Postgraduate Certificate
Data Science in Business Areas and Sectors

tech global university

Postgraduate Certificate
Data Science in Business Areas and Sectors

» Modality: **online**
» Duration: **12 Weeks**
» Certificate: **TECH Global University**
» Acreditation: **12 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Target Group: **University graduates and postgraduates who have completed a degree in computer engineering.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/data-science-business-areas-sectors**

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01
Welcome

Having knowledge of *Data Science* is highly valued in the business environment, as it helps to predict the success of a product or to improve the departmental process of the organization. When carrying out a digital transformation process, industries are obliged to have computer engineers with managerial skills to establish a system to use data to improve. With this program, the needs within each department will be analyzed to identify those areas to improve with the use of Data Science. In this way, it becomes a complete program for future graduates who aspire to a managerial position.

Postgraduate Certificate in Data Science in Business Areas and Sectors.
TECH Global University

tech

" *Start your professional journey by establishing new processes with the help of data science"*

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:

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"

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.

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

With this program, computer engineers will be able to learn the benefits of applying data analysis techniques in each department of a company. This means that not only the student's scientific knowledge will be put to the test, but also their managerial knowledge, allowing them to choose the strategy that best suits the needs of their team.

Test your knowledge and develop your managerial skills to lead a team to excellence"

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**

Postgraduate Certificate in Data Science in Business Areas and Sectors qualifies students to:

01 Develop analytical skills in order to make quality decisions

04 Generate specialized knowledge to develop predictive analytics

02 Examine effective marketing and communication campaigns

03 Determine the creation of scorecards and KPI's according to the department

05 Propose business and loyalty plans based on market research

06 Develop the ability to listen to the customer

07 Apply statistical, quantitative and technical knowledge in real situations

08 Analyze the state of the art of Artificial Intelligence (AI) and data analytics

09 Develop specialized knowledge of the most widely used technologies

10 Generate a better understanding of the technology through use cases

11 Analyze the chosen strategies to select the best technologies to implement

12 Determine the fields of application

13 Examine the actual and potential risks of the technology used

14 Propose benefits derived from the use

15 Identify future trends in specific fields

16 Examine the evolution of these technologies and where they are headed in the coming years

Structure and Content

This program is composed of a series of modules that will offer a theoretical and practical perspective to establish the importance of having a good data analytics system. For this reason, and taking into account the working life of the students, the program is available in an online modality, allowing to take it from anywhere.

Manage a data analysis system and propose new strategies to improve a department in the company"

Syllabus

The Postgraduate Certificate in Data Science in Business Areas and Sectors from TECH Global University is a unique experience that will help students to find and use an analysis system that benefits every team in an organization.

For this reason, this program has been designed to promote the managerial skills that all computer engineers must have if they wish to advance in their professional career.

This will be achieved through a set of theoretical classes, where the importance of new technologies, such as artificial intelligence, will be demonstrated to ensure the automation of processes that hinder the work of some teams.

By means of practical cases, students will have a much better understanding of the knowledge imparted. In turn, they will be encouraged to achieve excellence in the field of leadership and management of a technology department in a company. This way, they will understand the needs of the business and will be able to propose new and innovative strategies.

This Postgraduate Certificate is developed over 12 weeks with 2 study modules:

Module 1	Data Analysis in a Business Organization
Module 2	Practical Application of Data Science in Business Sectors

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Data Science in Business Areas and Sectors completely online. Over the course of 12 weeks, 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. Data Analysis in a Business Organization

1.1. Business Analysis
1.1.1. Business Analysis
1.1.2. Data Structure
1.1.3. Phases and Elements

1.2. Data Analysis in the Business
1.2.1. Scorecards and KPIs by Departments
1.2.2. Operational, Tactical and Strategic Reports
1.2.3. Data Analytics Applied to Each Department
1.2.3.1. Marketing and Communication
1.2.3.2. Commercial
1.2.3.3. Customer Service
1.2.3.4. Purchasing
1.2.3.5. Administration.
1.2.3.6. HR
1.2.3.7. Production
1.2.3.8. IT

