

# Postgraduate Certificate Information Management Systems in the Company



## Postgraduate Certificate Information Management Systems in the Company

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals wishing to update knowledge of advanced and cutting-edge IT, with the aim of broadening their skills

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/information-management-systems-enterprise](http://www.techtute.com/in/school-of-business/postgraduate-certificate/information-management-systems-enterprise)

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# 01 Welcome

In today's world, becoming a solid company requires a digital transformation project. The use of the appropriate systems and tools according to the needs of the company, maximizes the profitability of the investment in them, allows us to make the right decisions, anticipating the market and taking care of our customer. There is a very wide range of tools to use in the marketing and sales departments, such as ERP and CRM, which, both together and separately, bring great productivity to the company.

In view of this situation, the Management Information Systems program is offered as a complete educational program, including the most advanced technologies in demand in the business world.



Postgraduate Certificate in Enterprise Information Management Systems.  
TECH Technological University



“

*You will learn to analyze classical system models and identify shortcomings for use in distributed applications”*

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:



### 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 Harvard Business School case studies"*



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning 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

---

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.

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 program is designed to strengthen the skills in the Postgraduate Certificate in Information Management Systems in the Company, in addition to developing new competencies and skills that will be essential in professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*A highly qualified Postgraduate Certificate that will allow the student to advance quickly and steadily in the acquisition of knowledge, with the scientific rigor of a global quality teaching"*



TECH makes the objectives of its students its own.

We work together to achieve them.

The Postgraduate Certificate in Information Management Systems in the Company enables students to:

01

Developing a commercial strategy

02

Generate specialised knowledge for commercial decision making

03

Design a unified *Reporting* system





04

Determine how to establish communication and information exchange between the company's departments and customers

05

Be able to transform information for decision making

06

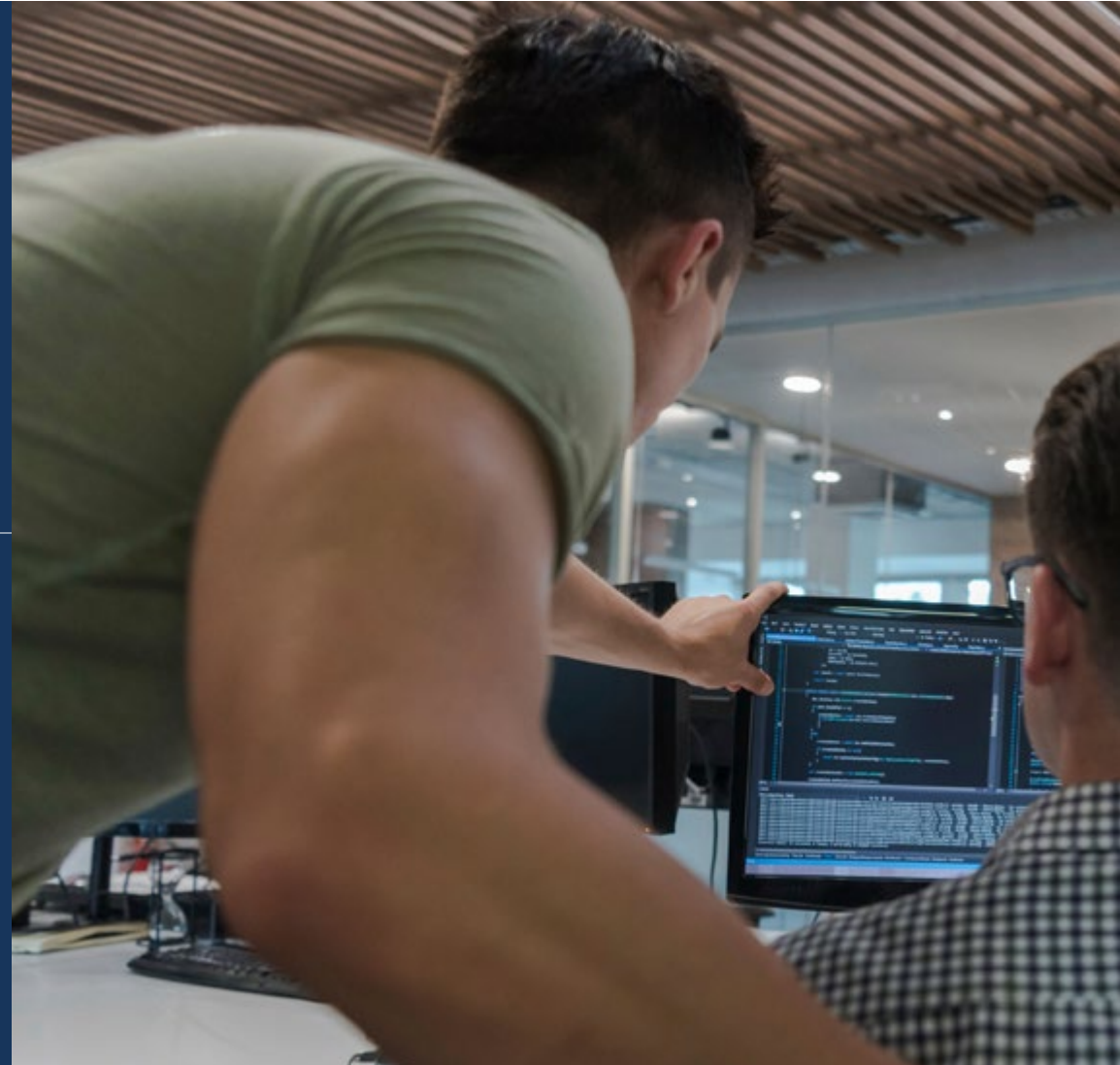
Developing a marketing plan for customer loyalty

