Marketing Department

**1.4. Marketing and Communication Plan**

- 1.4.1. KPIs and ROI
- 1.4.2. Background Study
- 1.4.3. Prediction for the Marketing Plan
- 1.4.4. Marketing Strategies
- 1.4.5. Campaign Management

**1.5. Sales Department**

- 1.5.1. Sales Department Needs
- 1.5.2. Market Research
- 1.5.3. Relationship with the Customer

**1.6. Customer Service Management**

- 1.6.1. Customer Service Department Needs
- 1.6.2. Personal Coaching and Emotional Intelligence
- 1.6.3. Customer Satisfaction
- 1.6.4. Loyalty

**1.7. Purchasing Department**

- 1.7.1. Purchasing Department Needs
- 1.7.2. Analysis of the Market and Competition
- 1.7.3. Applications

**1.8. Economic-Financial Department**

- 1.8.1. Economic-Financial Department Needs
- 1.8.2. Data Warehouse and Financial Risk Analysis
- 1.8.3. Data Warehouse and Credit Risk Analysis
- 1.8.4. Other Areas of Application

**1.9. HR Department**

- 1.9.1. HR Department Needs
- 1.9.2. Advantages of Using BI Tools
- 1.9.3. Applying Business Intelligence to HR

**1.10. IT Department**

- 1.10.1. IT Department Needs
- 1.10.2. Data Analysis and Digital Transformation
- 1.10.3. Productivity
- 1.10.4. Innovation



## Module 2. Business Intelligence Solutions

### 2.1. Data Life Cycle

- 2.1.1. Business Intelligence
- 2.1.2. Business Intelligence Concept Evolution
- 2.1.3. Data Life Cycle

### 2.2. Types of Analytics

- 2.2.1. Descriptive Analytics
- 2.2.2. Prescriptive Analytics
- 2.2.3. Predictive Analytics

### 2.3. Types of Data

- 2.3.1. Structured Data
- 2.3.2. Semi-Structured Data
- 2.3.3. Unstructured Data

### 2.4. Data Storage

- 2.4.1. Data Lake
- 2.4.2. Data Warehouse
- 2.4.3. Data Mart

### 2.5. Data Management

- 2.5.1. Stages: Extraction, Processing and Loading
- 2.5.2. ETL Paradigm
- 2.5.3. ELT Paradigm

### 2.6. Business Intelligence Solutions: Power BI

- 2.6.1. Ecosystem
- 2.6.2. Potential Strengths and Weaknesses

### 2.7. Business Intelligence Solutions: Tableau

- 2.7.1. Ecosystem
- 2.7.2. Potential Strengths and Weaknesses

### 2.8. Business Intelligence Solutions: Qlik

- 2.8.1. Ecosystem
- 2.8.2. Potential Strengths and Weaknesses

### 2.9. Business Intelligence Solutions: Prometheus

- 2.9.1. Ecosystem
- 2.9.2. Potential Strengths and Weaknesses

### 2.10. The Future of Business Intelligence

- 2.10.1. Cloud
- 2.10.2. Self-Service Business Intelligence
- 2.10.3. Integration with Data Science: Value Generation

## Module 3. Strategic Management through Data Analytics

### 3.1. Business and Big Data

- 3.1.1. Business and Big Data
- 3.1.2. Value
- 3.1.3. Value Projects

### 3.2. Advantages of Digital Marketing

- 3.2.1. Digital Marketing
- 3.2.2. Advantages of the Application of Digital Marketing

### 3.3. Digital Marketing Planning

- 3.3.1. Campaigns
- 3.3.2. Drive and Redemption
- 3.3.3. Options in the Digital Marketing Strategy
- 3.3.4. Planning

### 3.4. Implementation of Digital Marketing

- 3.4.1. Relation of the Customer Life Cycle to Digital Marketing
- 3.4.2. Websites
- 3.4.3. Tools

### 3.5. Life Cycle

- 3.5.1. *Customer Journey*
- 3.5.2. Campaigns and Life Cycle
- 3.5.3. Campaign KPIs

### 3.6. Campaigns and Data

- 3.6.1. Datawarehouse and Datalabe
- 3.6.2. Tools for Creating Campaigns
- 3.6.3. Drive Techniques

### 3.7. Personal Data in Digital Marketing

- 3.7.1. Personal Data Management and Anonymization
- 3.7.2. Robinson
- 3.7.3. Types of Exclusions

### 3.8. *Dashboard*

- 3.8.1. Indicators
- 3.8.2. Receptors
- 3.8.3. Dashboard Creation Software
- 3.8.4. Conclusions

### 3.9. Analysis and Insights

- 3.9.1. 360° Customer
- 3.9.2. Analysis and Strategy
- 3.9.3. Tools

### 3.10. Real Uses

- 3.10.1. Cross-Selling and Selling of New Services
- 3.10.2. Propensity-Based Models
- 3.10.3. Models Based on Risk Scoring
- 3.10.4. Predictive Models
- 3.10.5. Examples of Image Processing