1.3. Marketing and Communication
1.3.1. KPIs to be Measured, Applications and Benefits
1.3.2. Marketing Systems and Data Warehouse
1.3.3. Implementation of a Data Analytics Framework in Marketing
1.3.4. Marketing and Communication Plan
1.3.5. Strategies, Prediction and Campaign Management

1.4. Commerce and Sales
1.4.1. Contributions of Data Analytics in the Commercial Area
1.4.2. Needs of the Sales Department
1.4.3. Market Research

1.5. Customer Service
1.5.1. Loyalty
1.5.2. Personal Coaching and Emotional Intelligence
1.5.3. Customer Satisfaction

1.6. Purchasing
1.6.1. Data Analysis for Market Research
1.6.2. Data Analysis for Competency Research
1.6.3. Other Applications

1.7. Administration.
1.7.1. Needs of the Administration Department
1.7.2. Data Warehouse and Financial Risk Analysis
1.7.3. Data Warehouse and Credit Risk Analysis

1.8. Human resources.
1.8.1. HR and the Benefits of Data Analysis
1.8.2. Data Analytics Tools in the HR Department
1.8.3. Data Analytics Applications in the HR Department

1.9. Production
1.9.1. Data Analysis in a Production Department
1.9.2. Applications
1.9.3. Benefits

1.10. IT
1.10.1. IT Department
1.10.2. Data Analysis and Digital Transformation
1.10.3. Innovation and Productivity

Module 2. Practical Application of Data Science in Sectors

2.1. Health Sector
2.1.1. Implications of AI and Data Analysis in the Health Sector
2.1.2. Opportunities and Challenges

2.2. Risks and Trends in the Health Sector
2.2.1. Use in the Health Sector
2.2.2. Potential Risks Related to the Use of AI

2.3. Financial Services
2.3.1. Implications of AI and Data Analysis in Financial Services Sector
2.3.2. Use in the Financial Services
2.3.3. Potential Risks Related to the Use of AI

2.4. Retail
2.4.1. Implications of AI and Data Analysis in the Retail Sector
2.4.2. Use in Retail
2.4.3. Potential Risks Related to the Use of AI

2.5. Industry 4.0
2.5.1. Implications of AI and Data Analysis in Industry 4.0
2.5.2. Use in the 4.0 Industry

2.6. Risks and Trends in Industry 4.0
2.6.1. Potential Risks Related to the Use of AI

2.7. Public Administration.
2.7.1. Implications of AI and Data Analytics for Public Administration
2.7.2. Use in Public Administration
2.7.3. Potential Risks Related to the Use of AI

2.8. Educational
2.8.1. Implications of AI and Data Analysis in Education
2.8.2. Potential Risks Related to the Use of AI

2.9. Forestry and Agriculture
2.9.1. Implications of AI and Data Analysis in Forestry and Agriculture
2.9.2. Use in Forestry and Agriculture
2.9.3. Potential Risks Related to the Use of AI

2.10. Human Resources
2.10.1. Implications of AI and Data Analysis in Human Resources
2.10.2. Practical Applications in the Business World
2.10.3. Potential Risks Related to the Use of AI

Artificial Intelligence is the Future. Develop a plan for its application in the enterprise and position yourself as a leading innovator"