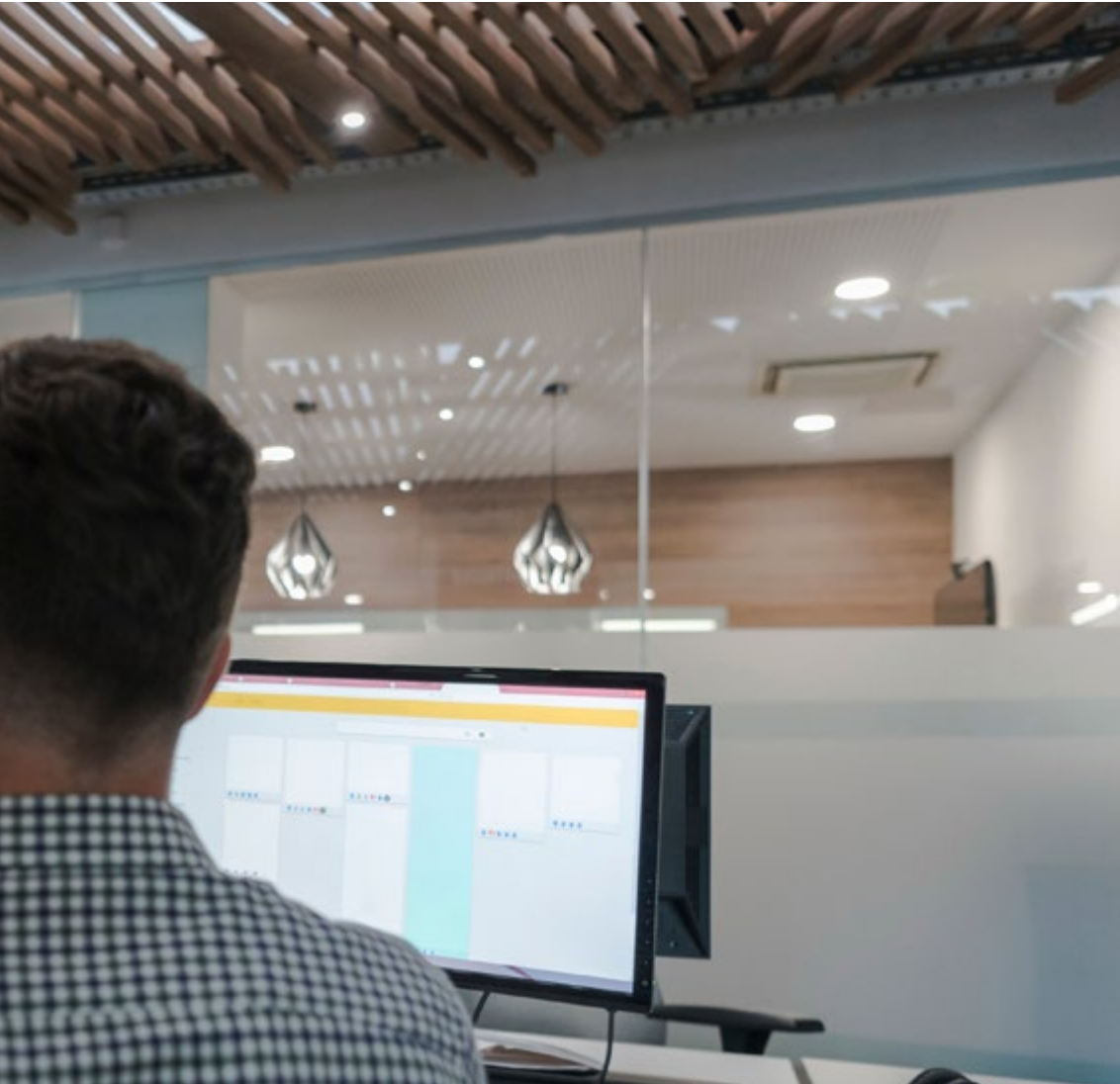
07

Design marketing plan to increase sales

08

Analysing ERP and CRM systems, their contribution and benefits





09

Design and select the right ERP or CRM tool for each company

10

Develop skills to successfully manage ERP and CRM tools



05

# Structure and Content

The Postgraduate Certificate in Information Management Systems in the Company is a tailor made program that is taught in a 100% online format so that can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundations for professional success.



“

*All the subjects and areas of knowledge have been compiled in a complete and absolutely up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"*

## Syllabus

The Postgraduate Certificate in Information Management Systems in the Company is an intensive program that prepares the student to face challenges and business decisions in the field of Information Management Systems in the Company.

The content of the Postgraduate Certificate in Information Management Systems in the Company is designed to promote the development of skills that enable more rigorous decision making in uncertain environments.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations

This Postgraduate Certificate deals in depth with the world of information technology in the business environment, and is designed to train professionals who understand the Postgraduate Certificate in Information Management Systems in the Company from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of business management and administration. A program that understands both yours and your company's needs 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 skills to solve critical situations, creatively and efficiently.

