

# Postgraduate Diploma Research in Business Economics



## Postgraduate Diploma Research in Business Economics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-research-business-economics](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-research-business-economics)

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# 01 Welcome

The economy is a complex and unstable field that affects all companies, due to the permanent changes in the markets. For this reason, research in this field is becoming increasingly important, as organizations need advice in different economic branches to implement the most effective strategies. This program offers professionals the opportunity to learn all these techniques and tools that they will be able to apply in their daily work, which will undoubtedly allow them to work more safely, bringing significant benefits to their companies.



Postgraduate Diploma in Research in Business Economics.  
TECH Global University



“

*Mastering the most advanced strategies in Marketing and Business and Institutional Strategy in a high impact training for your professional career”*

02

# Why Study at TECH?

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



“

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

## At TECH 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+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning 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

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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

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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"*

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

04

# Objectives

The main objective of this program is to help students to reach the level of knowledge necessary to be able to carry out comprehensive research in any area of Business Economics, from its ideation and proposal to its dissemination.



“

*Refocus your organization's objectives  
thanks to in-depth market knowledge”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Research in Business Economics will teach the student to:

01

Learn methodological systems that are applicable to research in Economic Sciences

02

Revise the processes for market study

03

Revise the different historical moments of economics and their relationship with the current age







04

Learn which different tools are necessary for research in economic sciences and how to use them

05

Learn to write theses and reports in business sciences

06

Approach to research in business economics by knowing its organization

05

# Structure and Content

The Postgraduate Diploma in Research in Business Economics at TECH Global University has been designed with the academic needs of students in this field in mind. Therefore, over 3 modules, we offer the most advanced knowledge on social science research, the tools that researchers should know and the specifics of Business Economics. A complete syllabus for approaching all the relevant points of this area of study.



“

*Get that superior education you need to  
conduct appropriate research for your company”*

## Syllabus

This Postgraduate Diploma in Research in Business Economics has been created to allow students to acquire the required knowledge in this field, in an intensive and efficient way. An opportunity to improve your training, with the convenience of the most effective online method in the teaching market.

This will allow students to delve into the study of the different branches that make up this syllabus in a comfortable way. Specifically, the curriculum covers all those issues that you will be able to put into practice in your daily work, from research in Social Sciences, focusing on statistics, economics, *management* and market research, to the main tools for the researcher or specific issues of Business Economics, such as finance, marketing or human resources. In this way, students will be able to acquire a global work vision that will be fundamental for their professional development.

In addition, throughout this program, the student will be able to analyze a multitude of practical cases through individual work, which will undoubtedly allow them to be truly immersed in real work situations. And this will be achieved thanks to the best teaching methodology on the current educational market.

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

**Module 1.** Research in Social Sciences

**Module 2.** Researcher's Tools

**Module 3.** Business Economics



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

TECH offers you the opportunity to study this Postgraduate Diploma in Research in Business Economics completely online. Throughout the 6 months of this 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. Research in Social Sciences**

