

# Postgraduate Certificate

## IT Project Management and Control Using Business Intelligence



## Postgraduate Certificate IT Project Management and Control Using Business Intelligence

- » 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/it-project-management-control-using-business-intelligence](http://www.techtute.com/us/school-of-business/postgraduate-certificate/it-project-management-control-using-business-intelligence)

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# 01 Welcome

Given the new reality of *big data*, data management has become fundamental in any technological organization. Among the disciplines of information analysis, business intelligence has gained prominence in recent times, being of special relevance in the technological field due to its high technical level. These analyst positions, which enjoy considerable reputation and compensation at any institution, require advanced knowledge in different areas such as planning, financial control, cost optimization or sales trends. This program instructs students in all these competencies so they can take on IT project management using a business intelligence perspective.



Postgraduate Certificate in IT Project Management and Control Using Business Intelligence. TECH Technological University



“

*Business intelligence will allow you to unify, refine and transform data into quality information for the company, thus making you an essential asset”*

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 the most rigorous and up-to-date case studies in the academic community"*



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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.

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 objective of this Postgraduate Certificate is to prepare students to approach data analysis from a business intelligence perspective, making information work in favor of the company and even being able to anticipate problems by providing premeditated solutions. For this reason, the program focuses on a detailed study of all the processes involved in data collection, processing and application in a business environment. At the end of the program, students will be able to apply all this knowledge to the analysis of real IT projects, giving them the initiative to present themselves as candidates to lead work teams.



“

*Get ahead of the other candidates in the race to leadership and specialize in IT Project Management and Control Using Business Intelligence”*

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

The Postgraduate Certificate in IT Project Management and Control Using Business Intelligence will allow students to:

01

Develop specialized knowledge in the application of business intelligence techniques for project management and control

02

Examine project and process control and monitoring

03

Design control strategies







04

Propose advanced solutions to problems that may arise in companies, integrating techniques and methods studied

05

Develop specialized knowledge to deal with the complexity of making judgments based on information acquired from different information systems

06

Effectively communicate analytics results to technical and non-technical audiences

07

Determine business analytics cases for recurrent problems, whether known or new

08

Elaborate change strategies and practices for digital business transformation through the advanced application of analytical techniques





09

Propose, communicate and elaborate business models or business transformation models justifying their benefits and opportunity for organizations

10

Develop management skills at strategic, organizational and project levels, from value proposition to business transformation strategies design

05

# Structure and Content

This Postgraduate Certificate is structured into 1 teaching module, which includes 10 unique topics that structure all the information in a clear and simple way, facilitating student access and reference. Students will delve into all aspects of business intelligence, from data management and IT projects through analytics to the visualization and correct interpretation of data to make the best decisions at all times.



“

*Granted access to the best possible syllabus on business intelligence applied to IT project management, you will have the best chance to move up in the technology field”*

## Syllabus

The Postgraduate Certificate in IT Project Management and Control Using Business Intelligence at TECH Technological University prepares students with the best material and learning content to lead IT work teams with a business intelligence perspective.

This means students will learn the essential fundamentals of business intelligence, analysis and data collection, massive information processing or various analytical techniques adapted to each context. Thus, all this teaching is contextualized within the field of IT development, enabling students to lead specialized work teams by making proper use of data to make the right leadership decisions.

Over 150 hours, students will acquire all this knowledge, supported to a great extent by a large amount of audiovisual material and practical cases where the lessons learned can be put into practice.

The program does not neglect the importance of data visualization and decision making based on it, as well as predictive analysis techniques, patterns or scalable machine learning.