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

" At TECH you will NOT have live classes (which you might not be able to attend)"
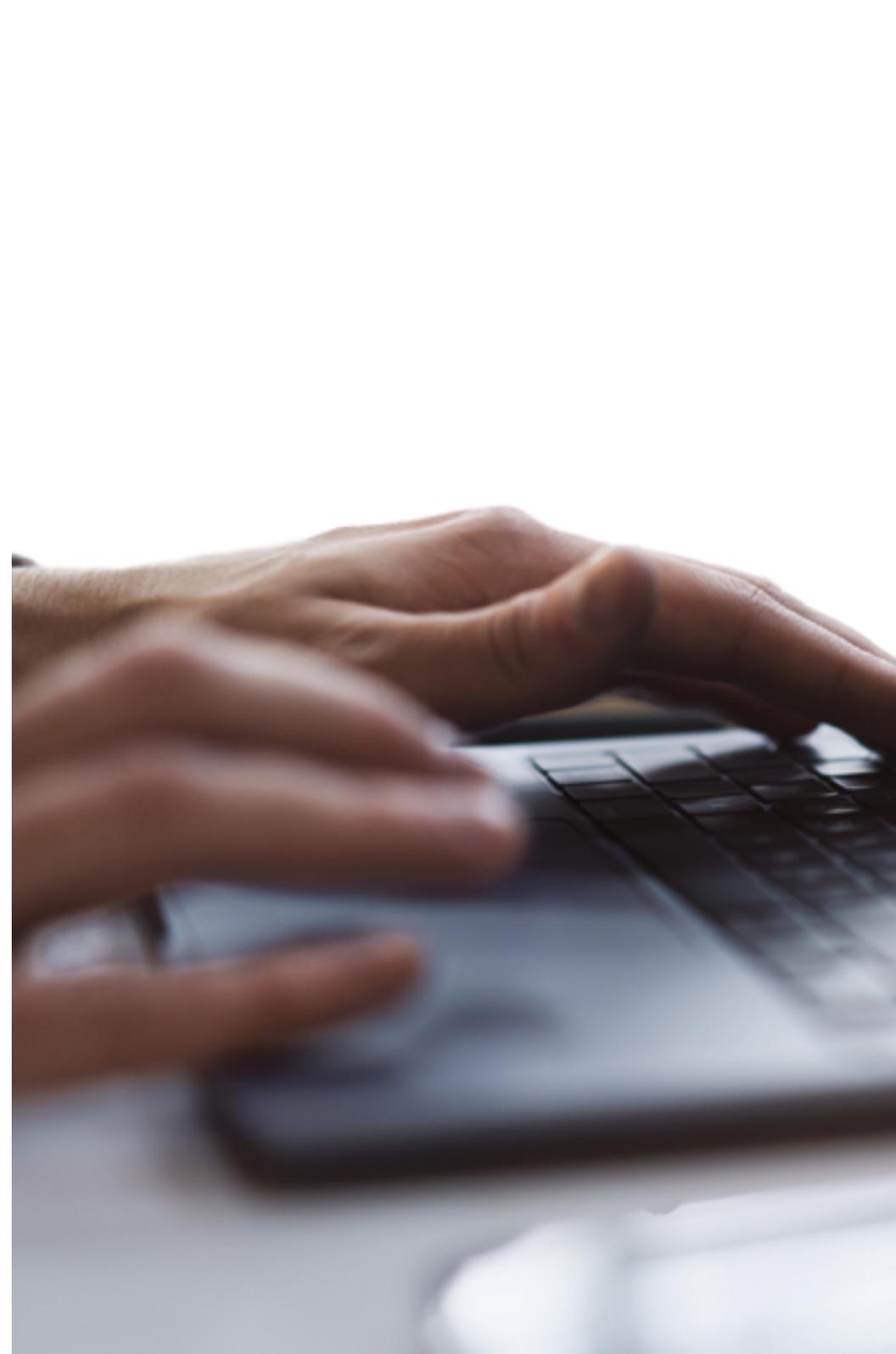
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> " *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule* "

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:
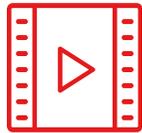
Study Material

