



# Postgraduate Diploma Technological Managem

Technological Management

» Modality: online

» Duration: 6 months

» Certificate: TECH Technological University

» Schedule: at your own pace

» Exams: online

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

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

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# 01 **Welcome**

The amount of information which needs to be handled in modern businesses makes computer systems essential in order to have streamline management, which in turn requires specialized teams to control all procedures in this area. To this end, TECH has prepared a complete degree in Technological Management, with the most essential knowledge in innovation management, digital business strategy and strategic planning in the IT sector. Therefore, the student will acquire knowledge with which they will be able to effectively lead business projects in the field of technology, while acquiring the necessary skills for efficient team management.









### tech 08 | Why Study at TECH?

#### At TECH Technological University



#### **Innovation**

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

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



#### The Highest Standards

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

95%

of TECH students successfully complete their studies



#### Networking

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

100,000+

200+

executives trained each year

different nationalities



#### **Empowerment**

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

500+

collaborative agreements with leading companies



#### **Talent**

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

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



#### **Multicultural Context**

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

TECH's students represent more than 200 different nationalities.



#### Learn with the Best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

### Why Study at TECH? | 09 tech

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



#### **Analysis**

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



#### **Academic Excellence**

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



#### **Economy of Scale**

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





### tech 12 | Why Our Program?

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



#### A significant career boost

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

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



# Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision



#### Consolidate the student's senior management skills

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

You will work on more than 100 real senior management cases



#### Take on new responsibilities

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

45% of graduates are promoted internally



#### Access to a powerful network of contacts

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

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



#### Thoroughly develop business projects

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

20% of our students develop their own business idea.



#### Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career



#### Be part of an exclusive community

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

We give you the opportunity to learn with a team of world renowned teachers





### tech 16 | Objectives

Your goals are our goals.

We work together to help you achieve them.

