

Postgraduate Diploma

Industrial Business Creation



Postgraduate Diploma Industrial Business Creation

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

Website: www.techtute.com/in/engineering/postgraduate-diploma/postgraduate-diploma-industrial-business-creation

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01

Introduction

Industrial businesses are the engine of a nation's socioeconomic cycle, generating wealth, employment and improving the general quality of life of the population. Having trained professionals, who increasingly understand the importance of designing conscious processes with the new environmental demands and needs, is essential to promote great innovations. That is why this program proposes the creation of industrial businesses as a fundamental pillar of education, for the new professionals today and in the future; with a study methodology 100% online and based on Relearning that facilitates the learning process to obtain the degree in six months.



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Get trained to identify in a practical way the basic aspects of company creation business projects and all the expertise involved”

Thanks to the First and Second Industrial Revolutions, the industrial sector began to develop, and industrial companies began to emerge, something we find indispensable today; bringing with it innumerable processes that the digital era is only increasing and which facilitate and raise the level of industrial performance.

Everything that is consumed today depends on the existence of these companies, which must maintain high quality standards and, to a greater extent now, must adjust to the new trends in use and existing regulations. Professionals must identify the fundamental principles in managing company functions: production, investment, financing and marketing, and to do so it is imperative to have expertise in all the processes involved.

This refresher program was structured in three modules consisting of specialized topics precisely to achieve this expertise and to study everything about the organization and creation of companies, as well as the management of business projects. A total of 450 hours of learning based on an innovative and cutting-edge methodology known as *Relearning* and 100% online powered by TECH, which has revolutionized the foundations of the current university environment.

It will generate in students a spirit of entrepreneurship for productive processes, including the need for a new vision toward sustainability in productive designs, as well as identifying the fundamental aspects of product and customer life cycles, in addition to understanding the financing cycle of *Startups*, forms of capital and types of investors; introducing students to the management, direction and administration of multidisciplinary business projects.

All this and more, in an exclusive program for graduates in Industrial Business Creation.

This **Postgraduate Diploma in Industrial Business Creation** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Case studies presented by experts in Industrial Engineering
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



After this Postgraduate Diploma, you will generate new models in companies design, adequately managing innovation, sustainability and advanced technological processes"

“*Get an in-depth understanding of the startup funding cycle, forms of capital and types of investors with this refresher program”*

Acquire the ability to apply your knowledge to any type of project and business situation.

Studying 100% online offers you the flexibility you need to become a professional today.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

This Postgraduate Diploma aims to provide students with knowledge in the area of industrial business creation, to generate new profiles in line with the needs of the organizational world and production systems of today's society. The program combines multiple teaching resources with the most advanced technology and study methodology, with the most exclusive content of the current online university environment.



