

# Postgraduate Certificate

Improving IT Projects  
and Businesses Using  
Analytical Techniques





## Postgraduate Certificate Improving IT Projects and Businesses Using Analytical Techniques

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/improving-it-projects-businesses-analytical-techniques](http://www.techtute.com/us/school-of-business/postgraduate-certificate/improving-it-projects-businesses-analytical-techniques)

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# 01 Welcome

Any professional sector, even more so in the technology industry, must support its business strategies with Digital Marketing. The work of improving business indicators and projects is done using multiple analytics, digital campaigns, actions and scorecards that this program covers in depth. With this program, students will be able to advance professionally and aspire to lead specialized work teams, since the position of project manager requires advanced knowledge in analytics and innovative leadership methodology.



Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques. TECH Technological University



“

*This is the opportunity for career advancement you are looking for. Specialize in the Improvement of IT Projects and Businesses through Analytical Techniques and grow professionally in the technology field”*

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

This Postgraduate Certificate aims to provide students with all the knowledge required to improve IT Projects through Analytical Techniques, which involves a deep study of Digital Marketing and its benefits at the business level, as well as the analysis of Data as the main value to analyze customer attitudes and demands to focus IT projects on meeting them.



“

*This Postgraduate Certificate will allow you to lead IT work teams and improve their work processes through the use and analysis of data”*

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

The Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques allows students to:

01

Generate specialized knowledge of Digital Marketing with special emphasis on Digital Campaigns

04

Analyze the Digital Marketing campaign, creation and management, so it aligns with a global Digital Marketing strategy

02

Address redemption and the importance of dashboards to automate the monitoring of goal achievement



03

Examine real world cases of life cycle campaigns, digital marketing tools and practical examples where data analytics is used in business

05

Apply the proposed drive techniques to improve organization results



06

Examine a client's life cycle and the necessary actions to be carried out in each phase

08

Understand the customer journey and how it influences campaigns

09

Have a global vision of the customer to apply the appropriate analysis strategy

07

Determine the different types of campaign exclusions, control and apply them to mitigate risks in executing Digital Marketing campaigns

10

Study predictive risk models to anticipate potential problems typical of IT business projects



# 05

# Structure and Content

The Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques consists of 1 single module and 10 content topics that cover all the learning material on the program. In them, students are instructed in all relevant aspects of Digital Marketing, preparing campaigns and their subsequent execution. Likewise, emphasis is also placed on data management and how to draw valuable conclusions based on the global vision of the company's target customer.



“

*The teams you lead will benefit from your expertise and analytical knowledge thanks to the skills you will gain on this Postgraduate Certificate”*

## Syllabus

The Postgraduate Certificate in Improving IT Projects and Business Using Analytical Techniques at TECH Technological University prepares students to manage and improve technology projects in the IT field by using various data analysis techniques.

This involves students being instructed in the aspects of Digital Marketing, both basic and advanced, as well as in the Scorecards that can be used to analyze customers. Similarly, the different ways of managing data and applications in business scenarios are also studied.

The 150 hour program is supported by abundant audiovisual and practical material, which facilitates and enlivens study work.

The program insists on the importance of correctly managing and integrating data in every IT project to promote improvements that generate desired results, both at a purely commercial level and at a teamwork level.

All this with the added advantage of being taught 100% online, which is a great organizational aid for students to set their own study time and pace.

This Postgraduate Certificate takes place over 6 weeks, and it consists of 1 module:

### Module 1

### Improving IT Projects and Businesses Using Analytical Techniques



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

TECH offers the possibility of developing this Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques 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. Improving IT Projects and Businesses Using Analytical Techniques**

**1.1. Company Data Analytics**

- 1.1.1. Company Data Analytics
- 1.1.2. Value
- 1.1.3. Project Management According to Value

**1.2. Marketing Digital**

- 1.2.1. Marketing Digital
- 1.2.2. Benefits of Digital Marketing

**1.3. Digital Marketing: Preparation**

- 1.3.1. Campaigns
- 1.3.2. Implementation and Measurement
- 1.3.3. Digital Strategy Variants
- 1.3.4. Planning

**1.4. Digital Marketing: Implementation**

- 1.4.1. Applications
- 1.4.2. Integration in Web Environments

**1.5. Life Cycle**

- 1.5.1. Customer Journey vs. Campaigns
- 1.5.2. Measurement

**1.6. Data Management**

- 1.6.1. Datawarehouse and Datalab
- 1.6.2. Applications to generate campaign bases
- 1.6.3. Drive Options

