



## Postgraduate Diploma Strategic Planning and IT

Project Management

» Modality: online

» Duration: 6 months

» Certificate: TECH Global University

» Credits: 18 ECTS

» Schedule: at your own pace

» Exams: online

» Target Group: graduates and professionals with experience in technological areas

 $We b site: {\color{blue} www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-strategic-planning-it-project-management} \\$ 

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# 01 **Welcome**

Planning in IT-related projects is essential. In the world of technology, delivery dates must be met effectively, since a delay affects the entire development chain. For this reason, IT project management positions are highly valued both occupationally and economically, as they must possess an essential set of skills with which to strategically plan all production steps. TECH has developed this qualification for all professionals seeking to excel in the world of IT, offering them training that enables them to be true project leaders in their sector.









## 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.



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.



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.

School case studies."

Teachers representing 20 different nationalities.





#### **Academic Excellence**

TECH offers students the best online learning methodology. The university balances 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 | 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.



## You will 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 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.

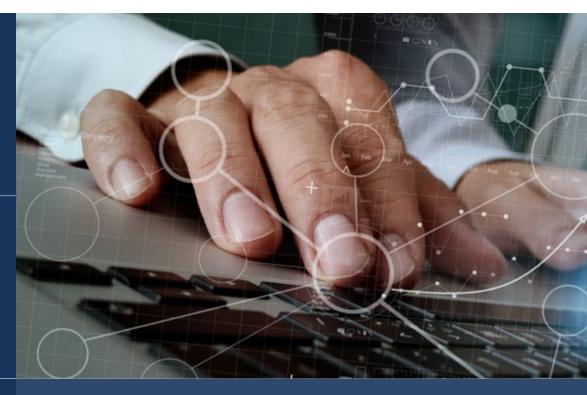
The Postgraduate Diploma in Strategic Planning and IT Project Management trains the student to:



Assess the status, positioning and maturity of information technologies in business environments



Develop management skills and knowledge necessary for technological leadership in the organization





Implement methods to systematize technological innovation processes linked to the needs of the company



Adopt strategic governance models for information technologies integrated and harmonized with corporate strategy and management





Develop IT project management methodologies controlling process and product quality



Analyze the social and economic environment surrounding ICT management and innovation



Develop management activities related to information and communication technologies (ICT) and R&D&I environments



Being able to recognize talent in the organization



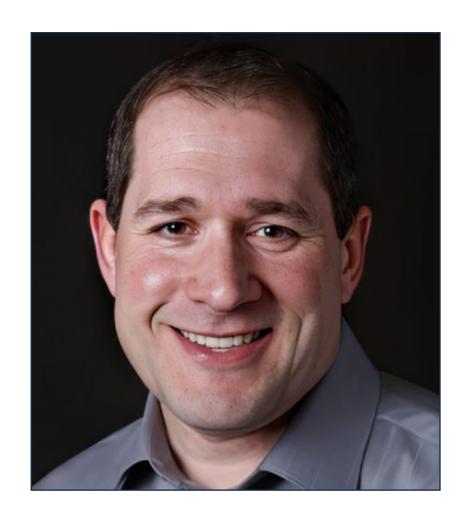


#### **International Guest Director**

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

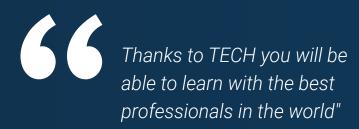
He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



## D. Gauthier, Rick

- Regional IT Director Amazon, Seattle
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Production Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College







### tech 24 | Structure and Content

#### **Syllabus**

The Postgraduate Diploma in Strategic Planning and IT Project Management of TECH Global University is an intensive program that prepares students to face challenges and business decisions at the technological level, both nationally and internationally.

The content of the Postgraduate Diploma in Strategic Planning and IT Project Management is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 375 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

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

Module 1	Technological Management
Module 2	Strategic Planning and IT Project Management
Module 3	Innovation Management
Module 4	Talent Management and Management Skills



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

TECH offers the possibility of taking this program completely online. During the 6-month course, students will be able to access all the contents at any time, which will allow them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