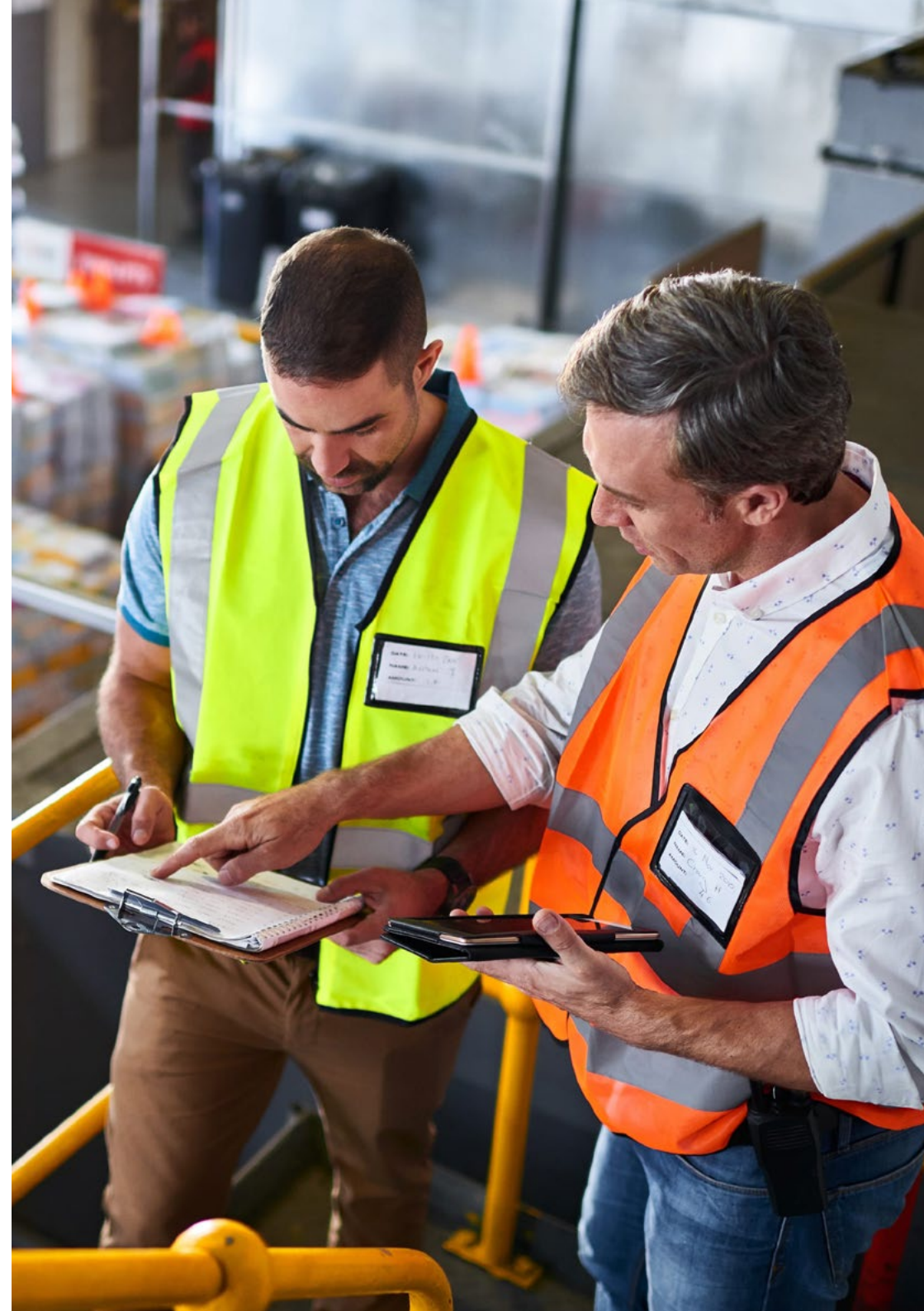
“

Today's professionals must be the drive behind strength and profitability in industry; with this Postgraduate Diploma you will be trained to do so”



General Objectives

- ♦ Understand company functions and the elements involved
- ♦ Develop new production models and strategies within the company
- ♦ Understand new in company production designs, considering sustainability and product life cycle
- ♦ Comply with regulatory policies in terms of quality and industrial safety
- ♦ Undertake production processes based on quality and problem solving
- ♦ Understand the importance of planning within production processes, production units work dynamics and function interactions
- ♦ Analyze industrial organization needs to design maintenance plans adjusted to current and future contexts
- ♦ Know new business models in entrepreneurship, its components and different value propositions
- ♦ Understand the importance of creativity and innovation in business approaches
- ♦ Analyze the different tools to promote entrepreneurship in the digital era
- ♦ Delve deeper into the operation of logistics and distribution management systems
- ♦ Analyze the influence of information systems on supply chains
- ♦ Understand the methodologies in business project management processes





Specific Objectives

Module 1. Introduction to Business Organization

- ♦ Identify the main characteristics of international legal frameworks that regulate business
- ♦ Identify the fundamental principles in managing functional areas of the company: production, investment, financing and marketing
- ♦ Explain from sustainability the aspects that can affect company management
- ♦ Identify the concepts of company and organization and their theoretical evolution
- ♦ Propose actions to favor adequate business management, considering competitiveness and strategic direction
- ♦ Explain the relationship between the firm and the market in proposed situations
- ♦ Identify the fundamental aspects of corporate governance and social responsibility
- ♦ Identify the main characteristics of management systems, corporate cultures and organizational power