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



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



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



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







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

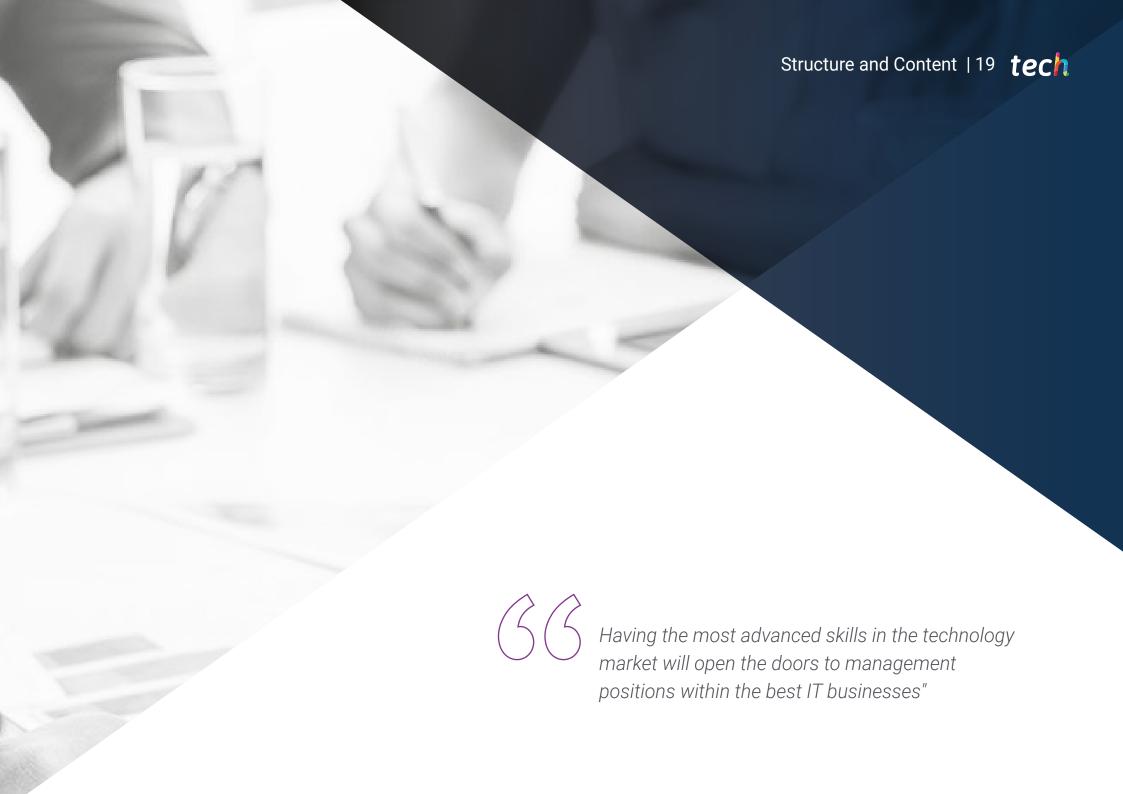


Participate in projects related to ICT management, innovation and research development



Develop IT project management methodologies controlling process and product quality





### tech 20 | Structure and Content

#### **Syllabus**

The TECH Postgraduate Diploma in Technological Management is a program designed with the student and their needs in mind, which is why it is taught in a completely online format so that it is the student who adapts the study time to their schedule and interests, and not the other way around.

The content of the Postgraduate Diploma in Technological Management is designed to promote the development of leadership skills specific to the technological field, which are highly useful in increasingly computerized environments.

Throughout 250 hours of learning, the student will analyze a multitude of practical cases through individual work and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals with all areas of business in depth and is designed to train managers to understand technological development in a comprehensive manner in various business and industrial fields.

This program takes 6 months to complete and is divided into four modules:

Module 1	Technological Management
Module 2	Strategy and Digital Business
Module 3	Strategic Planning and IT Project Management
Module 4	Innovation Management



#### Where, when, and how it is taught

TECH offers the possibility of studying this Postgraduate Diploma in Technological Management completely online.
Throughout the 6 months of learning, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

### tech 22 | Structure and Content

Mod	lule 1. Technological Management						
	The Evolution of the IT Model Organization and the IT Department	1.2.1. 1.2.2.		1.3.2. 1.3.3.	Development of Management Skills  Management Function and Management Roles The Role of the CIO in the Company Vision and Mission of the IT Director e-leadership, and Holistic Innovation Management	1.4.1. 1.4.2. 1.4.3.	Relational and Political Capabilities Steering Committees Influence Stakeholders Conflict Management
1.5.2	Corporate Strategy and Technology Strategy  Creating Value for Customers and Shareholders Strategic IS/IT Decisions Corporate Strategy vs. Technology and Digital Strategy		Making				
Mod	lule 2. Strategy and Digital Business						
0.1	D: :: 10: :	0.0					
2.1.3.	3	<b>2.2.</b> 2.2.1. 2.2.2. 2.2.3.	Sourcing Strategy Tools to Develop the Strategy for Sourcing Cloud Computing IT Sourcing Management	2.3.2.	IT Governance Analysis of Current Trends and Best Practices in the IT Function Key Management Challenges and Decisions Management Procedures, Requirements, Strategies, and Models for Outsourcing	2.4.1. 2.4.2. 2.4.3.	Social Business Web 2.0 Strategic Vision and its Challenges Convergence Opportunities and ICT Trends How to Monetize Web 2.0 and Social Media Mobility and Digital Business
2.1.1. 2.1.2. 2.1.3.	Online Business Models Technology Strategy and its Impact on Digital Innovation Strategic Planning of Information Technologies Strategy and The Internet  Business Process Management Management of the Company by Processes Process Reengineering	2.2.1. 2.2.2. 2.2.3. 2.6. 2.6.1. 2.6.2.	Tools to Develop the Strategy for Sourcing Cloud Computing IT Sourcing Management	2.3.1. 2.3.2. 2.3.3. <b>2.7.</b> .	Analysis of Current Trends and Best Practices in the IT Function Key Management Challenges and Decisions Management Procedures, Requirements,	2.4.1. 2.4.2. 2.4.3. 2.4.4. 2.8.1. 2.8.2.	Web 2.0 Strategic Vision and its Challenges Convergence Opportunities and ICT Trends How to Monetize Web 2.0 and Social Media

