

# Postgraduate Certificate ICT in Business





## Postgraduate Certificate ICT in Business

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/ict-business](http://www.techtute.com/us/school-of-business/postgraduate-certificate/ict-business)

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# 01 Welcome

In a completely digital world, Information and Communications Technology (ICT) plays a very important role in business environments as it makes different processes viable within an organization. Thus, ICT can potentially increase productivity and facilitate communication and electronically transferred information, with the aim of improving the welfare of workers. Being fully aware of the importance of ICT in today's business world, TECH has designed this comprehensive program that focuses on providing professionals with the competencies and skills that will enable them to manage information technologies more efficiently and competitively.



Postgraduate Certificate in ICT in Business  
TECH Technological University



“

*TECH offers you the most complete compendium of content available with a single purpose: To prepare you for success in handling ICT”*

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 Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**100,000+**  
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:



### 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 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

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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

---

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"*

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 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 Technological University community.

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

# 04 Objectives

The objectives of this program are based on meeting the educational needs of Business Science professionals in handling information and Communications Technology (ICT). In this sense, a complete and optimal program has been realistically established to lead students to academic excellence and encourage them to achieve an efficient progression in their professional careers. Thus, the Postgraduate Certificate will be a journey for students toward both personal and professional growth that will lead them to the highest level of performance as experts in digital entrepreneurship.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Certificate in ICT in Business qualifies students to:

01

Gain an in-depth understanding of what Information and Communication Technologies are and their use in today's organizations

02

Promote innovation within companies in all sectors

03

Empower ideas for entrepreneurship in the digital landscape

04

Interpret the characteristics, functions and types of the various information technology systems





05

Intervene in technological scenarios to develop educational processes adaptable to new contexts

06

Integrate new information technologies in virtual environments to develop educational processes in different areas

07

Adapt to the new context, which means being involved and performing in digital enterprises

08

Know how to work with different types of ICT



05

# Structure and Content

The syllabus for this Postgraduate Certificate has been designed and created by a team of experts in the field to respond specifically to the needs of Business Science professionals. This compendium of content has also been designed with a focus on applied learning, which will allow professionals to successfully intervene by means of a broad vision connected to real environments in the profession. Thus, this syllabus will become students' main asset to successfully insert themselves into a labor market that increasingly demands more specialized professionals in the digital entrepreneurship market.



“

*The most complete syllabus on the market with a single purpose: To prepare the best managers for digital business”*

## Syllabus

The TECH Technological University Postgraduate Certificate in ICT in Business is an intense program that prepares students to face challenges and business decisions on a global scale.

The content of the Postgraduate Certificate in ICT in Business is designed to develop managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 300 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate in ICT in Business deals in depth with all areas of the company and is designed to help managers understand strategic management from strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement, to prepare them to achieve excellence in business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over six weeks and is taught entirely online.

### Module 1

Introduction to ICT

### Module 2

Technology and Information in Digital Companies



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

TECH offers the possibility of developing this Postgraduate Certificate in ICT in Business completely online. Over the course of 6 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. Introduction to ICT**

**1.1. Information Systems: Features, Functions and Types**

- 1.1.1. Introduction to ICT
- 1.1.2. Principles
- 1.1.3. Features
- 1.1.4. Beginnings
- 1.1.5. Advantages and Disadvantages
- 1.1.6. Typology
- 1.1.7. Types of Information Systems
- 1.1.8. Business Processes

**1.2. Information Systems: Influence, Competitive Advantage and Strategies Based on Networks and Web 2.0**

- 1.2.1. Influences of ICT
- 1.2.2. Current
- 1.2.3. Global
- 1.2.4. Competitive Advantages
- 1.2.5. Strategies Based on Web 2.0
- 1.2.6. Network Strategies

**1.3. Information and Communication Technologies (ICTs)**

- 1.3.1. Components
- 1.3.2. Concept
- 1.3.3. Types of Components
- 1.3.4. Applications
- 1.3.5. Infrastructure Evolution
- 1.3.6. History
- 1.3.7. Current Situation and Development
- 1.3.8. ICT Infrastructure Administration
- 1.3.9. Drivers
- 1.3.10. Administration