All this, with the added advantage of a 100% online format, which will prove to be 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

IT Project Management and Control Using Business Intelligence



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

TECH offers the possibility of developing this Postgraduate Certificate in IT Project Management and Control Using Business Intelligence 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. IT Project Management and Control Using Business Intelligence**

**1.1. Business Intelligence**

- 1.1.1. Business Intelligence
- 1.1.2. Data Management
- 1.1.3. Data Life Cycle
- 1.1.4. Architecture
- 1.1.5. Applications

**1.2. IT Project Management Using Analytical Techniques**

- 1.2.1. Business Intelligence Selection
- 1.2.2. Benefits of Business Intelligence for Projects
- 1.2.3. Examples and Applications

**1.3. Harvesting and Storage**

- 1.3.1. Business Models and Data Models
- 1.3.2. Types of Storage
- 1.3.3. Storing Big Data in the Cloud

**1.4. Massive Data and Information Processing**

- 1.4.1. Types of Data Processing
- 1.4.2. Techniques to Simplify Massive Processing
- 1.4.3. Cloud Processing

**1.5. Analytical Techniques**

- 1.5.1. Analytical Techniques
- 1.5.2. Predictive Analyses
- 1.5.3. Pattern Analysis and Recommendation
- 1.5.4. Scalable Machine Learning

**1.6. Visualization for Decision Making**

- 1.6.1. Visualization and Data Analysis
- 1.6.2. Tools
- 1.6.3. Data Analysis Visualization
- 1.6.4. Reports Design

**1.7. Business Information Consumption**

- 1.7.1. Control Panel
- 1.7.2. KPI Design and Mining
- 1.7.3. Geographic Information

**1.8. Security and Governance**

- 1.8.2. Security/Safety
- 1.8.3. Governance

**1.9. Real Applications to IT Projects**

- 1.9.2. From Harvesting to Processing
- 1.9.3. From Analysis to Visualization

**1.10. Project Management**

- 1.10.1. Project
- 1.10.2. Requirements and Objectives
- 1.10.3. Start-up and Implementation



*Business intelligence will propel your career in leadership into managing the most ambitious and complex teams in the field”*





# 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 learning material included in this Postgraduate Certificate has been written by experts with extensive experience in the field of Project Management and Data Analysis using Business Intelligence, which guarantees students will have access to the most up-to-date content possible on the subject. 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.





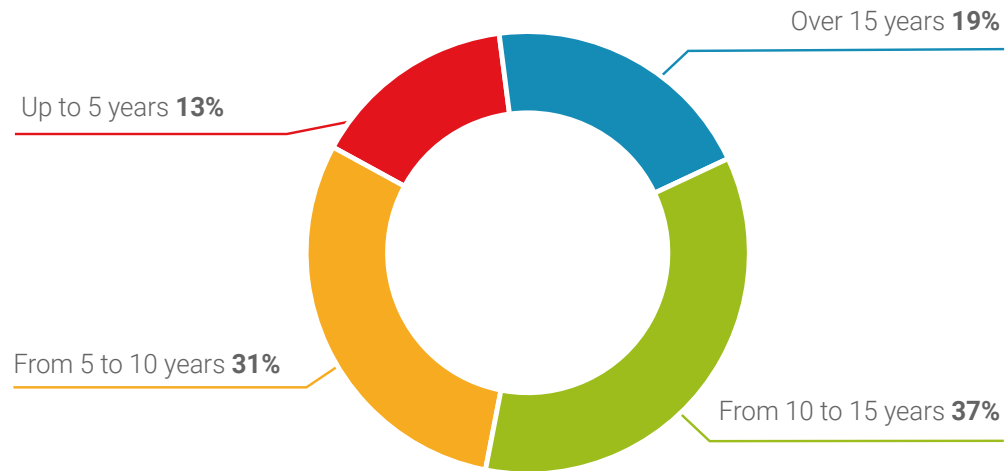
“

*Managing IT development teams requires great leaders capable of making the best decisions. Make the best use of data from a business perspective to become the cornerstone of the entire business organization chart”*