This Postgraduate Certificate takes place over 2 weeks and is divided into 1 module:

### Module 1

### Main Information Management Systems





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

TECH offers the possibility of taking this Postgraduate Certificate completely online. Throughout the 6 months of training, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

**Module 1. Main Information Management Systems**

**1.1. ERP and CRM**

- 1.1.1. ERP
- 1.1.2. CRM
- 1.1.3. Differences between ERP and CRM Selling Point
- 1.1.4. Business Success

**1.2. ERP**

- 1.2.1. ERP
- 1.2.2. Types of ERP
- 1.2.3. Development of an ERP Implementation Project
- 1.2.4. ERP Resource Optimiser
- 1.2.5. Architecture of an ERP System

**1.3. Information Provided by the ERP**

- 1.3.1. Information Provided by the ERP
- 1.3.2. Advantages and Disadvantages
- 1.3.3. The Information

**1.4. ERP Systems**

- 1.4.1. Current ERP Systems and Tools
- 1.4.2. Decision Making
- 1.4.3. Day-to-Day with ERP

**1.5. CRM: The Implementation Project**

- 1.5.1. The CRM The Implementation Project
- 1.5.2. The CRM as a Commercial Tool
- 1.5.3. Strategies for the Information System

**1.6. CRM: Customer Loyalty**

- 1.6.1. Starting Point
- 1.6.2. Sell or Loyalty
- 1.6.3. Factors for Success in our Loyalty System
- 1.6.4. Multi-Channel Strategies
- 1.6.5. Design of Loyalty Actions
- 1.6.6. e-Loyalty

