Postgraduate Certificate
Microsoft Power

tech technological university

tech *technological university*

Postgraduate Certificate
Microsoft Power

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Exams: **online**
- » Target Group: **Graduates or professionals of any specialty who want to be qualified in the application of data visualization technologies, Big Data and artificial intelligence for the development, boost or change of direction of their professional career**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/microsoft-power**

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01
Welcome

Running a successful communications company has become a real challenge. The development of the industry, linked to the possibilities offered by mobile devices in terms of information processing by society, forces professionals to work on innovative techniques and strategies to face this competition. This requires the figure of a highly qualified leader, an expert in the area and with extensive managerial skills, qualities that the graduate will acquire over the course of this Postgraduate Diploma. It is a 100% online program designed by professionals in the sector and in which you will find the best theoretical and practical content of the moment.

Postgraduate Diploma in Management of Communication and Social Media Companies.
TECH Technological University

Learn how to practice storytelling to understand how to present data and its visual representations"

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.

windsor.ai   Multi-Channel Attribution
Overview Report

View template gallery

Google Ads

(Blank)   (Blank)   (Blank)
Spend   CPA   Conversions

Facebook Ads

$34.97   Infinity   0.00
Spend   CPA   Conversions

Bing Ads

$183.99   Infinity   0.00
Spend   CPA   Conversions

LinkedIn Ads

$230.83   Infinity   0.00
Spend   CPA   Conversions

Costs

$169.00 (27.31%)
$230.83 (37.3%)
$183... (29...)

Source
- Linkedin
- Bing
- Tiktok
- Facebook

Conversions

8.00 (3.08%)
251.00 (96.5...)

Source
- datastudio.go...
- google
- datastudio
- direct

Costs and Conversions by Day

Spend   Conversions

Top Paid Media Campaigns
by Amount spent, Cost / Conversions, Conversions

Source	Campaign	Spend	Impressions	Clicks	Conversions	CPA
tiktok	Traffic2020041185332	$169.00	1,719	122	0.00	infinity
linkedin	Website visits - May 17, 2019	$137.05	3,838	54	0.00	infinity
linkedin	Education Campaign	$90.78	2,119	15	0.00	infinity
bing	competitor global	$83.81	4,191	65	0.00	infinity
bing	facebook data google-data studio	$55.02	713	36	0.00	infinity
facebook	retargeting APAC	$34.41	11,052	37	0.00	infinity
bing	Prospecting - Lead Gen (Europe)	$16.20	696	11	0.00	infinity
bing	crm-to-ga	$10.77	706	13	0.00	infinity
Total		**$618.79**	**381,904**	**3,483**	**260.00**	**$2.38**

Top Overall Channels
by Source / Medium and Conversions

Source	Medium	Conversions
datastudio.google.com	referral	251.00
google	organic	8.00
datastudio	referral	1.00
(direct)	(none)	0.00
549668453.keywordblocks.com	referral	0.00
accounts.google.com	referral	0.00
amoproject.org	referral	0.00
Total		**260.00**

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"

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

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

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 ground-breaking 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 education 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 Microsoft Power capabilities, as well as to develop new competencies and skills that will be essential in the students' professional development; after the program, they will be able to make global decisions with an innovative perspective and an international vision.

A stimulating professional growth journey designed to keep you interested and motivated throughout the program"

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

This **Postgraduate Certificate in Microsoft Power** enables students to:

01 Know how to generate diagrams that visually represent the chosen situation from a set of data

02 Understand how starting from a design and a set of previous data, a visualization implementation that meets the defined requirements can be carried out
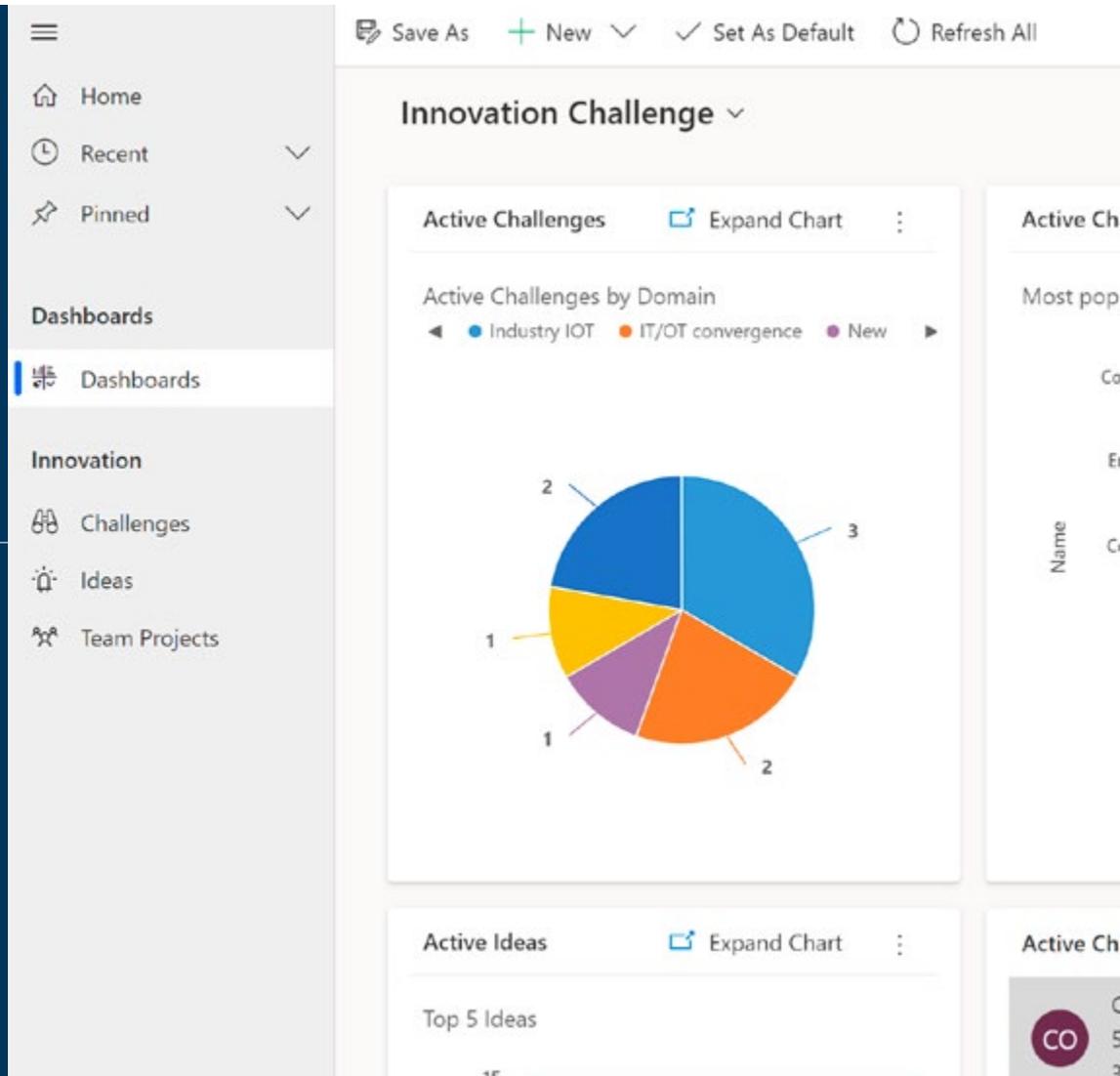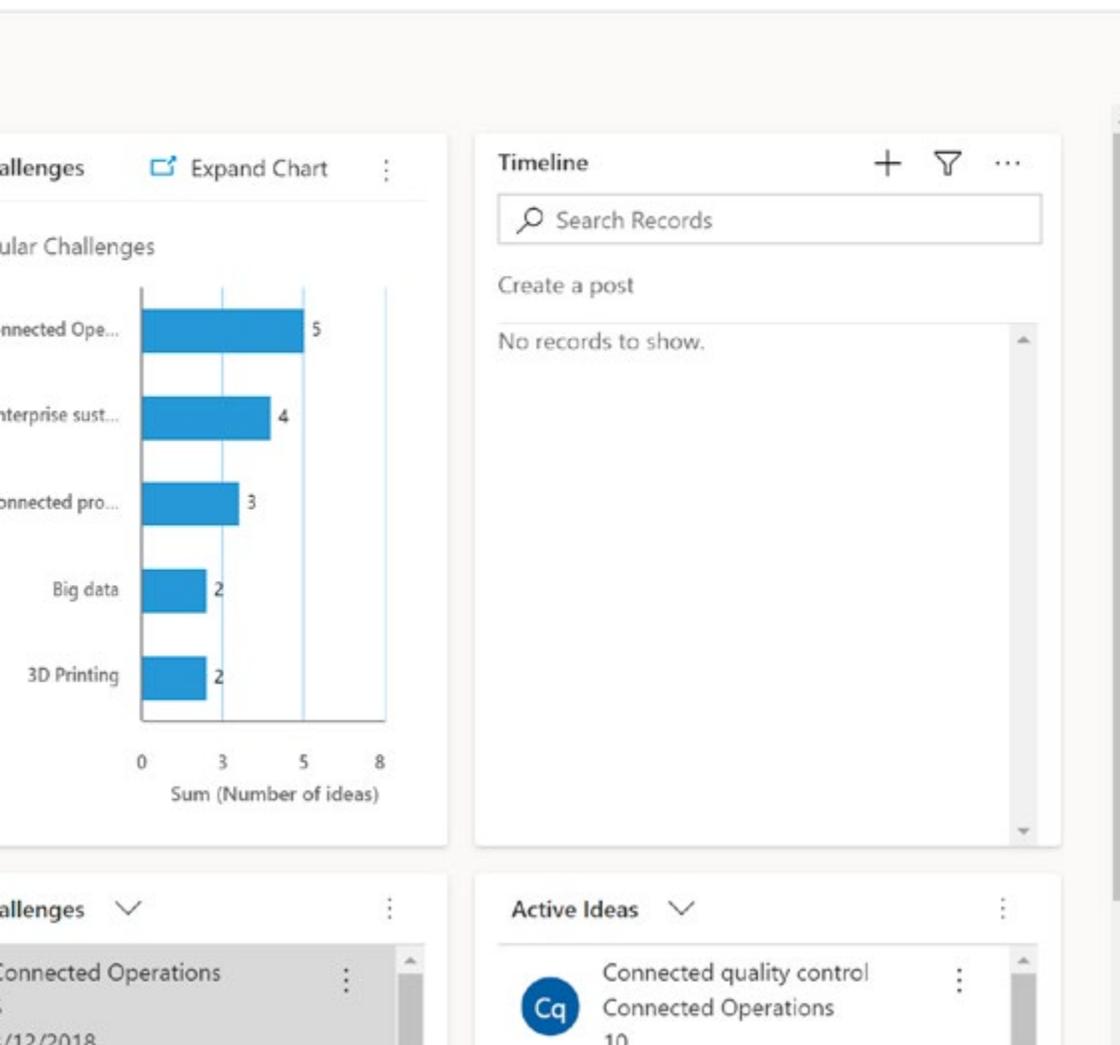
03
Identify the usability and interactivity needs of data visualization methods and be able to develop a new version of the visualization that improves these aspects