Mod	ule 3. Strategic Planning and IT Project	Mana	gement				
	3	3.2.1. 3.2.2.	Understanding the Business Strategy Information Needs Business Process Mapping Business Aspirations or Priorities	3.3.1. 3.3.2. 3.3.3.	Analysis of Current IS/IT Resource Level and Expenditure/Investment Level Analysis Analysis of Perceived Quality Application and Infrastructure Analysis Analysis of the Environment and Competitors	3.4.1. 3.4.2. 3.4.3.	Strategy Formulation Aspirations and Strategic Directions of the Plan The Target IS/IT Model Strategic Initiatives Implications of the Plan
<b>3.5.</b> 3.5.1. 3.5.2.	Implementation Plan Implementation Approach Project Plan	3.6.2.	Information Systems Projects IT Project Planning Project Follow-Up and Closure Project Management Strategies	3.7.1. 3.7.2.	Management of Technological Resources Technological Offer Time and Cost Management Agile Project Management and Productivity	3.8.2. 3.8.3.	Lean IT  Lean IT and Lean Thinking The Basic Principles of Lean Management Improvement and Problem-Solving Groups Maintenance and Quality Management Forms
Mod	<b>ule 4.</b> Innovation Management						
<b>4.1.</b> 4.1.1. 4.1.2. 4.1.3.	4	4.2.1. 4.2.2. 4.2.3.	Process Engineering and Product Engineering Innovation Strategies Open innovation Innovative Organization and Culture Multifunctional Teams	4.3.1. 4.3.2. 4.3.3.	Launch and Industrialization of New Products Design of New Products Lean Design Industrialisation of New Products Manufacture and Assembly		R&D&I Management Systems Requirements of a R&D&I Management Systems Line of Action, Activity, Process and Procedure Recommended Framework for R&D&I Management
	R&D&I Auditing and Certification Basic Principles of (R&D&I) Audits Phases of a (R&D&I) Audit Certifications in the Field of Research, Development and Innovation R&D&I Certification of R&D&I Management Systems	<b>4.6.</b> 4.6.1. 4.6.2. 4.6.3. 4.6.4.	Tools for R&D&I Management Cause-Effect Diagram for R&D&I Weighted Selection for R&D&I Pareto Diagram for R&D&I Matrix of Priorities for R&D&I		Benchmarking Applied to R&D&I Types of Benchmarking The Process of Benchmarking in R+D+I Methodology of the Benchmarking Process applied to R&D&I Advantages of Benchmarking		Re-Engineering for the Radical Innovation of the Business Processes in the Company Origins and Evolution of Process Re-Engineering Objectives of Re-Engineering Correct Approach to Re-Engineering
4.9.1. 4.9.2.	Direction and Management of R&D&I Projects Elements that Make up an R&D&I Project Most Significant Stages of an R&D&I Project Processes for the Management of R&D&I Projects	4.10.1 4.10.2	Quality Management in R&D&I Projects  The Quality Management System in R&D&I Projects Quality Plans for R&D&I Projects Content of a Quality Plan for R&D&I Projects				



This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





### tech 26 | Methodology

# TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.





This program prepares you to face business challenges in uncertain environments and achieve business success



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

#### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.