**1.7. CRM: Communication Campaigns**

- 1.7.1. Communication Actions and Plans
- 1.7.2. Importance of the Informed Customer
- 1.7.3. Listening to the Client

**1.8. CRM: Preventing Dissatisfaction**

- 1.8.1. Customer Cancellations
- 1.8.2. Detecting Errors in Time
- 1.8.3. Improvement Processes
- 1.8.4. Recovery of the Dissatisfied Customer

**1.9. CRM: Special Communication Actions**

- 1.9.1. Objectives and Planning of a Company Event
- 1.9.2. Design and Realisation of the Event
- 1.9.3. Actions from the Department
- 1.9.4. Analysis of Results

**1.10. Relational Marketing**

- 1.10.1. Implantation. Errors
- 1.10.2. Methodology, Segmentation and Processes
- 1.10.3. Performance, According to the Department
- 1.10.4. CRM Tools



Global Stocks	EWFC	-WEF	-WEF
\$ 17,351.56	24,7050	57,0300	57,0300
47,0540	7,7940	5,7940	5,7940
6790.70	7,7940	0,7940	0,7940
34,7090	86,5500	86,5500	86,5500
Technology Stocks	EWFC	-WEF	-WEF
\$ 14,201.59	8,6350	8,6350	8,6350
18,0000	8,7980	8,7980	8,7980
5,3230	5,3230	5,3230	5,3230
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**FILE SECURITY**

CONFIRM

[click here for more information](#)



# 06

# Methodology

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

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





“

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



## At TECH Business School we use the Harvard case method

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

“

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



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



*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 intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

**“** *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

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

We enhance Harvard case studies 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**