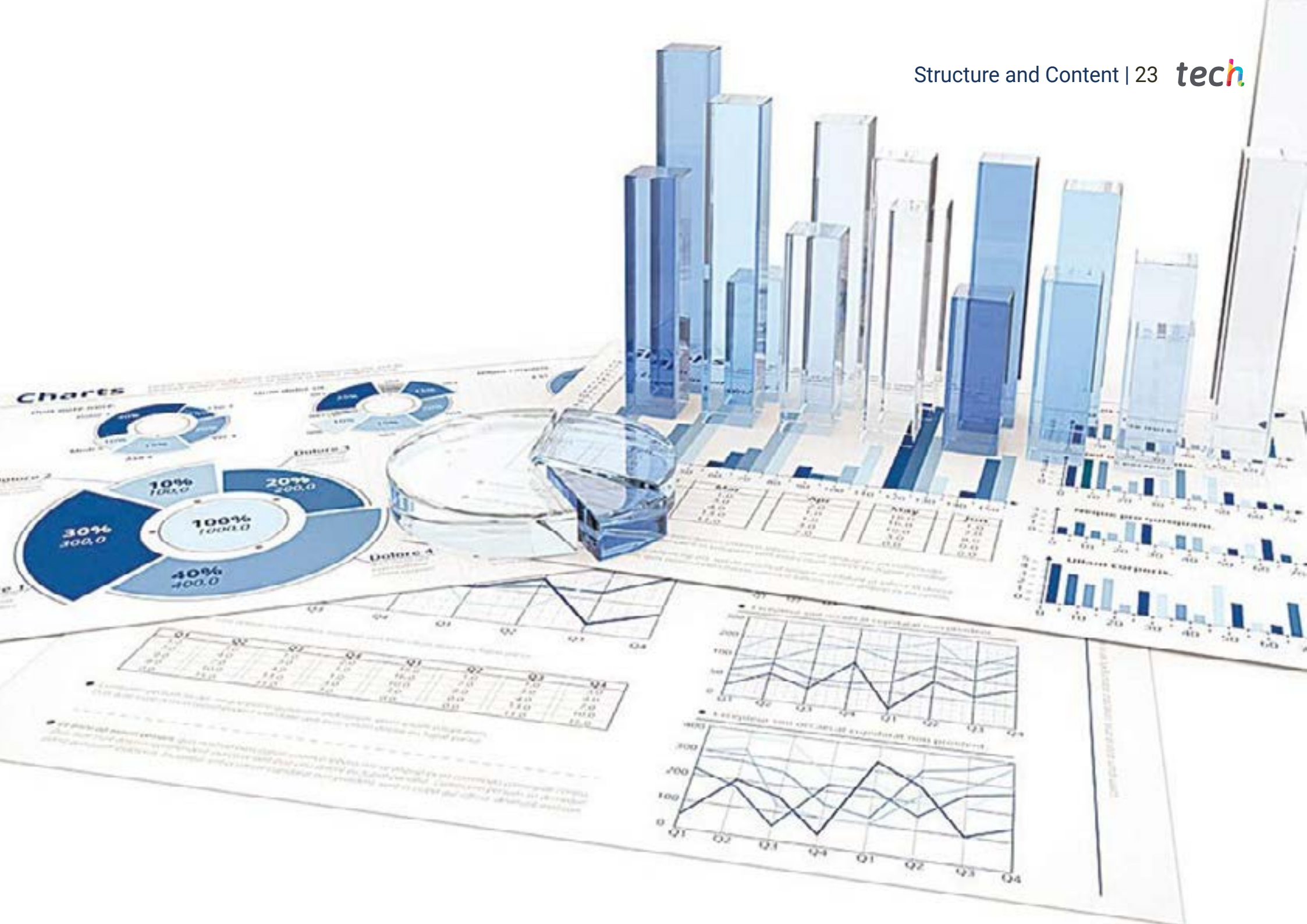
1.1. Introduction to Investigative Methodology	1.2. Methodologies in Economics and Management	1.3. Data Sources	1.4. Fundamentals of Statistics
1.5. Research in Economics	1.6. Management Research	1.7. Design of a Market Study	1.8. History of Economics and Business
1.9. Philosophical Currents in Business and Economics	1.10. New Trends		

**Module 2. Researcher's Tools**

2.1. Thesis and Report Writing	2.2. Use of Database Managers	2.3. Scientometrics and Scientific Databases	2.4. Spreadsheet for Economics and Finance
2.5. Bibliographic Sources	2.6. Advanced Internet Searching	2.7. Statistical Packages	2.8. Data Analysis Tools
2.9. Algorithm Fundamentals	2.10. New Trends		

**Module 3. Business Economics**

3.1. Introduction to Research in Business Economics	3.2. The Company and Organization	3.3. Finances	3.4. Operations
3.5. Human resources	3.6. Communication	3.7. Information Systems	3.8. Strategy
3.9. Marketing	3.10. Future Tendencies		



# 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"*

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

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

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

## Relearning Methodology

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

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

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

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

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

Students who choose this program are professionals interested in Economic and Business Sciences, who are looked for an interesting improvement in their professional career and, for that reason, decide to expand their academic CV. People interested in the economic research of the company as the main method to improve its profitability through the reorientation of its business strategies.







“

*If you are looking to achieve an interesting career boost while continuing to work, then this is the program for you”*