# 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.*



## 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.

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

## 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 is aimed at computer engineers who wish to reorient their work towards the world of data analytics and business intelligence, or established professionals in this field who need to update, deepen and improve their skills and knowledge. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*If you are looking to improve your professional career, you should count on this program that will allow you to continue your professional duties at the same time as your studies”*

### Average Age

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

### Years of Experience

+14 years: **8.5%**

12-13 years: **13.8%**

10-11 years: **19.2%**

8-9 years: **27.7%**

5 years: **7.7%**

6-7 years: **23.1%**



### Training

Economics and Business **28%**

Computer Engineering **32%**

Marketing and Communication **18%**

Other **22%**



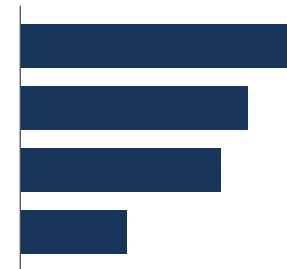
### Academic Profile

Informatics **35%**

Entrepreneurs **28%**

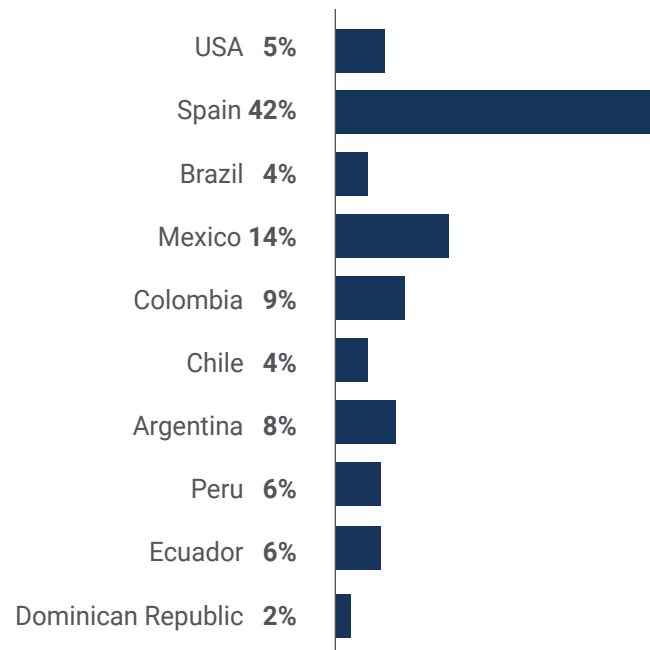
Engineers **25%**

Economists **12%**



## Geographical Distribution

---



## Jorge Ramos Fuente

---

Computer Engineer and Data Researcher

*"At TECH I have found the best way to continue my studies and improve at a professional level, without the need to pause my work and all areas of my personal life. I was able to take each class perfectly from my office or at home and apply the knowledge acquired almost instantly"*

08

# Course Management

In order to guarantee excellence and an elite education, TECH has a large and experienced faculty, who have come together in this program to boost the professional careers of its students. Thanks to their extensive experience, the student will have the best of theory and practice, being able to be part of the educational transformation from anywhere in the world. In this way, they will have the certainty and confidence of receiving the most complete and effective knowledge in the market, being able to put it into practice in their professional environment.





“

*A group of experts specially chosen to guarantee the quality of the contents taught, ensuring the excellence of the student”*

## Management



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

- ◆ CEO and CTO at Prometheus Global Solutions
- ◆ CTO en Corporate Technologies in Corporate Technologies
- ◆ CTO in AI Shephers GmbH
- ◆ Doctorate in Psychology from the University of Castilla la Mancha
- ◆ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- ◆ 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 professor, 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
- ◆ Professor 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





## Professors

### Mr. Fondón Alcalde, Rubén

- ♦ Customer Value Management Business Analyst at Vodafone Spain
- ♦ Head of Service Integration at Entelgy for Telefónica Global Solutions
- ♦ Online account manager for clone servers at EDM Electronics
- ♦ Business Analyst for Southern Europe at Vodafone Global Enterprise
- ♦ Telecommunications Engineer from the European University of Madrid
- ♦ Master's Degree in Big Data and Data Science from the International University of Valencia

### Ms. Martínez Cerrato, Yésica

- ♦ Electronic Security Product Technician at Securitas Security Spain
- ♦ Business Intelligence Analyst at Ricopia Technologies (Alcalá de Henares) Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá
- ♦ Responsible for specializing new recruits on commercial management software (CRM, ERP, INTRANET), product and procedures in Ricopia Technologies (Alcalá de Henares)
- ♦ Responsible for specializing new scholarship holders incorporated to the Computer Classrooms at the University of Alcalá
- ♦ Project Manager in the area of Key Accounts Integration at Correos and Telégrafos (Madrid)
- ♦ Computer Technician-Responsible for computer classrooms OTEC, University of Alcalá (Alcalá de Henares)
- ♦ Computer classes teacher at ASALUMA Association (Alcalá de Henares)
- ♦ Scholarship for training as a Computer Technician in OTEC, University of Alcalá (Alcalá de Henares)

09

# Impact on Your Career

At TECH we are aware of the need to take a program with these characteristics, it demands a great economic, personal and professional investment.