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



**Interactive Summaries**

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

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

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



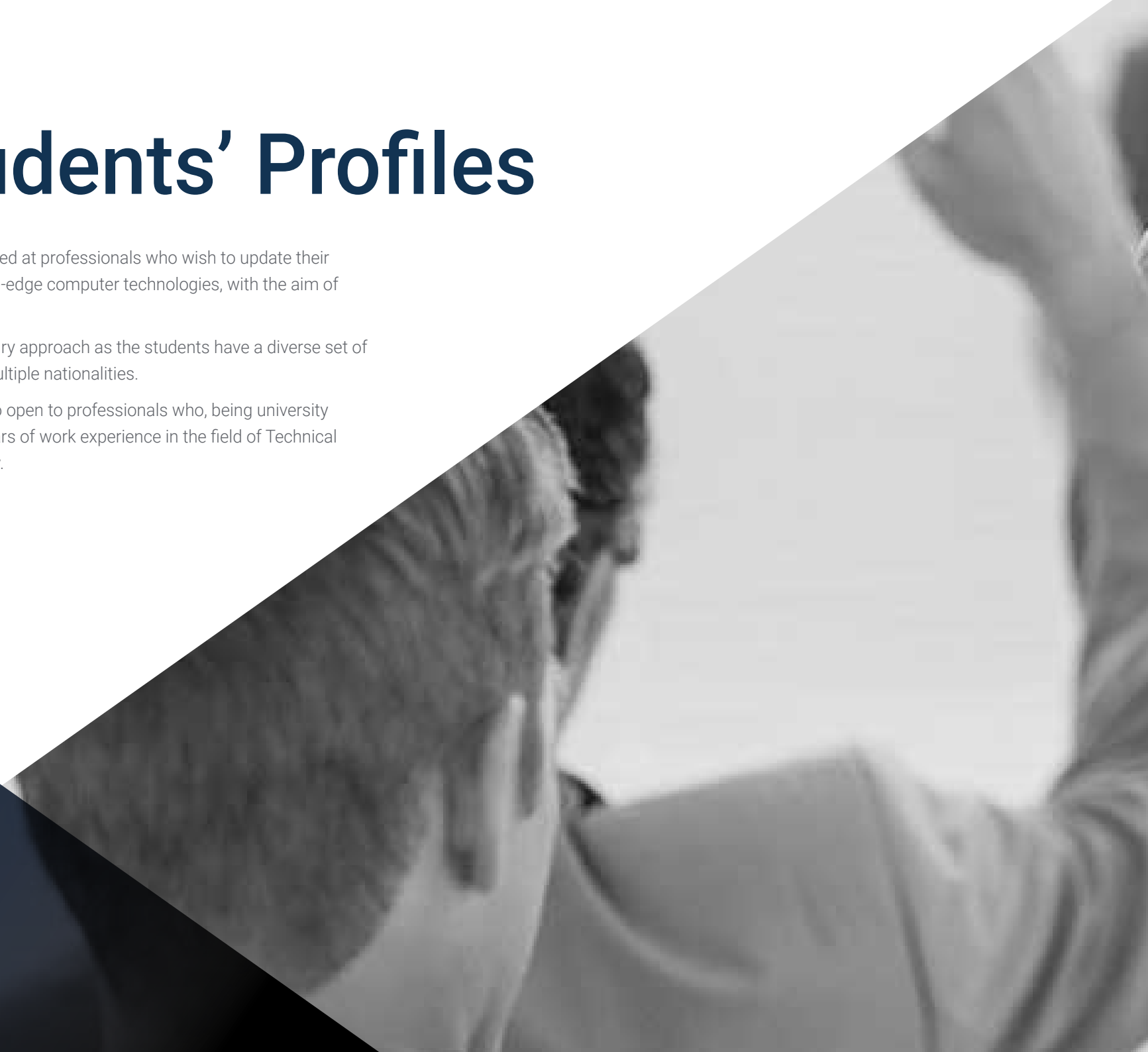
07

# Our Students' Profiles

The Postgraduate Certificate is aimed at professionals who wish to update their knowledge of advanced and cutting-edge computer technologies, with the aim of broadening their skills.

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

The Postgraduate Certificate is also open to professionals who, being university graduates in any area, have two years of work experience in the field of Technical Management of Data in a Company.





“

*Comprehensive yet specific, this program will take you to the concrete knowledge that the computer engineer needs to compete among the best in the industry”*