04
Design a system that combines data capture and storage techniques, as well as data analysis and visualization, to represent existing patterns in that data set

05
Structure and Content

This Postgraduate Certificate in Microsoft Power is a high-level, entirely online program, which aims to enable students to learn quickly and efficiently, choosing 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 lays the foundation for your professional success.

Learn first-hand about the legal aspects of user privacy and users' right to protect their data"

Syllabus

This Postgraduate Certificate in Microsoft Power by TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of Master Leads.

The content of this Postgraduate Certificate in Microsoft Power is designed to promote the development of skills that enable more thorough 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 provide professionals with an understanding Microsoft Power from a strategic, international and innovative perspective.

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

This Postgraduate Certificate in is spread out over 6 weeks and is divided into 1 module:

Module 1	Visualization Tools

Where, when and how is it taught?

TECH offers you the possibility to study this Postgraduate Certificate in Microsoft Power entirely online. During the 6 weeks that the specialization lasts, the student will be able to access all the contents of this program at any time, which will allow 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.** Visualization Tools			
1.1. Introduction to Data Visualization Tools	1.2. Many Eyes	1.3. Google Charts	1.4. jQuery
1.5. Data-Driven Documents I	1.6. Data-Driven Documents II	1.7. Matlab	1.8. Tableau
1.9. SAS Visual Analytics	1.10. Microsoft Power BI		

"Obtain basic knowledge to obtain an insight into the relevance of Marketing in any company's strategy"
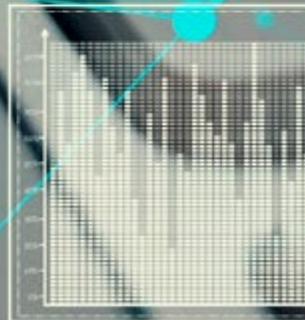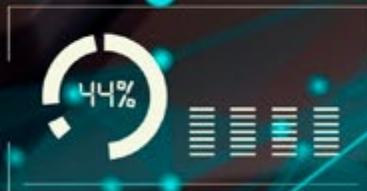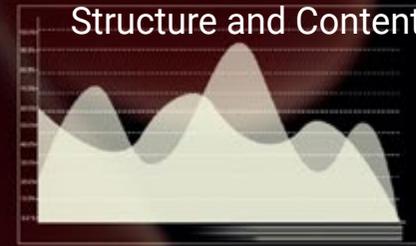
Methodology

