

# Executive Development Program

## Project Communication and Change Management





## Executive Development Program Project Communication and Change Management

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates and professionals  
with demonstrable experience in the sector

Website: [www.techtute.com/in/school-of-business/executive-development-program/project-communication-change-management](http://www.techtute.com/in/school-of-business/executive-development-program/project-communication-change-management)

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# 01 Welcome

Managing any type of project is a complex task, as it is necessary to deal with crisis situations quickly and effectively. For this reason, it is of vital importance that those responsible are able to communicate each phase of the project and manage the changes that occur in an efficient manner. This program will become a necessary tool in the education of the students, thanks to which they will be able to obtain a general vision of the sector and act in a more precise way. Therefore, at the end of this program, they will be recognized as prestigious project managers and will be able to move up in their companies or start their own businesses.



Executive Development Program in Project Communication and Change Management.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work”*

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 center for intensive managerial skills education.



“

*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 Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.



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

### Analysis

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

### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

### Economy of Scale

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



### Learn with the best

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

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

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



“

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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

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

**02**

### Develop a strategic and global vision of the company

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

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

**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**

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

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 fields 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

### You will be part of an exclusive community

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

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

04

# Objectives

The main objective of this program is to offer quality education to students, so that they can strengthen their managerial and leadership skills, as well as develop new competencies and skills that will be essential in their professional development as Project Managers. After completing the program, students will be able to make global decisions with an innovative perspective and an international vision.



“

*You will quickly gain access to the elite of project management, thanks to your specialized knowledge in this field”*

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

The Executive Development Program in Project Communication and Change Management will enable students to:

01

Develop strategies focused on managing complex projects and crisis situations efficiently and effectively

02

Acquire managerial skills and management techniques to lead projects effectively

03

Integrate the current needs of companies in project management with the best practices of the market







04

Properly establish the necessary phases and requirements for project development

05

Identify the feasibility of a project and establish strategies for its development and assessment

06

Develop the ability to detect, analyze and solve and problem-solving

05

# Structure and Content

The Executive Development Program in Project Communication and Change Management of TECH Technological University aims to bring students closer to the reality of Project Management, so that they are able to manage all types of incidents and successfully communicate the results of their work. As a result, they are provided with the keys to a more effective and efficient work performance.



“

*A 100% online program, with the best teaching methodology on the market and a prestigious teaching staff”*

## Syllabus

The Executive Development Program in Project Communication and Change Management of TECH Technological University prepares students to achieve excellence in the field of team and incident management in Project Management. To this end, it offers them innovative content, thanks to which students will be able to obtain a global vision of what will be their daily work.

It must be taken into account that, for senior business management, it is necessary to have the precise skills that allow managers to deal with all kinds of situations, applying the most effective strategies to solve each problem. For this reason, a program has been designed to suit the students, taking into account the demands and needs of today's market.

A study plan that is offered in a 100% online format and that, thanks to this, students will have the opportunity to take it at their own pace, without having to attend lessons with a fixed schedule or in a physical classroom. The perfect opportunity to continue learning without leaving aside the rest of the daily obligations.

This program takes place over 4 months and is divided into 2 modules:

### Module 1

Business Management and Project Management

### Module 2

Project Communication and Change Management



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

TECH offers students the possibility of taking this Executive Development Program in Project Communication and Change Management completely online. Throughout the 4 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Business Management and Project Management**

**1.1. Strategic Project Management and the Company**

- 1.1.1. Organizational Styles, Culture, Communications and Structures
- 1.1.2. Projects, Programs, Portfolio and their Strategic Alignment
- 1.1.3. Strategic Project Management Office (PMO)

**1.2. Competitive Business Strategy**

- 1.2.1. Market Analysis
- 1.2.2. Sustainable Competitive Advantage
- 1.2.3. Return on Investment

**1.3. Corporate Business Strategy**

- 1.3.1. Driving Corporate Strategy
- 1.3.2. Pacing Corporate Strategy
- 1.3.3. Framing Corporate Strategy

**1.4. Project Management Framework**

- 1.4.1. Fundamentals Guide for the Project Management of PMI
- 1.4.2. Concepts of Project, Project Management, and Operations Management
- 1.4.3. Project Life Cycle and the Influence of the Organization on the Projects
- 1.4.4. Project Management Processes

**1.5. Integration and Knowledge Management**

- 1.5.1. Integration Management
- 1.5.2. Process Groups for Project Management
- 1.5.3. Knowledge Management
- 1.5.4. Trends in Project Management

**1.6. Areas of Knowledge in Project Management**

- 1.6.1. Project Management Book of Knowledge (PMBOK)
- 1.6.2. The PM Competency Development Framework (PMCDF)
- 1.6.3. Capability Maturity Models: Project Management Maturity Model (PMMM) and OPM3
- 1.6.4. Overview of Knowledge Areas in the PMBOK

**1.7. Traditional and Innovative Methodologies**

- 1.7.1. ISO 21500
- 1.7.2. PRINCE2
- 1.7.3. AGILE
- 1.7.4. Different Approaches, Methodologies and Procedures

**Module 2. Project Communication and Change Management**

**2.1. Lean Management**

- 2.1.1. The Basic Principles of Lean Management
- 2.1.2. Improvement and Problem-Solving Groups
- 2.1.3. New Forms of Maintenance and Quality Management

**2.2. Process Improvement Techniques**

- 2.2.1. Kaizen, Soifuku, Ishikawa
- 2.2.2. Smed, Shoninka, Shojinka
- 2.2.3. Jidoka, Kanban, Heijunka

**2.3. Total Quality Management and Advanced Project Management**

- 2.3.1. TQM (Total Quality Management)
- 2.3.2. Six Sigma as a Business Management System
- 2.3.3. EFQM Model

**2.4. Lean Tools for Project Management**

- 2.4.1. Quality Improvement Tools
- 2.4.2. Cost Improvement Tools
- 2.4.3. Deadline Improvement Tools
- 2.4.4. Tools for Improving Personnel Involvement

**2.5. Project Quality Management**

- 2.5.1. Project Planning Based on Requirements and Specifications
- 2.5.2. Customer Requirements and Competitive Evaluation
- 2.5.3. Objectives, Relationships and Correlations
- 2.5.4. Modal Analysis of Failures and Effects



“

*Specialize in Project Management and make your company more competitive”*

# 06

# Methodology

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

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







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

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

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

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



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



## A learning method that is different and innovative

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

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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.