For this reason, the ultimate goal of carrying out this great effort should be to achieve professional growth.





“

*Become a data analytics professional  
and a key player in the definition and  
oversight of business strategies”*

*If you want to make a positive change in your profession, the Postgraduate Diploma in Operations Management through Business Analytics will help you achieve it.*

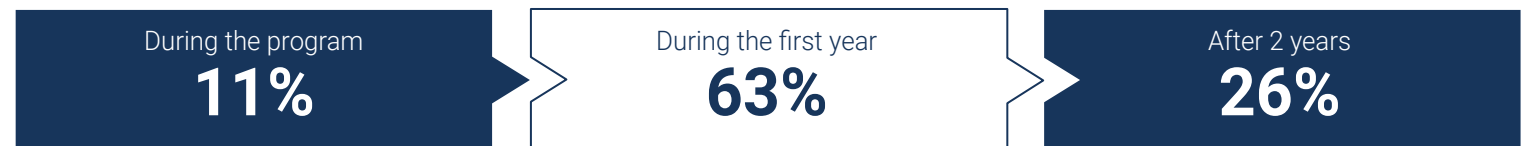
### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Diploma in Operations Management through Business Analytics is an intensive program that prepares you to develop specialized knowledge in the techniques and algorithms for data analysis in the business world. The main objective is to promote your personal and professional growth. Helping you achieve success.

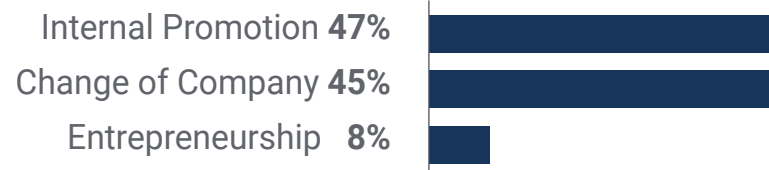
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

*Do not miss the opportunity to train with us and you will find the improvement you were looking for.*

### When the change occurs



### 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

The Postgraduate Diploma in Operations Management through Business Analytics contributes to elevate the organization's talent to its maximum potential by preparing high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



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*In the 21st century, it is important to have BI systems as a key tool to analyze large amounts of data and be able to generate a favorable impact on the organization"*

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

01

### Growth of talent and intellectual capital

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

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02

### 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.

03

### Building agents of change

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

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04

### Increased international expansion possibilities

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





05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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



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

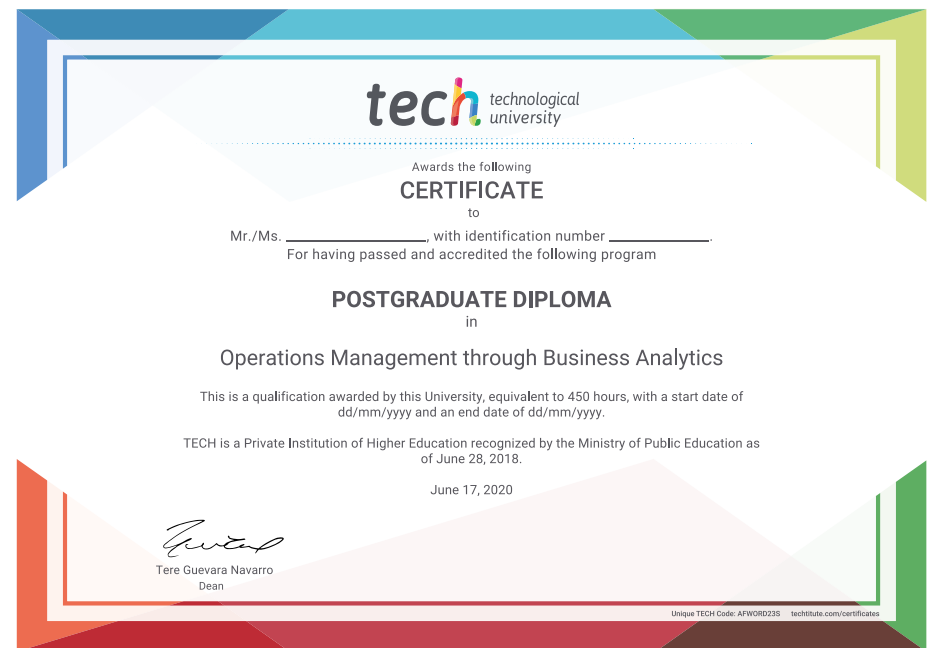
This **Postgraduate Diploma in Operations Management through Business Analytics** contains the most complete and up-to-date program on the market.

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 Operations Management through Business Analytics**

Official N° of Hours: **450 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.



## Postgraduate Diploma Operations Management through Business Analytics

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Operations Management through Business Analytics