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.
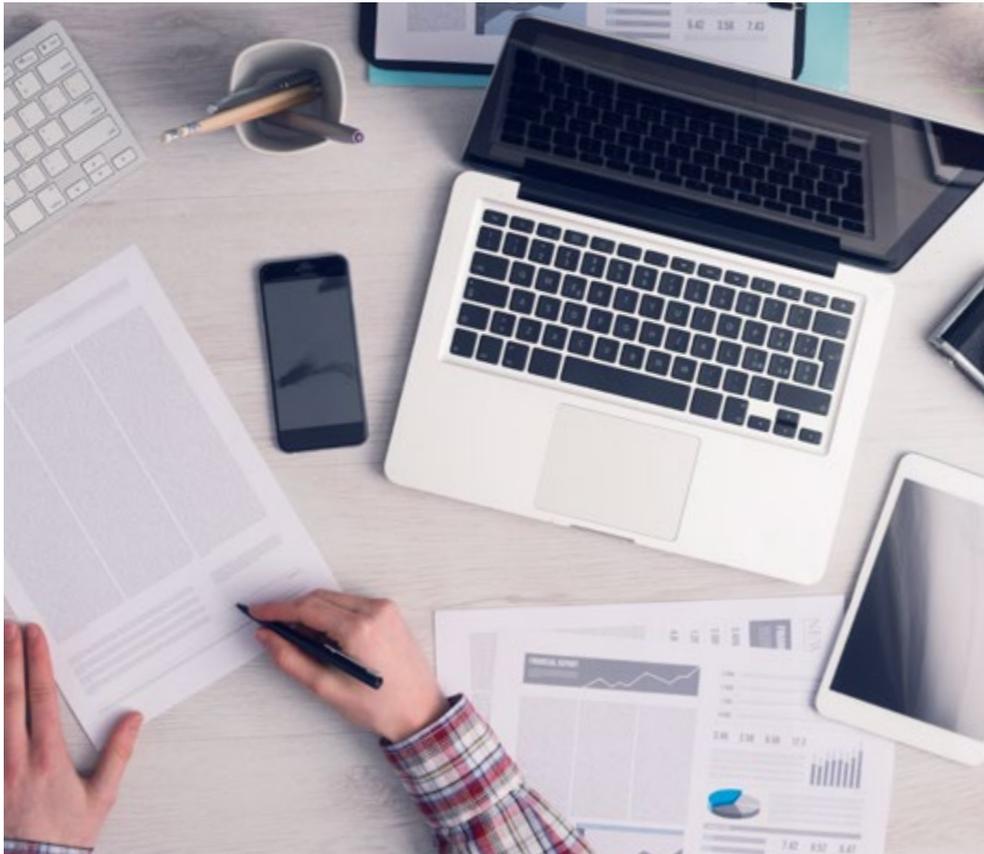
A learning method that is different and innovative

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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:
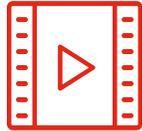
Study Material

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.