**1.4. Hardware and Trends**

- 1.4.1. Hardware
- 1.4.2. Concept
- 1.4.3. Hardware Evolution
- 1.4.4. Hardware and Software Classification
- 1.4.5. Hardware Trends
- 1.4.6. Data Processing
- 1.4.7. Accelerating Processes
- 1.4.8. Storing Processed Data
- 1.4.9. Graphic Visualization

**1.5. Integration of Processing and Telecommunication Platforms**

- 1.5.1. Integration
- 1.5.2. Conceptualization
- 1.5.3. Evolution
- 1.5.4. Business Interdependence
- 1.5.5. Integration and Competition
- 1.5.6. Integration Tools
- 1.5.7. Big Data

**1.6. Processing Modes, Virtualization and Multi-Core Processors**

- 1.6.1. Different Models
- 1.6.2. Multiprocessor Systems
- 1.6.3. Concept of Processing
- 1.6.4. Virtualization
- 1.6.5. Requirements
- 1.6.6. Hypervisors
- 1.6.7. Paravirtualization

**1.7. Software and Software Platforms**

- 1.7.1. Software
- 1.7.2. Context
- 1.7.3. Concepts and Definitions
- 1.7.4. Applications
- 1.7.5. Software Platforms
- 1.7.6. Current Platforms
- 1.7.7. The Evolution of Platforms

**1.8. Java and Enterprise Application Integration**

- 1.8.1. Java
- 1.8.2. Concepts
- 1.8.3. Features
- 1.8.4. Highlights
- 1.8.5. Business Applications Architecture
- 1.8.6. Concept
- 1.8.7. Integration in Companies
- 1.8.8. Transcoding
- 1.8.9. Adapting Semantic Content

**1.9. Networks: Corporate Networks and Connectivity Technologies**

- 1.9.1. Corporate Networks and Connectivity Technologies
- 1.9.2. Transformation
- 1.9.3. Connectivity in Companies
- 1.9.4. Connectivity Solutions
- 1.9.5. Transmission Types and Means
- 1.9.6. Concept and Definitions
- 1.9.7. Transmission Maps

**1.10. Internet, the Web, Web 2.0 and Web 3.0**

- 1.10.1. What Is the Internet?
- 1.10.2. Conceptualization
- 1.10.3. Applications
- 1.10.4. Web 1.0
- 1.10.5. Conceptualization
- 1.10.6. Static Content
- 1.10.7. Dissemination
- 1.10.8. Web 2.0
- 1.10.9. Conceptualization

- 1.10.10. Dynamic Content
- 1.10.11. Development
- 1.10.12. Web 3.0
- 1.10.13. Conceptualization
- 1.10.14. Multidevice Content
- 1.10.15. The Intelligent Web

**1.11. Business Tools for Communication and Coordination**

- 1.11.1. Business Tools
- 1.11.2. Distance Management
- 1.11.3. Planning Communication
- 1.11.4. Coordination Methods
- 1.11.5. International Coordination
- 1.11.6. International Coordination
- 1.11.7. Concept of Online

**1.12. Traditional File Organization, Data Management Systems, and Data Warehouses and Mining**

- 1.12.1. Data Storage.
- 1.12.2. Data Analysis
- 1.12.3. Types of Storage
- 1.12.4. Type of Storable Information
- 1.12.5. Data Variability
- 1.12.6. Data Management Systems
- 1.12.7. Balanced Scorecard
- 1.12.8. Planning Process

- 1.12.9. Management Indicators
- 1.12.10. Data Mining
- 1.12.11. Concept
- 1.12.12. Computational Complexity Theory
- 1.12.13. Trends

**1.13. Company Systems: Business Management and Decision Support Systems**

- 1.13.1. Decision Support Systems
- 1.13.2. Support Systems: DSS
- 1.13.3. Decision Making Based on Data Management
- 1.13.4. Business Management Processes
- 1.13.5. Concept of Management
- 1.13.6. Stages of the Process