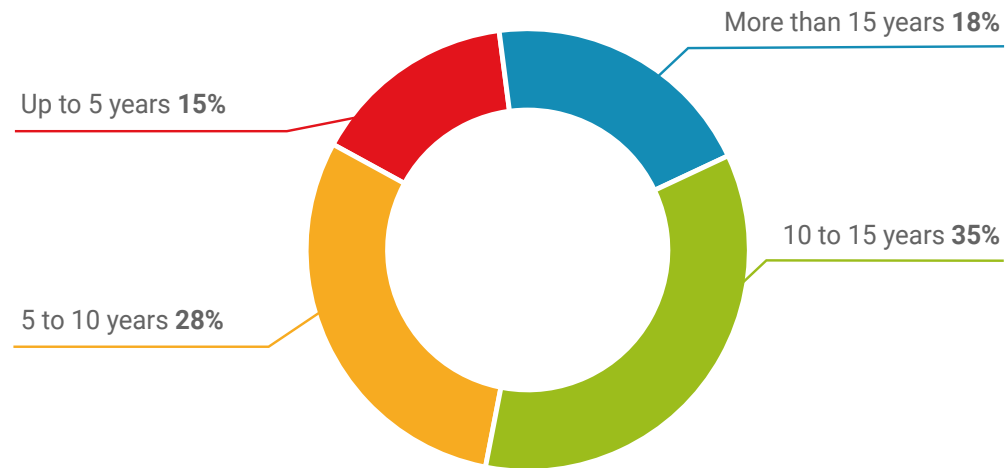
### Average Age

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

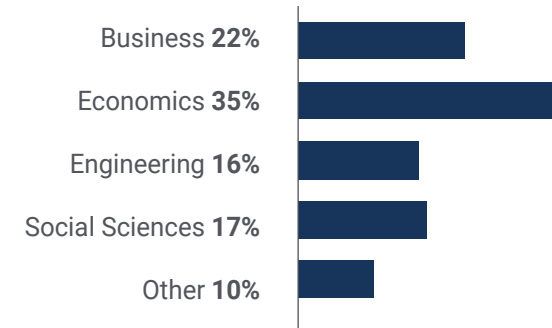
### Years of Experience

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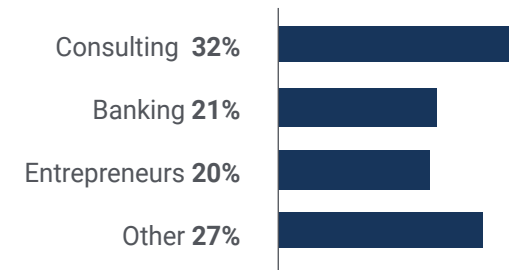
### Training

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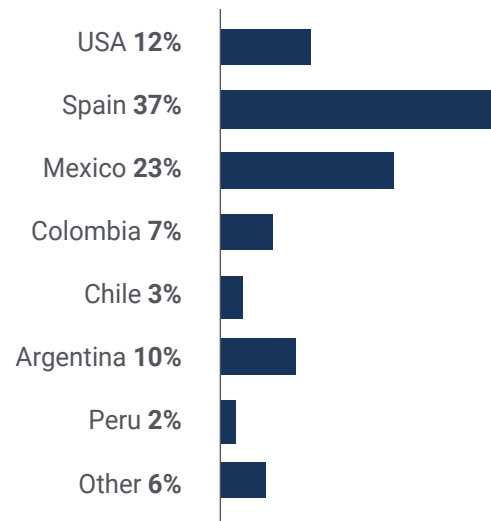
### Academic Profile

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## Geographical Distribution

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## Rosa Pérez

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**Business Consultant**

*"Completing this program has allowed me to learn about all these new research tools that are fundamental to my daily work. Without a doubt, the best part of it all has been the great up-to-date teaching content and, of course, the possibility of being able to do it at my own pace"*

08

# Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

*We have the best teaching team to help you to specialize in a highly demanded field”*

## 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

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- ♦ 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, India
- ♦ Member of:
  - ♦ Cambridge Judge Business School Finance Group

“

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

09

# Impact on Your Career

Students who successfully complete this program will be better prepared to face the real world of work. In this way, they will have acquired the necessary skills that will enable them to be among the most sought-after professionals in their field of action, achieving the job opportunities they so desire. Therefore, specializing in Economic Research will be the key to boosting their careers.





“

*Achieve that long-awaited job opportunity thanks to your increased specialization in this field”*

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

This Postgraduate Diploma in Research in Business Economics. Is an intensive program that prepares students to carry out economic research in businesses that represent a competitive advantage for them. The main objective is to promote personal and professional growth. Helping students achieve success.

The best option in the market to achieve professional excellence.

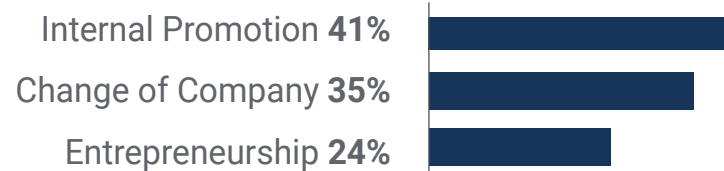
*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

*Completing the Postgraduate Diploma in Research in Business Economics will allow you to advance in your profession.*

#### 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 Research in Business Economics is a program designed to improve the specialization of business professionals, but not only that, it will also be essential to apply all the knowledge acquired in the organizations in which they work. In this way, not only personal benefits are achieved, but also team benefits, since the whole company is involved.





“

*Your research will allow you to redirect your company's strategies towards success”*

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

01

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

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

---

02

### **Retaining High-Potential Executives to Avoid Talent Drain**

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

03

### **Building Agents of Change**

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

---

04

### **Increased International Expansion Possibilities**

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



05

### **Project Development**

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

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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 Research in Business Economics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.





“

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

This program will allow you to obtain your **Postgraduate Diploma in Research in Business Economics** 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 Research in Business Economics**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**





## Postgraduate Diploma Research in Business Economics

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma

## Research in Business Economics