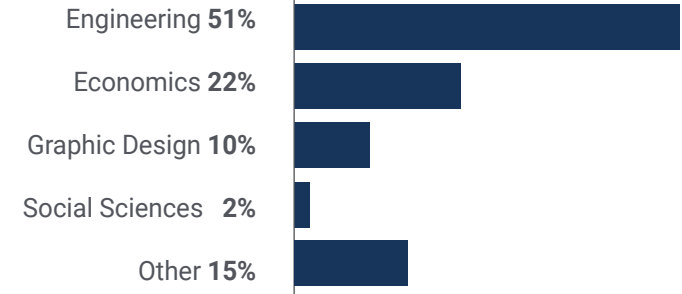
### Average Age

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

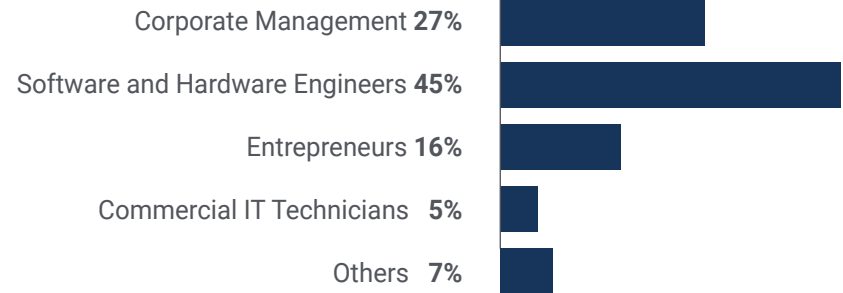
### Years of Experience



### Training

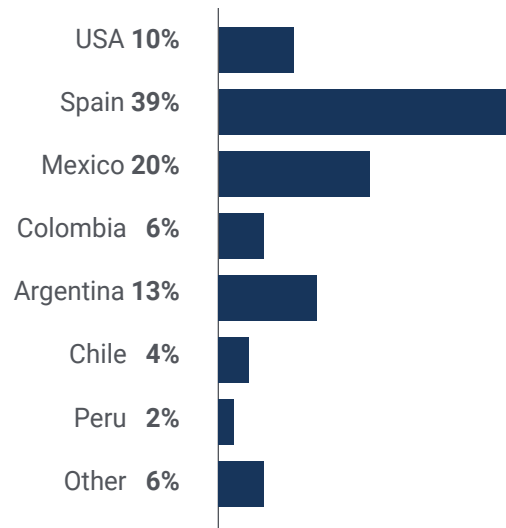


### Academic Profile



## Geographical Distribution

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## Miguel Valero Bautista

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Technology Project Manager

*"In my project management methodology, I always apply analytics with a business intelligence perspective. This helps me to make better decisions, even with a forward-looking approach, which has undoubtedly helped me enormously to reach the management positions I have achieved during my professional career"*

08

# Course Management

The team of experts assembled by TECH to develop the learning material for this Postgraduate Certificate has extensive experience in the field of data management and analysis, which ensures students will have access to the best possible education in the field. Their own specialized knowledge will serve as a guide for students to improve their curriculum of competencies and thus apply for better jobs.



“

*The support of the best teaching team at TECH will be key for you to reach the top of your professional career in technology project management”*

## 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 CastillaLa
- ◆ 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

### Ms. Martínez Cerrato, Yésica

- ◆ Project Manager in the area of Key Account Integration at the Spanish Postal Service
- ◆ Computer Technician - Responsible for computer classrooms OTEC at the University of Alcalá
- ◆ Electronic Security Product Technician at Securitas Security Spain
- ◆ Digital Transformation Manager and Business Intelligence Analyst at Ricopia Technologies
- ◆ Computer classes teacher in ASALUMA Association
- ◆ Degree in Electronic Communications Engineering at the University of Alcalá, Spain





09

# Impact on Your Career

The financial, professional and personal effort to be undertaken by students who decide to take this Postgraduate Certificate is great. TECH is aware of this reality, so its commitment is to ensure a positive impact on its students' careers and job prospects. With advanced knowledge in business intelligence analytics, graduates will stand out above other candidates for relevant and prestigious management positions within the industry.





