



Postgraduate Diploma Proptech Technology

» Modality: online» Duration: 6 months

» Certificate: TECH Global University

» Credits: 18 ECTS

» Schedule: at your own pace

» Exams: online

» Target Group: University graduates and graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administration and Business Administration

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

Index

02 Why Study at TECH? Why Our Program? Objectives Welcome p. 4 p. 6 p. 10 p. 14 06 Methodology Structure and Content Our Students' Profiles p. 20 p. 26 p. 34 80 Course Management Benefits for Your Company Impact on Your Career p. 38 p. 42 p. 46 Certificate

01 **Welcome**

Technological advances have revolutionized the real estate sector, with the emergence of tools such as Big Data and marketplaces, which allow the appraisal, valuation and sale and purchase of real estate with maximum efficiency and in short periods of time. Thus, the benefits offered by these types of Proptech have led large companies to require experts in their management, so expanding knowledge in this field is an excellent way to grow professionally. That is why TECH has designed this program, with which the student will master the applications of blockchain or Al in the real estate world. 100% online, you will increase your professional and managerial skills without having to adhere to a pre-established schedule.









tech 08 | Why Study at TECH?

At TECH Global 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

+200

executives prepared 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 analyses in academia"

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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

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





tech 12 | Why Our Program?

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



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.



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.



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.



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.



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 fields 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.



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 Global University community.

We give you the opportunity to study 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 Proptech Technology will train the student to:



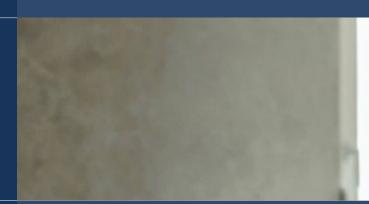
Know the functioning of the land registry and the registry procedure in its entirety



Identify the different types of sales contracts and their obligations and implications



Deepen knowledge in the concept of VAT, its facts and taxable bases, as well as its exemptions and deductions at national and international level



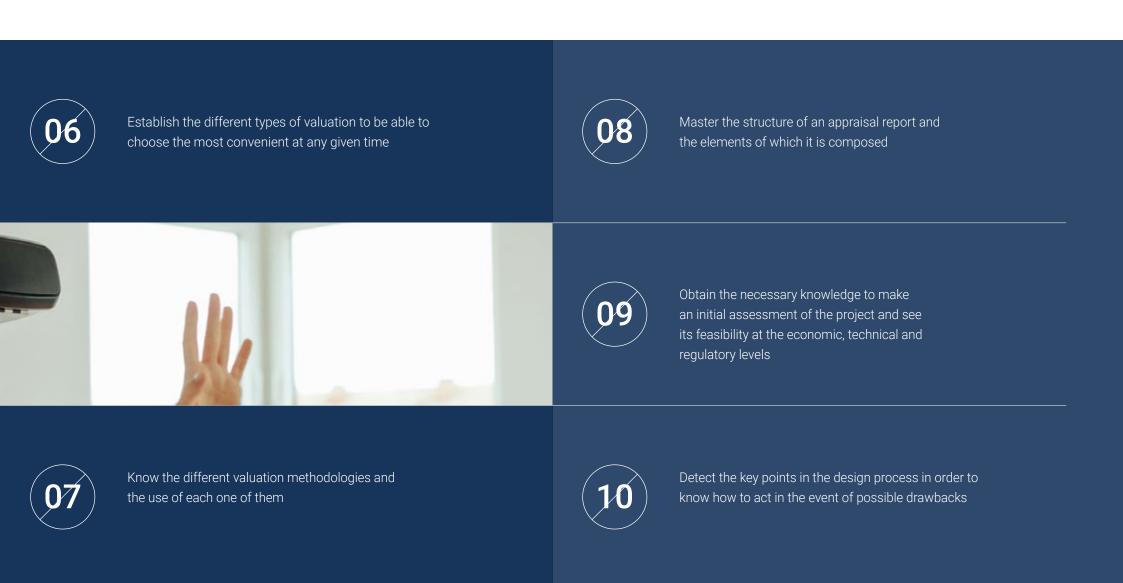


03

Manage the rights and obligations of buyers and sellers



Delve into the rules governing the different types of leasing contracts





Be aware of the documentation required to be able to submit a project and carry it out



Analyze the differences between the existing types of returns and their causes and benefits. Deepen the guidelines for minimizing financial risk



Have an overall economic and technical idea of foundations, structures and installations most commonly used today



13

Know the methodology to monetize in the construction world



Define the main taxes levied on profitability in the financial sector



Establish the areas and strategies of any company in Human Resources



Manage the technology currently used in the real estate sector





Detect the main players that make up today's PropTech



Know what coaching is and how it can be used in business development



To delve into the subjects and instruments involved in Urban Planning Law





tech 22 | Structure and Content

Syllabus

This Postgraduate Diploma in Proptech Technology has a syllabus made up of 3 very complete modules through which the student will deepen in this area of the real estate sector to adapt to the current challenges in this field.

Its exquisite contents are oriented to favor the development of managerial competencies that allow for more rigorous decision making in uncertain environments in order to minimize the risks of making the wrong investments.