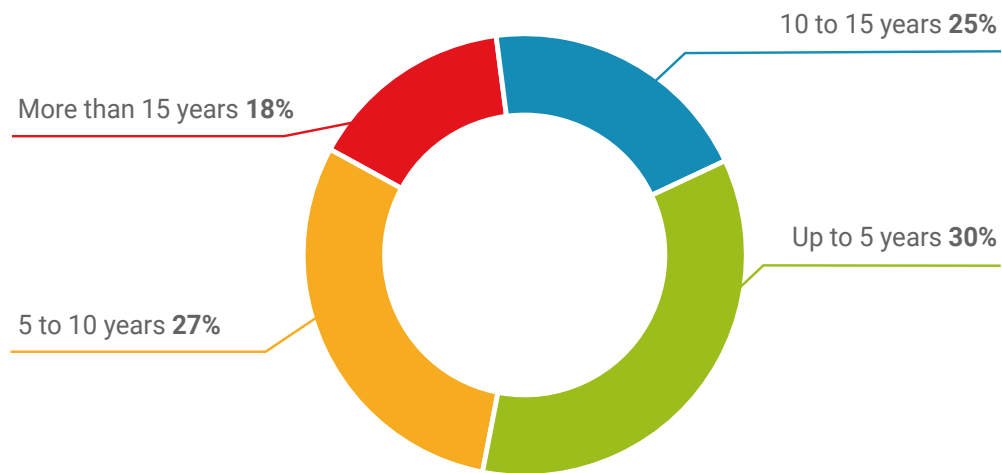
### Average Age

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

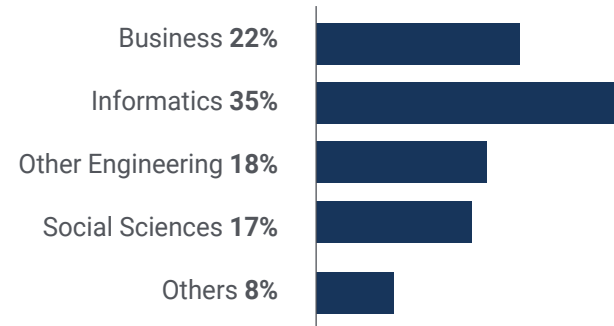
### Years of Experience

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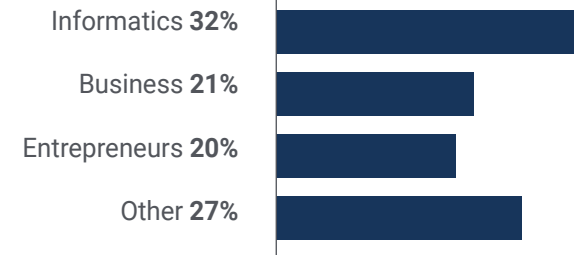
### Training

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### Academic Profile

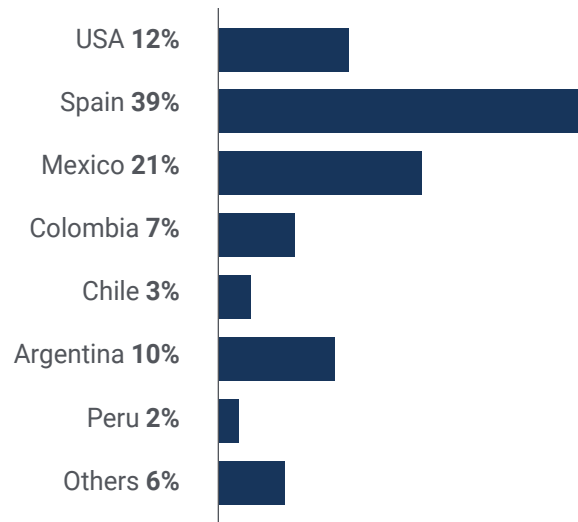
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## Geographical Distribution

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## Lucía Sánchez Morales

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Data Entry Technician

*"With TECH I have been able to advance my career and apply the content taught in my daily practice quickly and effectively. The professors of the program have accompanied me throughout the specialization, solving my doubts and guiding me during the whole process. I will certainly continue my training with them"*

08

# Course Management

The program includes in its teaching staff reference experts in Information Management Systems in the Company, who pour into this training the experience of their work. They are world-renowned Professionals from different Countries with proven Theoretical and Practical Professional Experience.





“

*We have the best teaching team, with years of experience and determined to transmit all their knowledge about this sector"*

## Management



### Dr. Peralta Martín-Palomino, Arturo

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



## Professor

### Ms. Martínez Cerrato, Yésica

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



09

# 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. Here you will find great possibilities to achieve it. For this, we have the perfect equation for a quality specialization: a highly updated syllabus and internationally renowned teachers. Undoubtedly, a unique opportunity that will help to boost your career in a short period of time.





“

*All the subjects and areas of knowledge have been compiled in a complete and absolutely up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"*

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

With this program, the student will be able to advance drastically in his or her profession, although there is no doubt that, in order to do so, he or she 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.

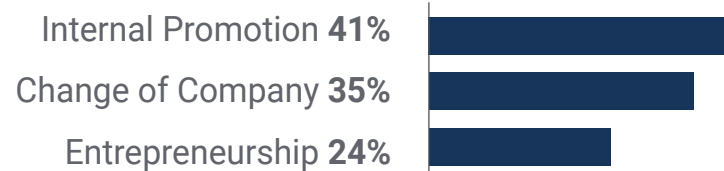
*The best way to achieve professional change is to increase your skills. So don't stop studying at TECH.*

*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%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Information Management Systems in the Company contributes to elevate the organization's talent to its maximum potential through the training of high-level leaders.

Participating in this Postgraduate Certificate is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*In this Postgraduate Certificate you will be able to combine the efficiency of the most advanced learning methods, with the flexibility of a program created to adapt to your possibilities of dedication, without losing quality”*

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

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

---

06

### Increased competitiveness

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

11

# Certificate

The Postgraduate Certificate in Information Management Systems in the Company guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Information Management Systems in the Company** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** by 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 Information Management Systems in the Company**

Official N° of Hours: **150 hours**.



\*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 Information Management Systems in the Company

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

# Postgraduate Certificate Information Management Systems in the Company