“

*With this specialization in IT Project Management and Control Using Business Intelligence, you will achieve the career advancement you are looking for”*

*The best companies want the best professionals at the head of their most ambitious projects. Become an expert in IT Project Management and Control and prove you have the necessary skills to take the next step forward.*

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

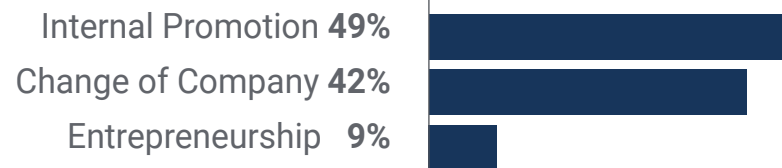
The Postgraduate Certificate in IT Project Management and Control Using Business Intelligence at TECH is an intensive program that prepares students to lead multidisciplinary work teams through a business approach to the analysis and interpretation of data. The main objective is to promote your personal and professional growth, helping you achieve success.

*It's never a bad time to keep increasing your competencies and make your curriculum qualifications more attractive. Give your leadership the ideal focus with business intelligence-based analytics.*

#### When the change occurs



#### 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

Business intelligence enables any company to improve its internal work results, so a professional with skills in management and control of IT projects who also knows how to use business intelligence is an asset of great value. Through the exhaustive analysis of data, students will optimize the work of the development team and, therefore, will improve the company's own expectations.



“

*Don't get left behind in the race to lead the technology industry and study the latest and most innovative leadership methods, including practical application of data analysis”*

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.

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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 IT Project Management and Control Using Business Intelligence 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”*

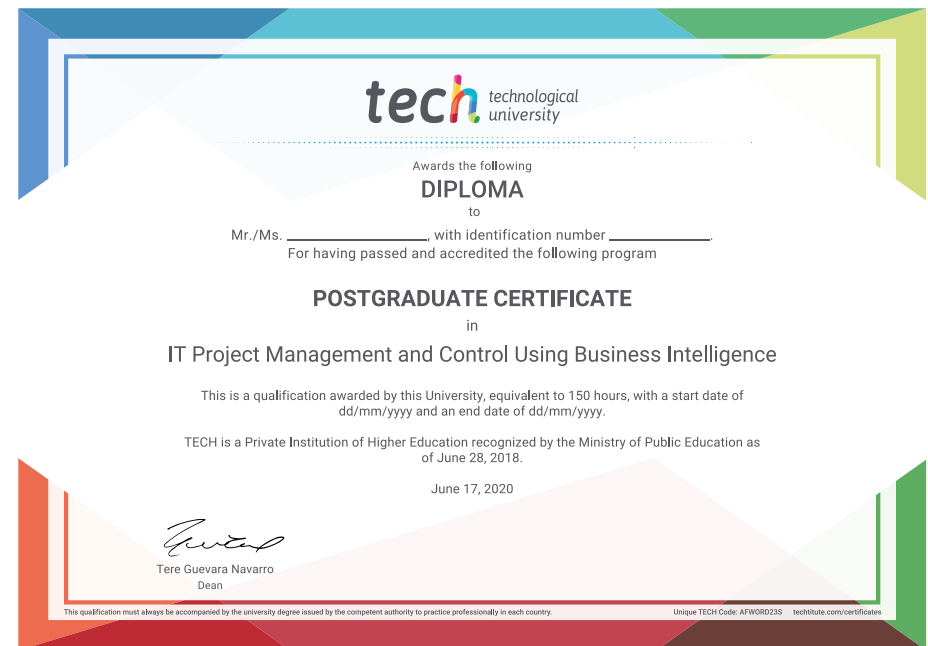
This **Postgraduate Certificate in IT Project Management and Control Using Business Intelligence** contains the most complete and up-to-date program on the market.

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 Postgraduate Certificate, and meets the requirements commonly demanded by job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in IT Project Management and Control Using Business Intelligence**

Official N° of hours: **150 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 IT Project Management and Control Using Business Intelligence

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

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## IT Project Management and Control Using Business Intelligence