Module 2. Business Creation

- ♦ Identify one's own capabilities and motivations as an entrepreneur
- ♦ Practically identify the basic aspects in business projects to create a company
- ♦ Apply tools to develop creativity individually and in groups
- ♦ Identify the main phases in financing processes
- ♦ Apply the methodology and models of product design and innovation in specific cases proposed
- ♦ Explain the startup funding cycle, forms of capital and types of investors
- ♦ Identify the key aspects of product and customer life cycles
- ♦ Design a business plan for a real organization

Module 3. Company Project Management

- ♦ Introduce students to the management, direction and administration of multidisciplinary company projects
- ♦ Plan, organize, secure and coordinate the organization's resources and people
- ♦ Acquire the ability to apply the knowledge in any type of project and situation
- ♦ Control the timing, budgets and scope of business projects
- ♦ Manage and direct projects in the field of Industrial Organization Engineering



With this program you will manage and direct projects in the field of Industrial Organization Engineering. Enroll now"

03

Structure and Content

This Postgraduate Diploma consists of three modules, with exclusive content selected by TECH, which has been distributed in a variety of written and audiovisual formats, so professionals acquire in a dynamic and comfortable way the tools and specialized knowledge of new trends in industrial business creation. Taught in a methodology based on relearning and 100% online that will allow professionals to advance in their training at the pace of their own current reality.



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The most avant-garde methodology, including multiple multimedia resources, facilitates the process of your professionalization without the need for great efforts and sacrifices”

Module 1. Introduction to Business Organization

- 1.1. The Company and Its Components
 - 1.1.1. The Concept of a Company
 - 1.1.2. Functions and Classification of Business Objects
 - 1.1.3. The Business Community
 - 1.1.4. Types of Companies
- 1.2. The Company as System
 - 1.2.1. Concepts of the System
 - 1.2.2. Models
 - 1.2.3. Company Subsystems
 - 1.2.4. Values Subsystems
- 1.3. The Business Environment
 - 1.3.1. Environment and Value
 - 1.3.2. General Environment
 - 1.3.3. Specific Environment
 - 1.3.4. Analysis Tools
- 1.4. The Managerial Function
 - 1.4.1. Basic Concepts
 - 1.4.2. What Is Managing?
 - 1.4.3. Decision-Making.
 - 1.4.4. Leadership
- 1.5. Corporate Planning
 - 1.5.1. Corporate Plans
 - 1.5.2. Planning Components
 - 1.5.3. Stages
 - 1.5.4. Planning Tools
- 1.6. Business Control
 - 1.6.1. Concept, Types and Terminology
 - 1.6.2. Management Control
 - 1.6.3. Quality Control
 - 1.6.4. Balanced Scorecard

- 1.7. Business Organization
 - 1.7.1. Basic Concepts
 - 1.7.2. Organizational Structure
 - 1.7.3. Cultural Dimensions
 - 1.7.4. Structural Models
- 1.8. Human Resources Management
 - 1.8.1. Motivation
 - 1.8.2. Recruitment and Selection
 - 1.8.3. Personnel Training
 - 1.8.4. Performance Assessment
- 1.9. Marketing and Financial Components
 - 1.9.1. Concept and Stages
 - 1.9.2. Marketing and Markets
 - 1.9.3. Marketing and Strategy
 - 1.9.4. Relationships and Synergies

Module 2. Business Creation

- 2.1. Entrepreneurial Spirit
 - 2.1.1. Entrepreneur
 - 2.1.2. Entrepreneur Characteristics
 - 2.1.3. Types of Entrepreneurs
- 2.2. Entrepreneurship and Teamwork
 - 2.2.1. Teamwork
 - 2.2.2. Characteristics of Teamwork
 - 2.2.3. Advantages and Disadvantages of Teamwork
- 2.3. Creation of a Company
 - 2.3.1. Being an Entrepreneur
 - 2.3.2. Company Concept and Model
 - 2.3.3. Stages of the Business Creation Process