**1.14. e-Commerce**

- 1.14.1. e-Commerce Significance
- 1.14.2. Concept
- 1.14.3. B2B
- 1.14.4. Implications
- 1.14.5. e-Commerce Challenges
- 1.14.6. Main Types of e-Commerce
- 1.14.7. Types of e-Commerce
- 1.14.8. Trading Markets
- 1.14.9. Evolution and Repercussion
- 1.14.10. Expansion
- 1.14.11. Global Repercussion

**Module 2. Technology and Information in Digital Companies**

**2.1. Technological Environment**

- 2.1.1. The Technological Environment
- 2.1.2. Functioning and Importance of IT in the Company
- 2.1.3. Needs and Opportunity Areas

**2.2. Information Systems Management**

- 2.2.1. Business Information Systems
- 2.2.2. Strategic Decisions
- 2.2.3. The Role of the CIO

**2.3. Information Technology Strategic Planning**

- 2.3.1. The Process of Strategic Planning
- 2.3.2. Formulating the IS Strategy
- 2.3.3. Strategy Implementation Plan

**2.4. Information Systems and Business Intelligence**

- 2.4.1. CRM and Business Intelligence
- 2.4.2. Project Management and Business Intelligence
- 2.4.3. Business Intelligence Architecture

**2.5. Corporate Management Applications**

- 2.5.1. Company and Industry Sector Analysis
- 2.5.2. Online Business Models
- 2.5.3. The Value of IT in a Company

**2.6. Digital Transformation**

- 2.6.1. Technology-Based Business Models
- 2.6.2. Innovation Abilities
- 2.6.3. Redesigning the Value Chain Processes

**2.7. Technology and Trends**

- 2.7.1. e-Commerce Strategies
- 2.7.2. Partner Media Strategies
- 2.7.3. e-Commerce Models

**2.8. Outsourcing Information Technology**

- 2.8.1. Establishing IT Goals
- 2.8.2. Supplier Selection



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

# 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.*



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

### A learning method that is different and innovative

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

“

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

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

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

## 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 Postgraduate Certificate in ICT in Business is a program aimed at Business and Marketing professionals who want to update their knowledge in Information and Communications Technology and advance their professional career towards a promising future in the field. The compendium of knowledge they will acquire after completing this comprehensive program will enable them to practice in the field with guarantees of success and to position themselves as experts in digital entrepreneurship.







“

*If you want to achieve an interesting career boost while continuing to work, then this is the program for you”*