During 450 teaching hours, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

Through this program, you will delve into the most relevant aspects to optimize the management of work teams, as well as the use of tools such as Big Data and Artificial Intelligence to perform safe and profitable investment operations.

Consequently, this degree is an excellent opportunity to obtain a first level professional growth, assimilating a series of competencies that will perfect

the management tasks of real estate investment teams. In addition, you will be taught by the best experts in this field of work, who will provide you with the most advanced didactic resources on the market.

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

Module 1	Human factor management
Module 2	Technology applied to Real Estate
Module 3	Importance of the final product: Interior Design and Home Staging



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Proptech Technology 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.

tech 24 | Structure and Content

Module 1. Human factor management			
 1.1. Importance of the human team 1.1.1. General Aspects 1.1.2. Human resources fundamentals and strategies 1.1.3. Professional Ethics 1.1.4. Decision making: financial and data-driven 	 1.2. Areas of Human Resources 1.2.1. Employee Work Cycle Management 1.2.2. People development and talent management 1.2.3. Labor compensation systems 1.2.4. Employer branding 	 1.3. Talent attraction and training 1.3.1. Business Management from the the peoples perspective 1.3.2. Strategies 1.3.3. Design of workstations 1.3.4. Recruitment, selection and attraction of talent 1.3.5. Training and career plan 	 1.4. Digitization of work teams 1.4.1. New trends in managing people 1.4.2. Virtual Team Management 1.4.3. Work digitization and teleworking 1.4.4. Cultural diversity 1.4.5. Challenges of employees in today's work environment
1.5. Coaching 1.5.1. History and origin 1.5.2. Active Listening 1.5.3. Powerful questions 1.5.4. Rapport 1.5.5. SMART Objectives	1.6. The coaching process1.6.1. Coaching tools1.6.2. The wheel1.6.3. Intuition1.6.4. Target for objectives	 1.7. Emotional Intelligence 1.7.1. Concept and importance in the work environment 1.7.2. The 6 fundamental emotions 1.7.3. M.I.D.E. Method 1.7.4. C.O.R.T.A. Method 	 1.8. Executive coaching: Leadership 1.8.1. Stake Holders and process steps 1.8.2. Leadership and charisma 1.8.3. Leadership tools 1.8.4. Leadership Styles
 1.9. Motivation and effective use of time 1.9.1. Definition and concept of motivation 1.9.2. Team motivation techniques 1.9.3. Valuation of the use of time and its causes 1.9.4. Influencing Factors 	1.10. Data analysis in personnel management 1.10.1. Big Data applied to Human Resources 1.10.2. Human Resources analysis, indicators and metrics 1.10.3. Methodology for the analysis: qualitative and quantitative 1.10.4. Interpretation of Results		

2.1. New technologies: PropTech	2.2.	Social media	2.3.	Big Data	2.4.	Market place
2.1.1. Introduction	2.2.1.	Definition		Definition	2.4.1.	Definition
2.1.2. The process of change: Internet and SEO positioning	2.2.2. 2.2.3.	Specific Aspects Uses applied to Real Estate		Specific Aspects Uses applied to Real Estate	2.4.2. 2.4.3.	Specific Aspects Uses applied to Real Estate
2.1.3. The process of change: Blockchain and Artificial Intelligence	2.2.4.	1 1		Main market operators		Main market operators
2.1.4. Tools for digital transformation						
2.5. MLS 2.5.1. Definition	2.6.	2.6. Customer Relationship Management (CRM)	2.6.3. Uses applied to Real Estate2.6.4. Main market operators	2.7.	Crowdfunding	
				2.7.1.		
2.5.2. Specific Aspects		Definition				Specific Aspects
2.5.3. Uses applied to Real Estate2.5.4. Main market operators	2.6.2.	2.6.2. Specific Aspects			Uses applied to Real Estate Main market operators	
2.8. Fintech	2.9.	Artificial Intelligence and Virtual	2.10.	Automatic processes: Chatbot		
2.8.1. Definition		Reality 2.9.1. Definition 2.9.2. Specific Aspects	2.10.1. Definition 2.10.2. Specific Aspects 2.10.3. Uses applied to Real Estate			
2.8.2. Specific Aspects	2.9.1.					
2.8.3. Uses applied to Real Estate						
2.8.4. Main market operators	2.9.3.	Uses applied to Real Estate Main market operators	2.10.4.1	Main market operators		

Mod	Module 3. Importance of the final product: Interior Design and Home Staging						
3.1.	Introduction	3.2.	Study of the source product	3.3.	End-buyer study	3.4.	Methodology and Tools
	Interior design: A Bit of History Materials applied in interiors Systems applied indoors Sustainability in interior design		Definition and concept Guidelines to consider Study structure Definition of Objectives		Definition and concept Guidelines to consider Study structure Definition of Objectives	3.4.2. 3.4.3.	Programs and applications used in design Lighting Applied design in furniture Design applied to construction elements
3.5.	Construction and Rehabilitation		1		Distribution of Space Furniture layout	3.7.	Decoration/Emotional Interior Design
3.5.2. 3.5.3.	Definition and concept Prior Studies Budget selection Reform implementation	3.6.2. 3.6.3.	Design for Living Relationship between Spaces and People Anthropological Basis Psychological foundations of design: biophilic design	3.6.7. Lighting	3.7.3.	Trends Decorative styles Color and texture Materials	
3.8.3.	Home Staging Consulting Physical Home Staging Virtual Home Staging Express Home Staging	3.9.1. 3.9.2. 3.9.3. 3.9.4.	Product presentation General Considerations Property preparation Photographs of the asset Sales dossier	3.10.1 3.10.2 3.10.3	Final product sales strategy General Considerations Advertising tools Marketing Plan Sales strategies		



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 28 | 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 30 | 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 | 31 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.