**1.7. Campaign Exclusions**

- 1.7.1. Types
- 1.7.2. GDPR and Robinson
- 1.7.3. Data Anonymization

**1.8. Control Panels**

- 1.8.1. Audience
- 1.8.2. Storytelling
- 1.8.3. Applications

**1.9. Value Conclusions in Data Analytics**

- 1.9.1. Customer Global Vision
- 1.9.2. Analysis Strategy and Types
- 1.9.3. Applications

**1.10. Application in Business Scenarios**

- 1.10.1. Wallet Clustering
- 1.10.2. Predictive Risk Models
- 1.10.3. Wallet Customers Characterization
- 1.10.4. Image Processing
- 1.10.5. Bid Proposal Forms



*Companies value the most qualified candidates. With this Postgraduate Certificate, you will prove you have the necessary knowledge to manage, coordinate and improve the IT projects you are assigned"*



# 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.



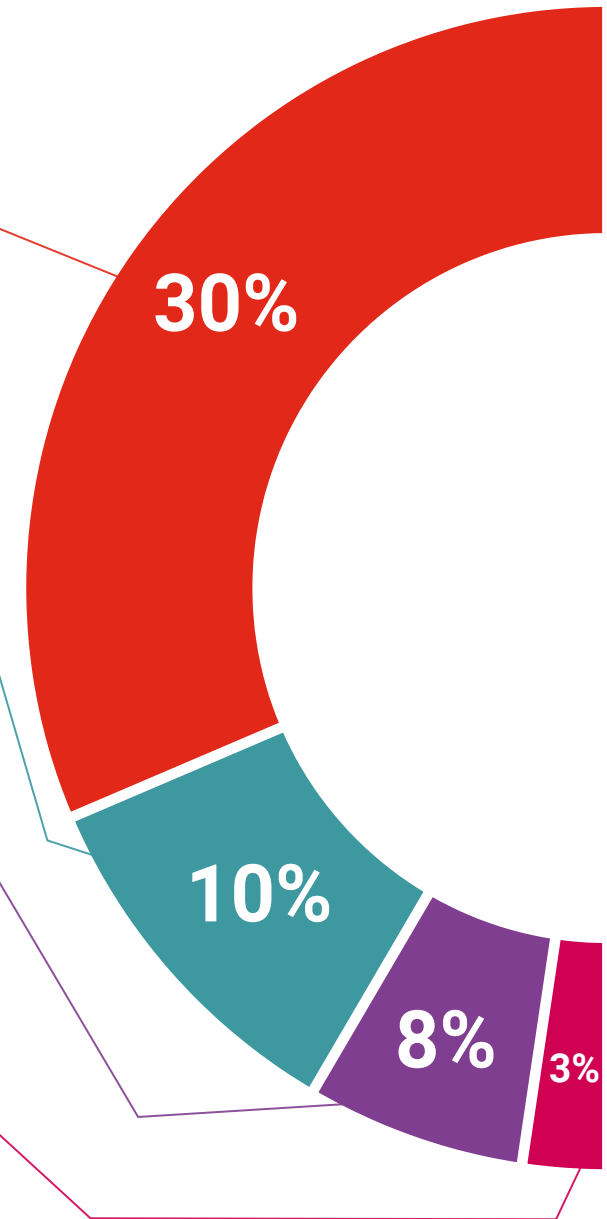
### Management Skills Exercises

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 best experts that TECH has brought together for the development of this Postgraduate Certificate have contributed their professional experience and their own methodology to the teaching material, so students are guaranteed access to up to date and professional knowledge. The student profile for this course, coming from various nationalities and disciplines, confirms the international and transversal character of the program. This reaffirms the relevance of this Postgraduate Certificate in any area of business, as it allows students to aspire to launch their careers at an international level or improve their status within their current organization.