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Executive Development Program in Project Communication and Change Management is a program aimed at professionals related to project management and business activity in general who want to update their knowledge, discover new ways of managing their business and advance in their professional career.







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*Become a specialized project manager  
and take that radical turn in your career”*

### Average Age

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

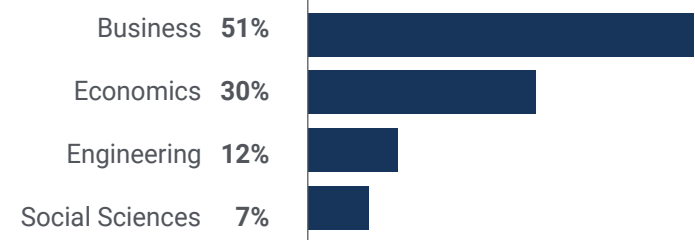
### Years of Experience

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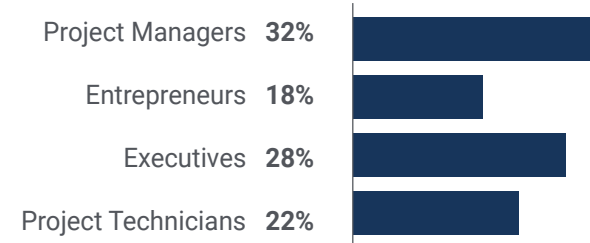
### Training

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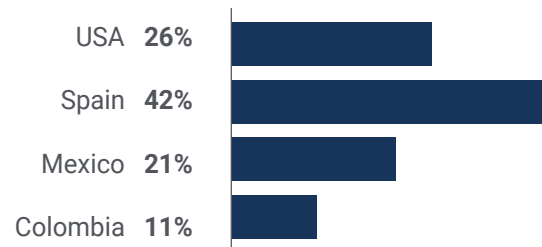
### Educational Profile

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## Geographical Distribution

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## Jorge Sánchez

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Project Manager

*"This program has been the opportunity I was looking for to specialize in Project Communication and Change Management. Thanks to its syllabus, I have been able to develop the precise skills to address problems in a more efficient way, achieving greater benefits for my company. Without a doubt, I recommend it to all professionals in the sector"*

08

# Course Management

TECH has professionals specialized in each area of knowledge, who bring their work experience to their educational programs. A multidisciplinary team with recognized prestige that has come together to offer the professional all its knowledge in Project Communication and Change Management. All this through the most avant-garde contents presented in different audiovisual formats and in a 100% online modality. In this way, the professional is offered the option of specializing and being able to balance their studies with other personal and professional obligations.





“

*We have the best teaching staff  
to offer you a quality program”*

## Management



### D. Larrosa Guirao, Salvador

- ◆ Finance Specialist
- ◆ Expert in Market Research, Finance and Risk Analysis
- ◆ University Lecturer

## Professors

### Ms. Gomis Noriega, Silvia

- ◆ Specialist in innovation
- ◆ R&D&I Coordinator
- ◆ Technology Transformation Expert
- ◆ Teacher



09

# Impact on Your Career

Business professionals who want to achieve a promotion, a professional change or start their own companies will find in this program the perfect opportunity to achieve it. In this way, they will have at their disposal a compendium of information that will mark a before and after in their education. It is clearly the best option on the market to make that radical change in your career.





“

*TECH puts all its resources at your disposal to help you achieve the job improvement you desire”*

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

The Executive Development Program in Project Communication and Change Management of TECH Technological University is an intensive program that prepare students to face challenges and business decisions globally. The main objective is to promote personal and professional growth. Helping students achieve success.

The best place for those seeking educational and professional excellence.

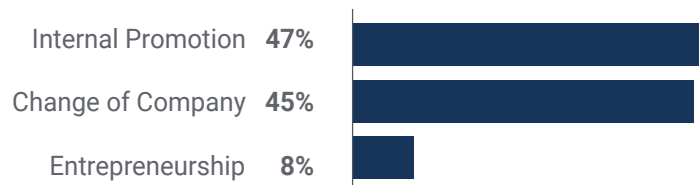
*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

*The time for change has come. Enroll in this Executive Development Program and open the doors to a promising future.*

#### Time of Change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **30%** for our students



10

# Benefits for Your Company

The Executive Development Program in Project Communication and Change Management aims to raise the talent of the entire organization to the highest levels. In this way, the improvement of their skills will also lead to a higher performance of the entire company and greater recognition in the sector. Undoubtedly, a perfect option to acquire a greater market share and improve the annual results of the company.





“

*Thanks to improved communication,  
your employees will better understand  
your company's mission and values”*

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

01

### **Growth of talent and intellectual capital**

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

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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**

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

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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 real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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

11

# Certificate

The Executive Development Program in Project Communication and Change Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Development Program issued by TECH Technological University.







“

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

The **Executive Development Program in Project Communication and Change 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 **Executive Development Program** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **The Executive Development Program in Project Communication and Change Management**

Official N° of Hours: **250 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.



## Executive Development Program

### Project Communication and Change Management

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Executive Development Program

## Project Communication and Change Management