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
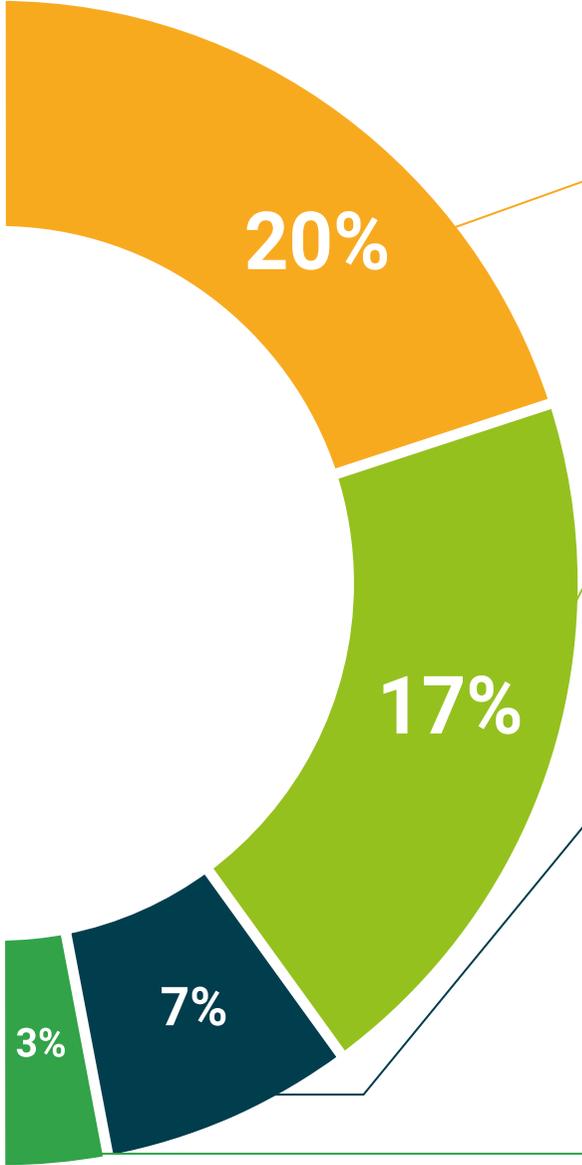
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%

Case Studies

Students will complete a selection of the best case studies in the field.
Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We
do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets
or quick action guides. A synthetic, practical and effective way to help students
progress in their learning.

Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates and Postgraduates who have previously completed any of the following degrees in the field of computer engineering, systems engineering, software engineering, or any branch related to these fields of study.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate is also open to professionals who, being university graduates in any field, have two years of work experience in the field of tax consultancy.

Developing new business strategies will enable you to position yourself as a leader and agent of change"

Average Age

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

Years of Experience

12 - 13 years **14.5%**

14+ years **7.2%**

5 years **6.7%**

10 - 11 years **19.3%**

6 - 7 years **25.79%**

8 - 9 years **26.4%**

Training

Engineering **52%**

Business **32%**

Social Sciences **11%**

Economics **5%**

Academic Profile

Operations **20%**

Project Management **18%**

Sales and Marketing **17%**

Finance **15%**

General Management **15%**

Consulting **9%**

Planning and Accounting **6%**
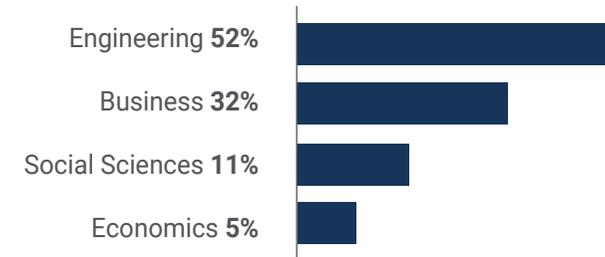
Geographical Distribution