### tech 26 | Structure and Content

2.5. Implementation Plan

2.5.1. Implementation Approach

2.5.2. Project Plan

Module 1. Technological Management			
<ul> <li>1.1. Information Systems in Companies</li> <li>1.1.1. The Evolution of the IT Model</li> <li>1.1.2. Organization and IT Department</li> <li>1.1.3. Information Technology and Economic Environment</li> </ul>	<ul><li>1.2. IT Position of the Business</li><li>1.2.1. Perception of Value Added to the Business</li><li>1.2.2. Strategy Maturity Level</li><li>1.2.3. IT Governance and Corporate Governance</li></ul>	<ul> <li>1.3. Development of Management Skills</li> <li>1.3.1. Management Function and Management Roles</li> <li>1.3.2. The Role of the CIO in the Company</li> <li>1.3.3. Vision and Mission of the IT Director</li> <li>1.3.4. E-leadership , and Holistic Innovation Management</li> </ul>	<ul> <li>1.4. Relational and Political Capabilities</li> <li>1.4.1. Steering Committees</li> <li>1.4.2. Influence</li> <li>1.4.3. Stakeholders</li> <li>1.4.4. Conflict Management</li> </ul>
<ul> <li>1.5. Corporate Strategy and Technology Strategy</li> <li>1.5.1. Creating Value for Customers and Shareholders</li> <li>1.5.2. Strategic IS/IT Decisions</li> <li>1.5.3. Corporate Strategy vs Technology and Digital Strategy</li> </ul>	<ul><li>1.6. Information Systems for Decision-Making</li><li>1.6.1. Business Intelligence</li><li>1.6.2. Data Warehouse</li><li>1.6.3. Balanced Scorecard (BSC)</li></ul>		
<b>Module 2.</b> Strategic Planning and IT Project	· Management		
2.1. Process of Strategic Planning 2.1.1. Phases of the Plan 2.1.2. Conceptual Vision 2.1.3. Organization of Work	<ul> <li>2.2. Understanding the Business Strategy</li> <li>2.2.1. Information Needs</li> <li>2.2.2. Business Process Mapping</li> <li>2.2.3. Business Aspirations or Priorities</li> </ul>	<ul> <li>2.3. Analysis of Current IS/IT</li> <li>2.3.1. Resource Level and Expenditure/Investment Level Analysis</li> <li>2.3.2. Analysis of Perceived Quality</li> <li>2.3.3. Application and Infrastructure Analysis</li> <li>2.3.4. Analysis of the Environment and Competitors</li> </ul>	<ul> <li>2.4. Strategy Formulation</li> <li>2.4.1. Aspirations and Strategic Directions of the Plan</li> <li>2.4.2. The Target IS/IT Model</li> <li>2.4.3. Strategic Initiatives</li> <li>2.4.4. Implications of the Plan</li> </ul>

2.7. Management of Technological

2.7.1. Technological Offer2.7.2. Time and Cost Management2.7.3. Agile Project Management and Productivity

Resources

2.8. Lean IT

Forms

2.8.1. Lean IT and Lean Thinking

2.8.2. The Basic Principles of *Lean Management* 2.8.3. Improvement and Problem-Solving Groups

2.8.4. Maintenance and Quality Management

2.6.2. Project Follow-up and Closure

2.6.3. Project Management Strategies

2.6.1. IT Project Planning

2.6. Information Systems Projects

3.1. Creative Thinking: Innovation 3.1.1. Innovation in the Technological Bus 3.1.2. Creative Encouragement Technique 3.1.3. Process of Conception of Innovation	siness Engineering es 3.2.1. Innovation Strategies	New Products 3.3.1. Design of New Products 3.3.2. Lean Design	3.4. R+D+I Management Systems 3.4.1. Requirements of a R+D+I Management Systems 3.4.2. Line of Action, Activity, Process and Procedure 3.4.3. Recommended Framework for R&D&I Management
3.5. R+D+I Auditing and Certifical 3.5.1. Basic Principles of (R&D&I) Audits 3.5.2. Phases of a (R&D&I) Audit 3.5.3. Certifications in the Field of Resear Development and Innovation R&D+3.5.4. Certification of R+D+I Managemen	3.6.1. Cause-Effect Diagram for R&D&I 3.6.2. Weighted Selection for R&D&I rch, 3.6.3. Pareto Diagram for R&D&I -i 3.6.4. Matrix of Priorities for R+D+I	3.7. Benchmarking Applied to R&D 3.7.1. Types of Benchmarking 3.7.2. The Benchmarking Process in R&D&i 3.7.3. Methodology of the Benchmarking Process Applied to R&D&I 3.7.4. Advantages of Benchmarking	Innovation of the Company's Business Procedures
3.9. Direction and Management R+D+I Projects 3.9.1. Elements that make up an R&D&I p 3.9.2. Most Significant Stages of an R&D 3.9.3. Processes for the the Managemer R&D&I Projects	R&D&Í Projects  project 3.10.1. The Quality Management System in R&D&I Projects		

#### Module 4. Talent Management and Management Skills

#### 4.1. Management Skills Development

- 4.1.1. Leadership
- 4.1.2. Emotional Intelligence
- 4.1.3. Organization: Areas, Processes and Projects

#### 4.2. Managing Talent as a Competitive Advantage

- 4.2.1. Keys for Positive Management
- 4.2.2. Talent Map of the Organization
- 4.2.3. Cost and Added Value

#### 4.3. Team Management

- 4.3.1. Developing High Performance Teams
- 4.3.2. The Roles of People in Groups
- 4.3.3. Personal Factors and Motivation for Successful Work
- 4.3.4. Integrating a High Performance Team

## 4.4. Systems and Organizational

- 4.4.3. Organizational Learning

#### 4.5. Management and Motivation

- 4.5.1. The Nature of Motivation
- 4.5.2. Expectations Theory
- 4.5.3. Needs Theory
- 4.5.4. Motivation and Financial Compensation

#### 4.6. Innovation in Talent and People Management

- 4.6.1. Strategic Talent Management Models
- 4.6.2. Talent Identification, Training and Development
- 4.6.3. Loyalty and Retention
- 4.6.4. Proactivity and Innovation

## Changes

- 4.4.1. The Transformation Process
- 4.4.2. Anticipation and Action
- 4.4.4. Resistance to Change



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 30 | 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 32 | 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 | 33 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.