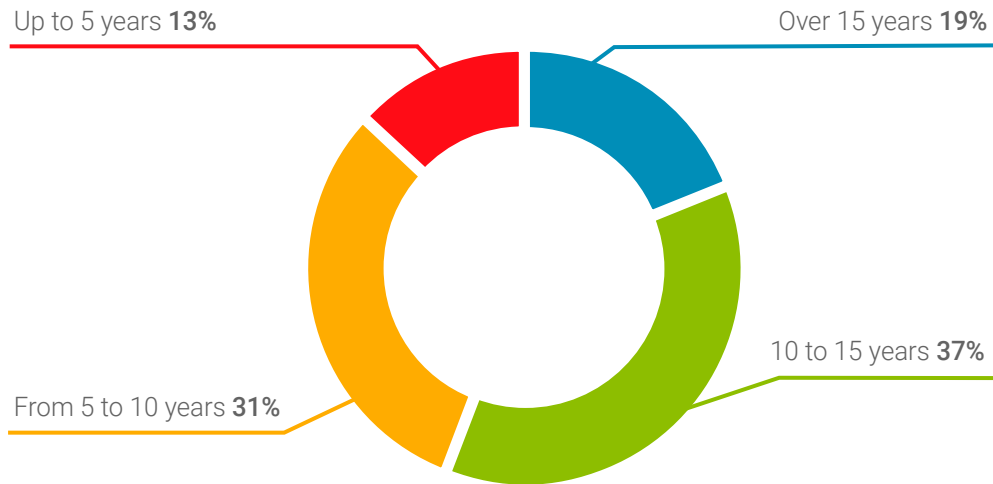
“

*The technology market is constantly looking for great leaders. If you specialize in Improving IT Projects and Businesses Using Analytical Techniques, you will be qualified to lead the best work teams”*

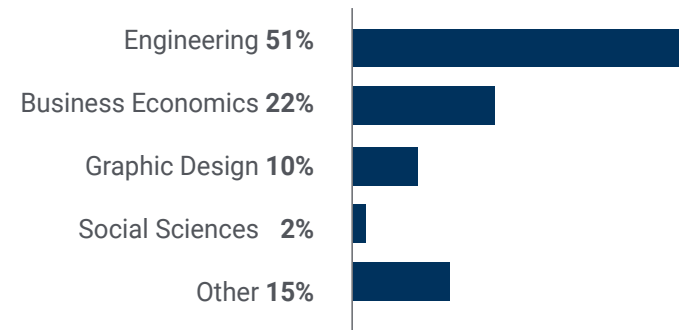
### Average Age

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

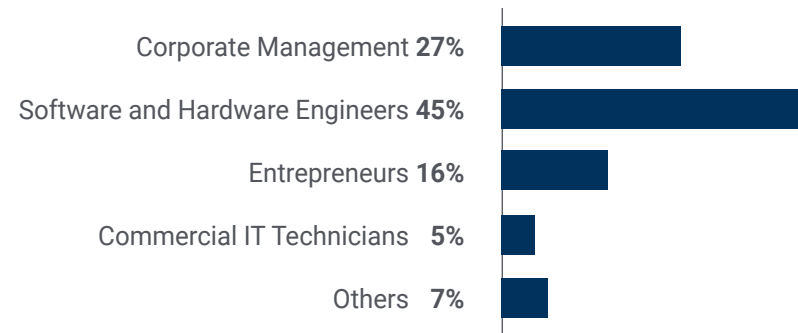
### Years of Experience



### Training

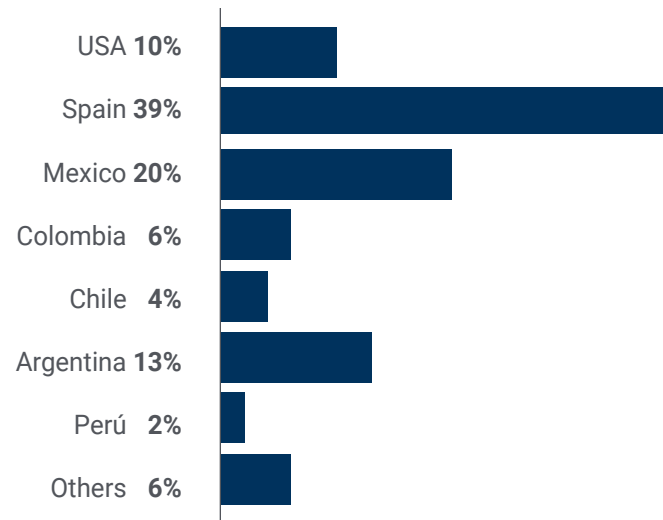


### Academic Profile



## Geographical Distribution

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## Navarra Sierra Gallardo

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Data Analysis Manager

*"Personally, I would say that data analysis is fundamental in any field of management. Thanks to good analytical management, I've been able to significantly improve the projects I'm in charge of, which as led me to stand out professionally in my field"*

08

# Course Management

Professionals in the technology field who have extensive experience and professional expertise have been carefully selected by TECH to elaborate all the learning contents that students will access in this Postgraduate Certificate. The knowledge, methodologies and tools provided throughout the program are adapted to the new labor market demands, thus providing students with an opportunity to grow and improve professionally.