USA **5%**	
Spain **44%**	
Brazil **4%**	
Mexico **14%**	
Colombia **8%**	
Argentina **7%**	
Chile **4%**	
Peru **8%**	
Ecuador **4%**	
Dominican Republic **2%**	
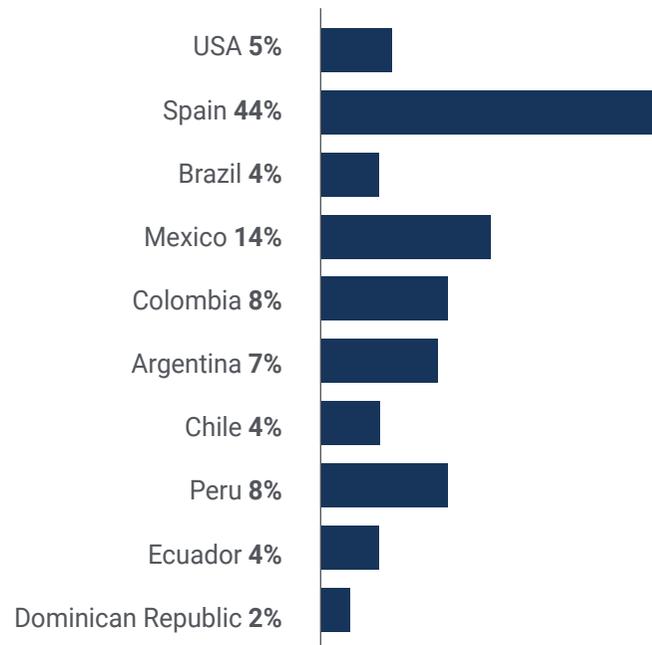
Daniel Torrealba

Computer engineer and intelligence analyst

"With this Postgraduate Certificate, I managed to learn new technologies to work in the sector, besides learning about management and the needs in business. Artificial intelligence is the future and therefore, this type of program represents innovation"

Course Management

The content of the program has been developed by this select group of experts, making available to students their many years of experience and multidisciplinary competencies. Together, they have created a program that will enhance the students' skills in a practical and educational way.

Take your career to excellence. During the program you will have professionals capable of elevating your level"

International Guest Director

Dr. Tom Flowerdew is an internationally prominent personality in the field of data science. He has served as Vice President of Data Science at MasterCard in London. In this role, he has been responsible for the preparation, operation and strategy of a consolidated team in this area, with the mission to support a portfolio of innovative products in payments, fight against money laundering (AML) and analyze cryptocurrency use cases.

He has also been Director of Data Science in Cyber Intelligence Solutions, also at MasterCard, where he has led the integration of data to support revolutionary cryptocurrency-based products. In fact, his ability to handle complex data and develop advanced solutions has been instrumental to the success of multiple projects in the cybersecurity and finance space.

Similarly, for the company Featurespace, he has held several crucial roles, including Head of Standardized Product Delivery, in Cambridge, leading a team and a transformation project that has reduced delivery time and effort by more than 75%. In addition, as Head of Delivery, U.S. headquarters, he has managed all of the company's North American delivery functions, significantly improving operational efficiency and strengthening customer relationships.

Additionally, Doctor Tom Flowerdew has demonstrated his ability to build and lead high-performing teams throughout his career, most notably in his role as Data Scientist, both in Atlanta, where he has recruited and managed a group of experts in the field, and in Cambridge. In this way, his focus on innovation and problem solving has left an indelible mark on the organizations where he has worked, establishing himself as an influential leader in the field of data science.

Dr. Flowerdew, Tom

- Vice President of Data Science at MasterCard, London, United Kingdom
- Director of Data Science, Cyber Intelligence Solutions, MasterCard, London
- Head of Standardized Product Delivery at Featurespace, Cambridge
- Delivery Manager for United States, at Featurespace, Cambridge
- Data Scientist at Featurespace, Atlanta, Georgia, United States
- Data Scientist at Featurespace, Cambridge
- Research Fellow in Statistics and Operations Research at the University of Lancaster
- Ph.D. in Operations Research from Lancaster University
- B.S. in Systems Engineering from BAE Systems
- B.Sc. in Mathematics from the University of York