- 2.4. Basic Components of a Company
 - 2.4.1. Different Approaches
 - 2.4.2. The 8 Components of a Company
 - 2.4.2.1. Customers:
 - 2.4.2.2. Environment
 - 2.4.2.3. Technology
 - 2.4.2.4. Material Resources
 - 2.4.2.5. Human resources.
 - 2.4.2.6. Finances
 - 2.4.2.7. Enterprise Networks
 - 2.4.2.8. Opportunity
- 2.5. Value proposition
 - 2.5.1. Value Proposition
 - 2.5.2. Ideas Generation
 - 2.5.3. General Recommendations for Value Propositions
- 2.6. Support Tools for the Entrepreneur
 - 2.6.1. Lean Start-up
 - 2.6.2. Design Thinking
 - 2.6.3. Open Innovation
- 2.7. Lean Start-ups
 - 2.7.1. Lean Start-up
 - 2.7.2. Lean Start-up Methodology
 - 2.7.3. Phases a Start-up Goes Through
- 2.8. Business Approach Sequence
 - 2.8.1. Validate Hypotheses
 - 2.8.2. MVP: Minimum Viable Products
 - 2.8.3. Measure: Lean Analytics
 - 2.8.4. Pivot or Persevere

- 2.9. Innovate
 - 2.9.1. Innovation
 - 2.9.2. The Ability to Innovate, Creativity and Growth
 - 2.9.3. Innovation Cycle
- 2.10. Creativity
 - 2.10.1. Creativity as a Skill
 - 2.10.2. Creativity Process
 - 2.10.3. Types of Creativity

Module 3. **Company** Project Management

- 3.1. The Project
 - 3.1.1. Fundamental Project Components
 - 3.1.2. Project Director
 - 3.1.3. Project Environment
- 3.2. Project Scope Management
 - 3.2.1. Scope Analysis
 - 3.2.2. Project Scope Planning
 - 3.2.3. Project Scope Control
- 3.3. Schedule Management
 - 3.3.1. Importance of Planning
 - 3.3.2. Project Planning Management: Project Schedule
 - 3.3.3. Trends in Time Management
- 3.4. Cost Management
 - 3.4.1. Project Cost Analysis
 - 3.4.2. Financial Project Selection
 - 3.4.3. Project Cost Planning
 - 3.4.4. Project Cost Control
- 3.5. Quality, Resources and Procurement
 - 3.5.1. Total Quality and Project Direction
 - 3.5.2. Project Resources
 - 3.5.3. Procurement: Recruitment System