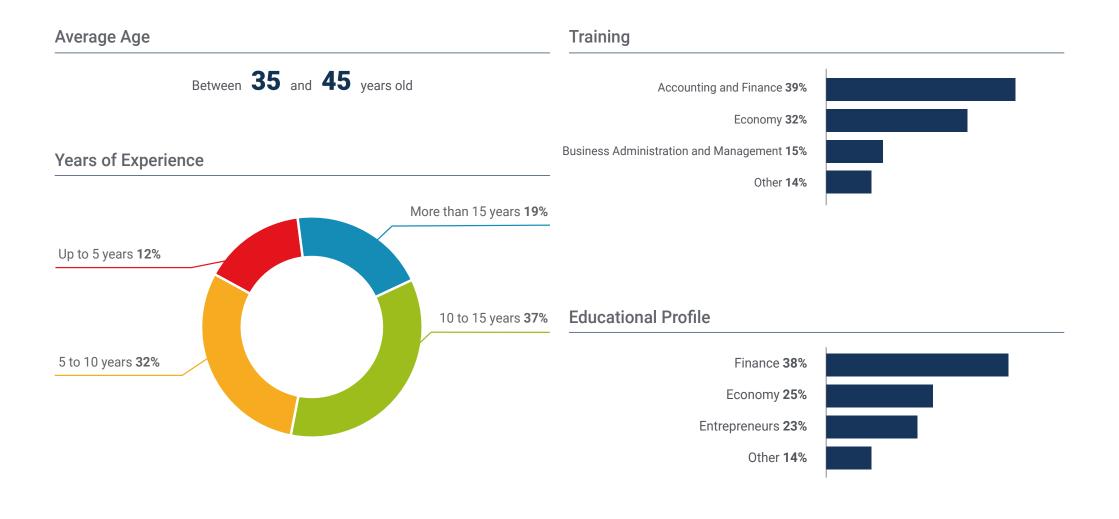


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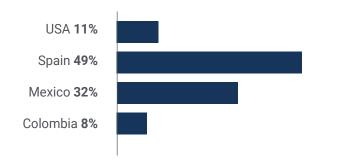




tech 36 | Our Students' Profiles



Geographical Distribution





Agustín Suárez González

Real estate investor specialized in Big Data

"I attended this Postgraduate Diploma with the objective of expanding my skills in the management of new technologies that have taken hold in the real estate sector. I have been highly satisfied with the program as a whole, but I would highlight the quality of the didactic content offered and the variety of formats in which it can be studied. A completely recommendable option"





tech 40 | Course Management

Management



Dr. Diego Loras González

- CEO of Oikos Inmobiliaria
- CEO and founder of Loan Soluciones Financieras
- Sales Manager at Homes Agents
- Area Manager at Tecnocasa
- Law degree from Madrid Complutense University

Professors

Mr. Fernando Pérez Rubio

- Developer and Builder
- Manager, administrator and construction manager in several construction companies
- Manager and administrator at Constructora 973 SL
- Decorator and foreman at Ambiental SL
- Responsible for buying and selling assets for refurbishment

Mr. Francisco Moñux Fernández

- CEO at Maitea Real Estate
- Audi M Conde Premium Sales Consultant
- Sales Consultant and Product Specialist at Nissan Ibericar Reicomsa
- Real Estate and Property Agent Course
- Farm Management Course







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

TECH's Postgraduate Diploma in Proptech Technology is an intensive program that prepares you to face challenges and business decisions in the real estate sector. 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.

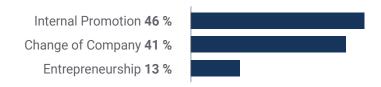
Get the career enhancement you've been longing for after completing your degree or shortly after completing it.

Enjoy first-class career prospects both in your own company and in other companies in your industry.

Time of Change



Type of change



Salary increase

This program represents a salary increase of more than 26% for our students

Salary before **€52,000**

A salary increase of **26%**

Salary after **€65,520**





tech 48 | Benefits for Your Company

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



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.



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.



Building agents of change

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



Increased international expansion possibilities

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





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.



Increased competitiveness

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





tech 52 | Certificate

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

Modality: online

Duration: 6 months

Accreditation: 18 ECTS



Postgraduate Diploma in Proptech Technology

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

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

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



^{*}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 Proptech Technology

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» Certificate: TECH Global University

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» Schedule: at your own pace

» Exams: online