" *Thanks to TECH you will be able to learn with the best professionals in the world".*

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO en Corporate Technologies in Corporate Technologies
- CTO in AI Shephers GmbH
- Doctorate in Psychology from the University of Castilla La Mancha
- PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- PhD in Psychology, University of Castilla La Mancha
- Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha
- Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha
- Professor of the Master in Big Data and Data Science at the International University of Valencia
- Lecturer of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development
- Member of the SMILe Research Group of the University of Castilla la Mancha

Professors

Ms. Rissanen, Karoliina

- Responsible for the development of training programs Professional Experience
- HR Specialist, Oy Sinebrychoff Ab (Carlsberg Group)
- Assistant Manager, People, Performance and Development, IATA Global Delivery Center
- Assistant Manager, Customer Services, IATA Global Delivery Center
- Trained and Certified as an instructor for IATA
- Training of customer service personnel
- Diploma in Tourism from Haaga-Helia University
- Master's Degree in Protocol and External Relations from Camilo José Cela University
- Diploma in Human Resources Management from Chartered Institute of Personnel and Development

Mr. Martín-Palomino Sahagún, Fernando

- CTO at AURA Diagnostics (medTech)
- Business Development Spain SARLIN, Industry 4.0 applied compressed air
- Operations Management Alliance Diagnostics
- Manager at Innovation Alliance Medical
- CIO at Alliance Medical
- Field Engineer & Digital Radiology Project Management at Kodak
- Head Telecommunications Engineer MBA at Polytechnic University of Madrid
- Executive Master's Degree in Marketing and Sales, ESADE Teaching Experience
- Training of medical personnel in the use of new technologies for digital diagnostics
- Training of industrial plant personnel in the use of 4.0 applications

Ms. Martínez Cerrato, Yésica

- Electronic Security Product Technician at Securitas Security Spain
- Business Intelligence Analyst at Ricopia Technologies (Alcalá de Henares) Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá
- Responsible for training new recruits on commercial management software (CRM, ERP, INTRANET), product and procedures in Ricopia Technologies (Alcalá de Henares)
- Responsible for training new scholarship holders incorporated to the Computer Classrooms at the University of Alcalá
- Project Manager in the area of Key Accounts Integration at Correos and Telégrafos (Madrid)
- Computer Technician-Responsible for computer classrooms OTEC, University of Alcalá (Alcalá de Henares)
- Computer classes teacher at ASALUMA Association (Alcalá de Henares)
- Training scholarship as a Computer Technician at OTEC, University of Alcalá (Alcalá de Henares)

09

Impact on Your Career

This program involves a great economic, professional and, of course, personal investment, of which TECH is aware. The ultimate goal of carrying out this great effort should be to achieve professional growth in the students' field of interest.

" Meet your career goals and aspire to a position that allows you to work with new technologies"

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

The Postgraduate Certificate in Data Science in Business Areas and Sectors from TECH Global University is an intensive program that prepares you to face business challenges and decisions in the field of data analysis. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.
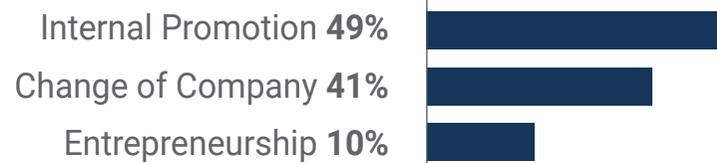
Invest in yourself and learn with us. You will see the improvement you are looking for on the first day of class.

If you want to make a positive change in your profession, the Postgraduate Certificate in Data Science in Business Areas and Sectors will help you achieve it.