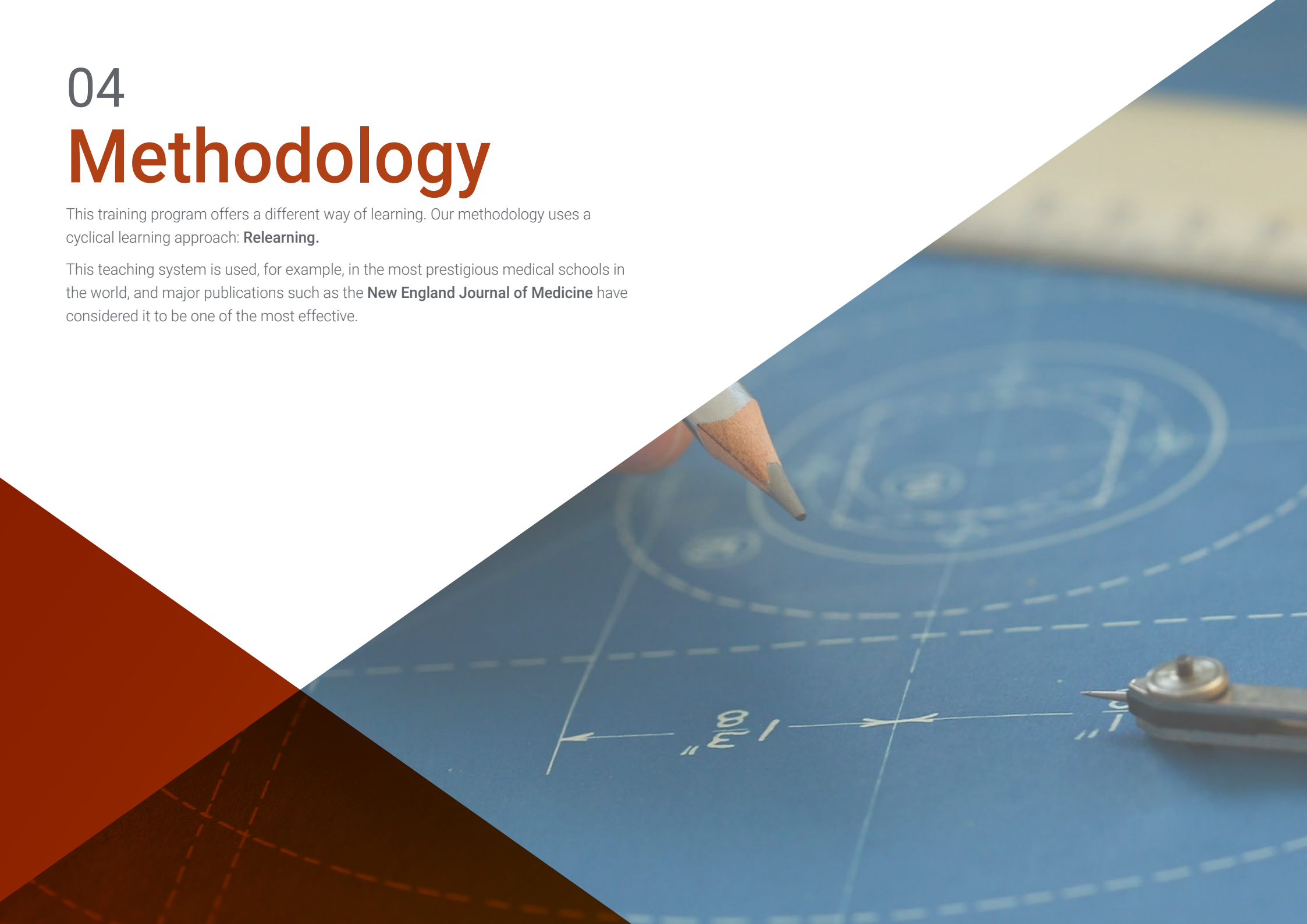
- 3.6. Project Stakeholders and Communications
 - 3.6.1. Importance of Stakeholders
 - 3.6.2. Project Stakeholders Management
 - 3.6.3. Project Communication
- 3.7. Project Risk Management
 - 3.7.1. Fundamental Principles in Risk Management
 - 3.7.2. Process Management for Project Risk Management
 - 3.7.3. Trends in Risk Management
- 3.8. Integrated Project Management
 - 3.8.1. Strategic Planning and Project Management
 - 3.8.2. Project Direction Plan
 - 3.8.3. Implementation and Control Processes
 - 3.8.4. Project Closure
- 3.9. Agile Methodologies I: Scrum
 - 3.9.1. Principles in Agile and Scrum
 - 3.9.2. Scrum Team
 - 3.9.3. Scrum Events
 - 3.9.4. Scrum Artifacts
- 3.10. Agile Methodologies II: Kanban
 - 3.10.1. Kanban Principles
 - 3.10.2. Kanban and Scrumban
 - 3.10.3. Certifications

04

Methodology

This training program offers 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.





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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"

At TECH we use the Case Method

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

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At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world."



We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This intensive Engineering program at TECH Technological University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard *case studies*, with which we have a strategic agreement that allows us, to offer you material from the best university in the world.

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

The case method is the most widely used learning system by the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH is the first university in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines 8 different didactic elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

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 Re-learning.

Our university is the only university in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