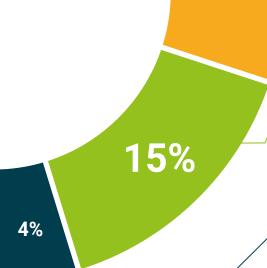


This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

#### **Testing & Retesting**

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.

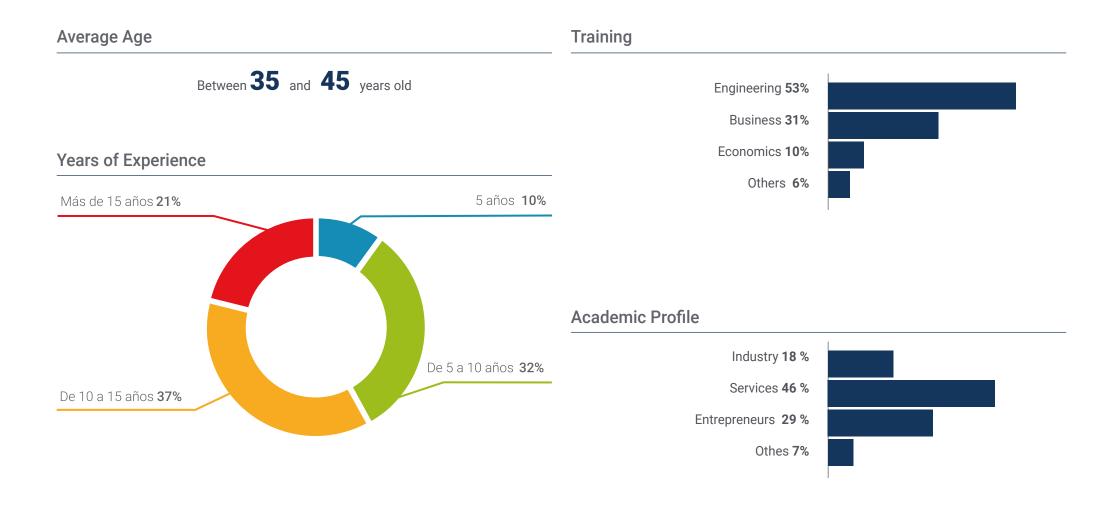




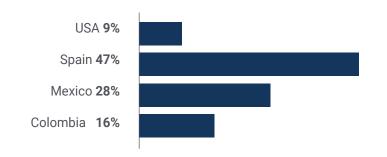
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### **Geographical Distribution**





# Ramón Oviedo

**Corporate Chief Technology Officer** 

"I needed a plus to be trained in technology project management and this TECH Postgraduate Diploma gave me everything I needed and more, with key insights that enabled me to take the management position I have today"





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

TECH's Postgraduate Diploma in Strategic Planning and IT Project Management prepares its students for the greatest challenges at the head of top-level businesses and technological projects, providing them with unique organizational training in their field of action

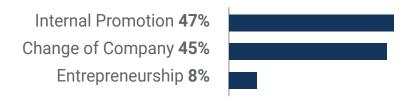
Don't miss the opportunity to train with us and you will find the career boost you were looking for.

If you want to make a positive change in your profession, the Postgraduate Diploma in Strategic Planning and IT Project Management will help you achieve it.

#### When the change occurs



#### Type of change



### Salary increase

This program represents a salary increase of more than 25% for our students.

Salary before €77,000 A salary increase of

25.22%

Salary after **€110,000** 





### tech 46 | Benefits for Your Company

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



# Intellectual Capital and Talent Growth

The executive 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 executive and opens new avenues for professional growth within the company.



### Building agents of change.

The manager 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 will be work on a current project or develop new projects in the field of R&D or Business Development within their company.



### Increased competitiveness

This Postgraduate Diploma will equip professionals with the skills to take on new challenges and thus boost the organization.





### tech 50 | Certificate

This program will allow you to obtain your **Postgraduate Diploma in Strategic Planning and IT Project Management** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: Postgraduate Diploma in Strategic Planning and IT Project Management

Modality: online

Duration: 6 months

Accreditation: 18 ECTS



has successfully passed and obtained the title of:

#### Postgraduate Diploma in Strategic Planning and IT Project Management

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



<sup>\*</sup>Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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» Schedule: at your own pace

» Exams: online