“

*TECH only chooses the best professionals to design their courses, so you are ensured to learn from the hands of renown and prestigious experts”*

## Management



### Dr. Peralta Martín-Palomino, Arturo

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO in AI Shephers GmbH
- ♦ CTO at Korporate Technologies
- ♦ Director of Design and Development at DocPath Document Solutions
- ♦ Computer Engineer from the University of Castilla La Mancha
- ♦ Doctorate in Psychology from the University of Castilla La Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- ♦ MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha

## Professors

### Mr. Fondón Alcalde, Rubén

- ♦ Customer Value Management Business Analyst at Vodafone Spain
- ♦ Head of Service Integration at Entelgy for Telefónica Global Solutions
- ♦ Online Account Manager for Clone Servers at EDM Electronics
- ♦ Business Analyst for Southern Europe at Vodafone Global Enterprise
- ♦ Telecommunications Engineer from the European University of Madrid
- ♦ Master's Degree in Big Data and Data Science from the International University of Valencia



09

# Impact on Your Career

By broadening their knowledge in the improvement and analysis of IT projects, students will greatly increase their possibilities for professional and employment advancement. That is TECH's guarantee to its students, since it is fully aware of the economic, personal and professional effort that they have to make to enroll and complete this Postgraduate Certificate. That is how we make certain the educational impact on our students will be a positive one.





“

*The doors to the top of technology companies will begin to open for you after specializing in the efficient and analytical management of IT projects”*

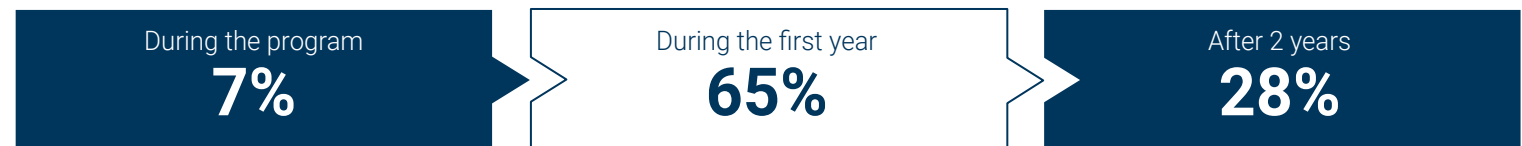
### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Improving IT Projects and Business Using Analytical Techniques at TECH is an intensive program that prepares students to manage IT work teams and the different processes that will improve performance. The main objective is to promote your personal and professional growth, helping you achieve success.

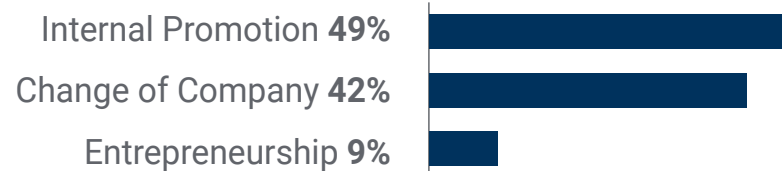
*After graduation, you will see yourself able to take on more responsibilities and ambitious job positions thanks to your analytical vision and process improvement.*

*Ensure yourself a prosperous future in the technology field by studying this Postgraduate Certificate in Improving IT Projects and Business Using Analytical Techniques.*

### Professional change for our students



### Type of change



## Salary increase

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This program represents a salary increase of more than **30.68%** for our students



10

# Benefits for Your Company

The IT field is constantly evolving and advancing, so professionals capable of adapting to these changes by analyzing trends and applying improvements to projects under development are of great value. Companies that incorporate professionals with these skills will see how the management and administration of their development projects, as well as the results and performance of their work teams, will significantly improve.





“

*TECH gives you the opportunity to improve both personally and professionally. Enroll now and make your qualifications irresistible to major technology brands”*

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**

You 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**

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

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06

### **Increased competitiveness**

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

11

# Certificate

The Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques 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"*

This **Postgraduate Certificate in Improving IT Projects and Businesses Using Analytical Techniques** 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 certificate 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 Improving IT Projects and Businesses Using Analytical Techniques**

**Official N° of hours: 150 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.



## Postgraduate Certificate Improving IT Projects and Businesses Using Analytical Techniques

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

# Postgraduate Certificate

## Improving IT Projects and Businesses Using Analytical Techniques