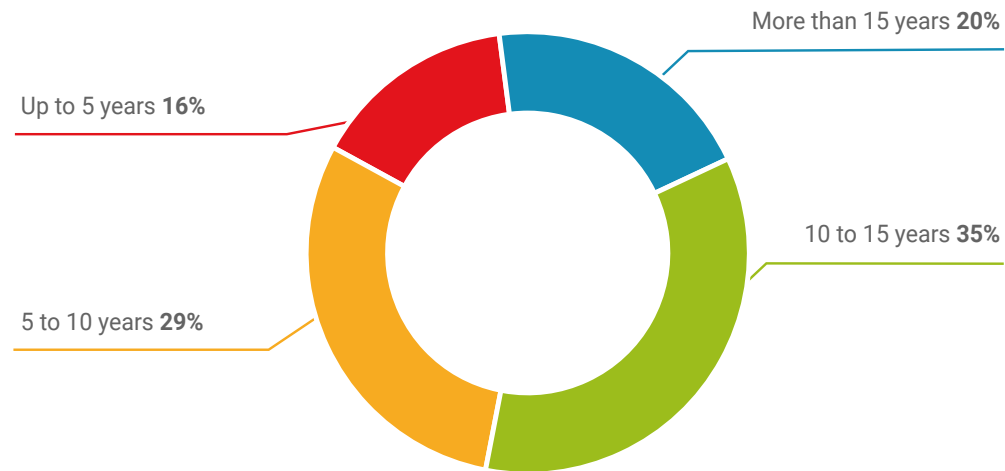
### Average Age

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

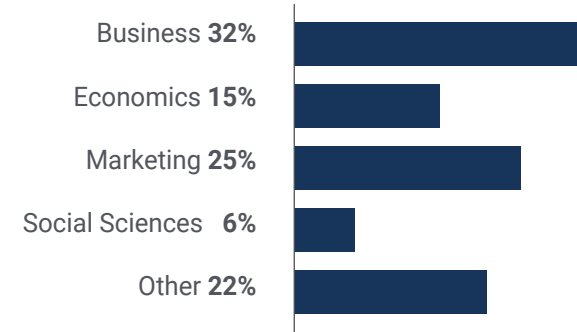
### Years of Experience

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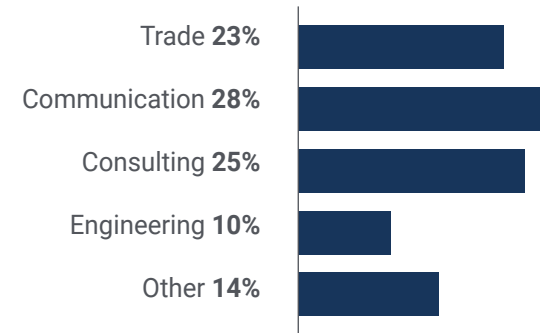
### Training

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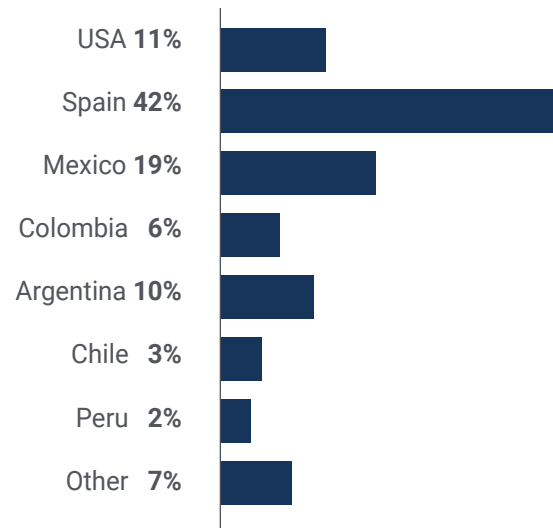
### Academic Profile

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## Geographical Distribution

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## Juan Luis Santos

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*Marketing Manager*

*"This program allowed me to start working in a recently created digital start-up company, quite successfully too. Beyond that, it gave me a lot of confidence in my work when it comes to defining strategies and making decisions. Without a doubt, the experience at TECH has been totally rewarding, which is why I would study at this university again"*

08

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at the disposal of students so they can acquire the skills and abilities required to achieve this change.



“

*At TECH we are fully committed to helping you achieve the professional change you want”*

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

With this specialization you will be able to drastically advance your career, although there is no doubt that in order to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in your professional life and to do so, it is necessary to fight.

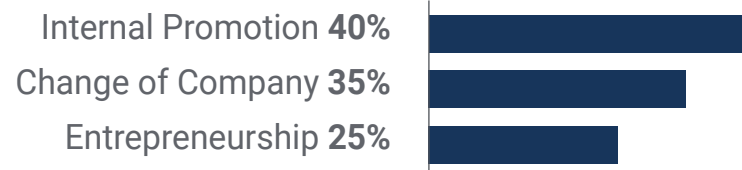
*Achieve the change you are looking for in your career by specializing at TECH.*

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

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students



09

# Benefits for Your Company

The Postgraduate Certificate in ICT in Business contributes to elevate an organization's talent to its maximum potential by preparing high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.







“

*In today's digital age, you will bring to the company new concepts, strategies and perspectives that can bring about essential changes in the organization”*

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

01

### Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

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 Organisation will come into contact with the main markets in the world economy.



05

### **Project Development**

Students will be able to work on a real project or develop new projects.

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06

### **Increased competitiveness**

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

# 10 Certificate

The Postgraduate Certificate in ICT in Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

The **Postgraduate Certificate in ICT in Business** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in ICT in Business**

Official N° of hours: **300 h.**



\*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 ICT in Business

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

# Postgraduate Certificate ICT in Business