When the change occurs

During the program	During the first year	After 2 years
12%	**67%**	**21%**

Type of change

Internal Promotion **49%**

Change of Company **41%**

Entrepreneurship **10%**

Salary increase

This program represents a salary increase of more than **25.33%** for our students.
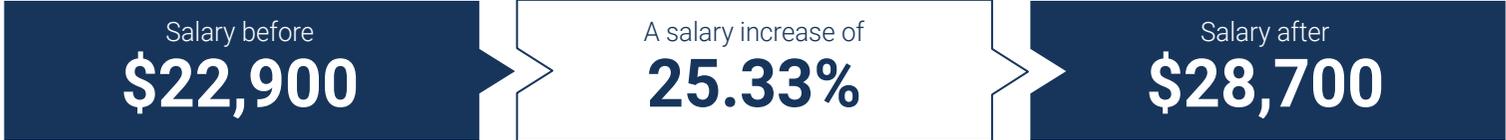
Salary before	A salary increase of	Salary after
$22,900	**25.33%**	**$28,700**

Benefits for Your Company

The Postgraduate Certificate in Data Science in Business Areas and Sectors contributes to elevate the organization's talent to its maximum potential by preparing high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

By taking this program you will be one step closer to getting your company on the road to success"

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

01

Intellectual Capital and Talent Growth

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

03

Building agents of change

The student 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 company will come into contact with the main markets in the world economy.

05 Project Development

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

06 Increased competitiveness
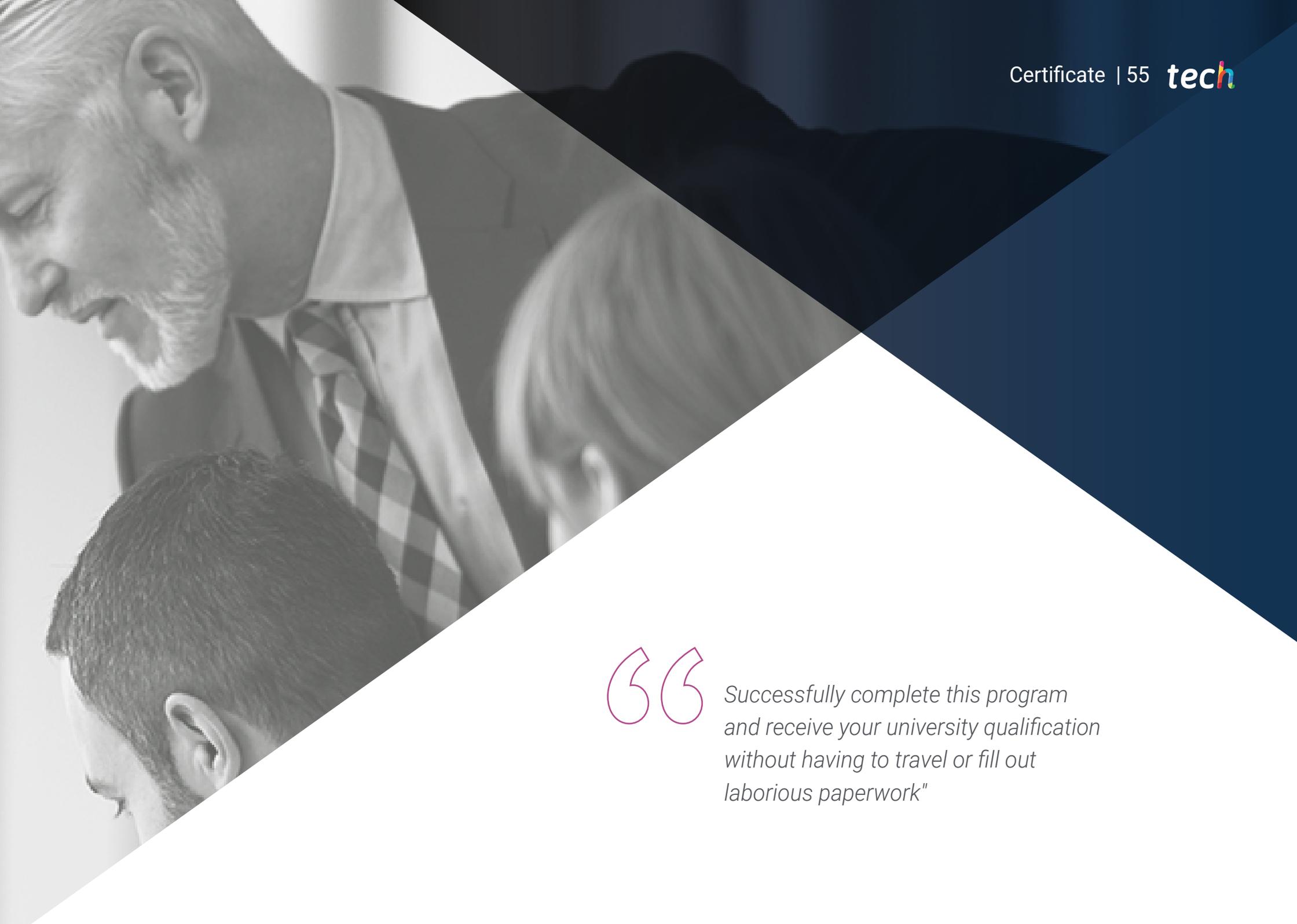
This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