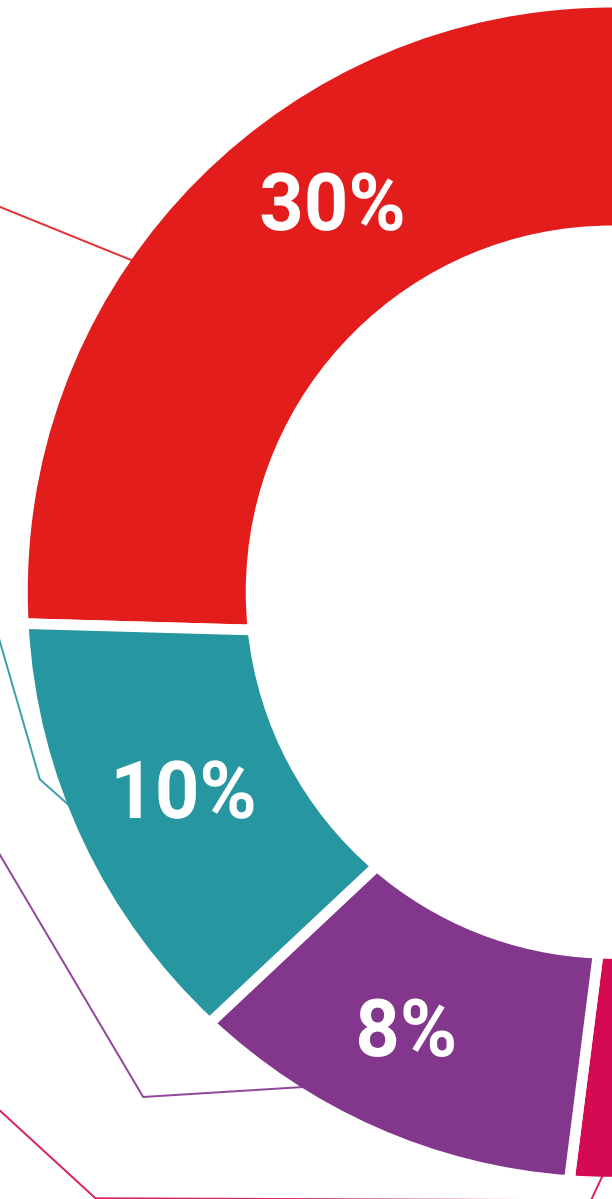
Practising Skills and Abilities

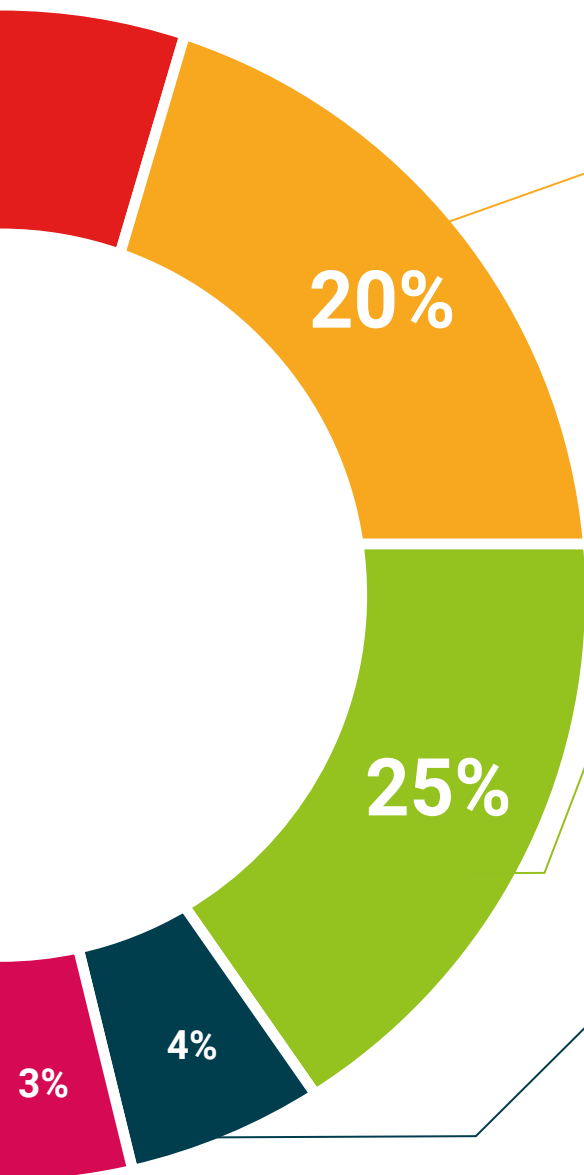
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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**

They will complete a selection of the best case studies in the field used at Harvard. 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 multimedia content presentation training Exclusive system 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 your goals.



05 Certificate

The Postgraduate Diploma in Industrial Business Creation guarantees, in addition to the most rigorous and up-to-date training, access to a qualification issued by TECH Technological University.



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*Successfully complete this training program
and receive your university certificate without
travel or laborious paperwork”*

This **Postgraduate Diploma in Industrial Business Creation** contains the most complete and up-to-date scientific 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 from career evaluation committees.

Title: **Postgraduate Diploma in Industrial Business Creation**

Official Number of Hours: **450 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



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