Through collaborative activities and real cases, you will learn how to solve complex situations in real business environments"

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

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

### tech 28 | Methodology

#### Relearning Methodology

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

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

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

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

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



### Methodology | 29 tech

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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



#### **Study Material**

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

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



#### Classes

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

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



#### **Management Skills Exercises**

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



#### **Additional Reading**

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





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



#### **Interactive Summaries**

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



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

#### **Testing & Retesting**

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

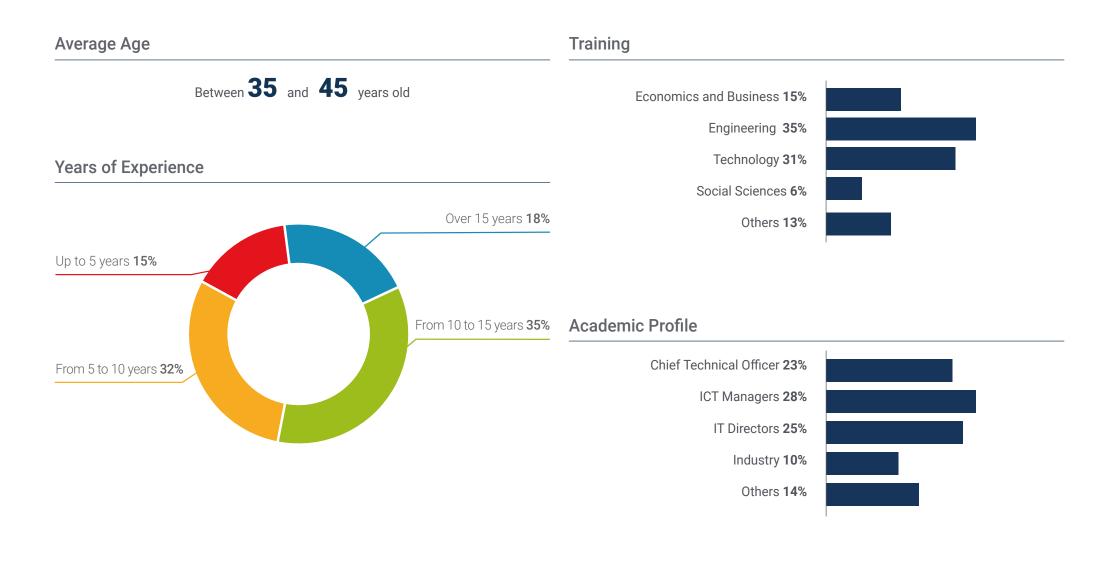


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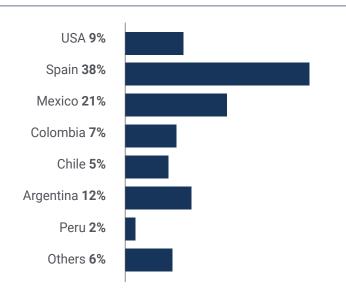




### tech 34 | Our Students' Profiles



#### **Geographical Distribution**





## Ramón Oviedo

Corporate Chief Technology Officer

"I needed a boost to finish shifting my technology career towards a management role. Thanks to the breadth of knowledge in this Postgraduate Diploma, I was able to obtain the skills I lacked and move up the career ladder within my business"





#### **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.

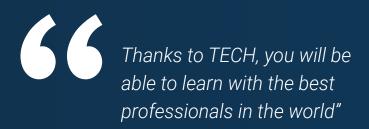
He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for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



## Management



#### Mr. Santana, Gustavo

- Engineer General Manager of Multiconversión Roi Agency
- Consulting and implementation of digital strategies aimed at profitability







## tech 44 | Impact on Your Career

70% of the participants of the Postgraduate Diploma in Technological Management achieve a positive change in their career in less than 2 years

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

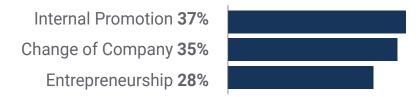
The Postgraduate Diploma in Technological Management is a program that prepares students to face challenges and business decisions in the field of information technology. Its main objective is to promote your own personal and professional growth, giving you the best possible tools to achieve success.

40% of the offers received by our students are from networking

## 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 48 | Benefits for Your Company

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



#### **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



## Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the manager 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**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.



## **Increased Competitiveness**

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







## tech 52 | Certificate

This **Postgraduate Diploma in Technological Management** 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 Technological Management**Official N° of Hours: **250 h.** 



<sup>\*</sup>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.



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