11
Certificate

The Postgraduate Certificate in Data Science in Business Areas and Sectors guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Data Science in Business Areas and Sectors** 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.
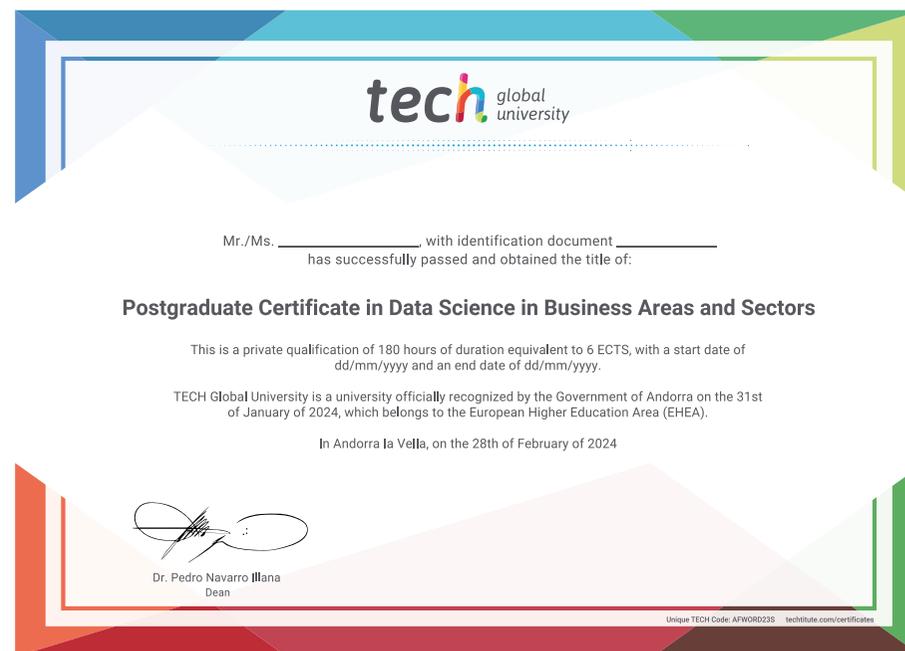
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Data Science in Business Areas and Sectors**

Modality: **online**

Duration: **12 months**

Accreditation: **12 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Data Science in Business Areas and Sectors

This is a private qualification of 180 hours of duration equivalent to 6 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

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

Postgraduate Certificate
Data Science in Business Areas and Sectors

- » Modality: **online**
- » Duration: **12 Weeks**
- » Certificate: **TECH Global University**
- » Acreditation: **12 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate
Data Science in Business Areas and Sectors

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