30%

10%

8%

3%

30%

15%

4%
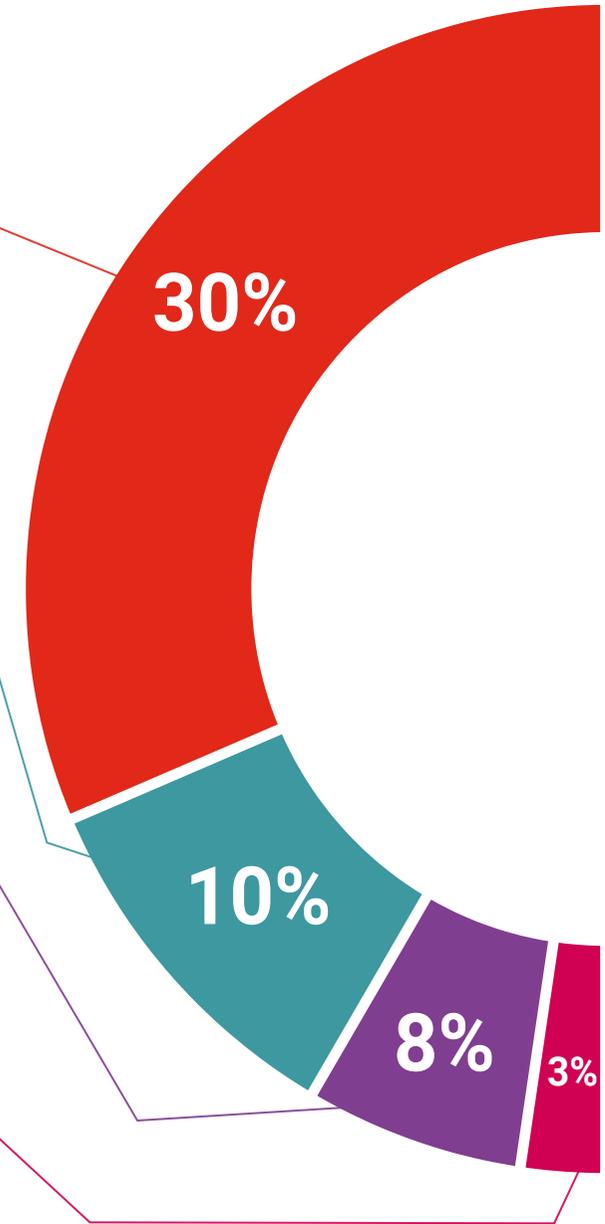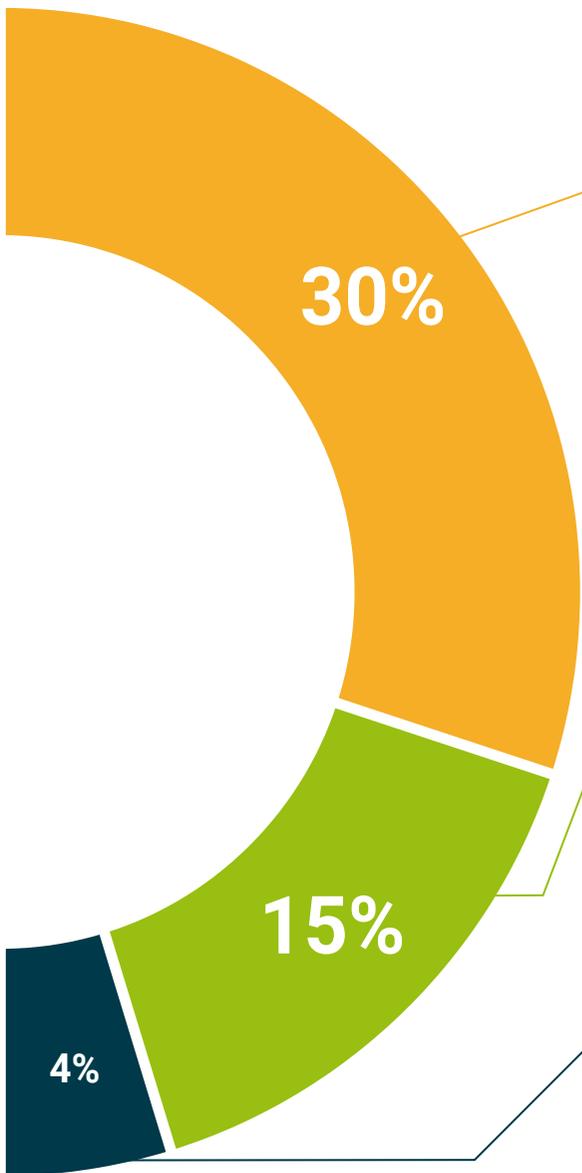
Case Studies

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

This Postgraduate Certificate is aimed at professionals who want to become qualified in the application of data visualization technologies, *Big Data* and artificial intelligence for the development, promotion or change of direction of their professional career.

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

This Postgraduate Certificate is also open to professionals who, being university graduates in any field, have two years of work experience in the field of Master Leads.

*A comprehensive and multidisciplinary program that will allow you to excel in your career"*

Average Age

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

Years of Experience

- 10-15 years **25%**
- More than 15 years **18%**
- 5-10 years **27%**
- Up to 5 years **30%**

Training

- Business **40%**
- Computing **30%**
- Other Engineering **15%**
- Social Sciences **17%**
- Other **8%**

Academic Profile

- Informatics **23%**
- Business **30%**
- Entrepreneurs **27%**
- Others **20%**
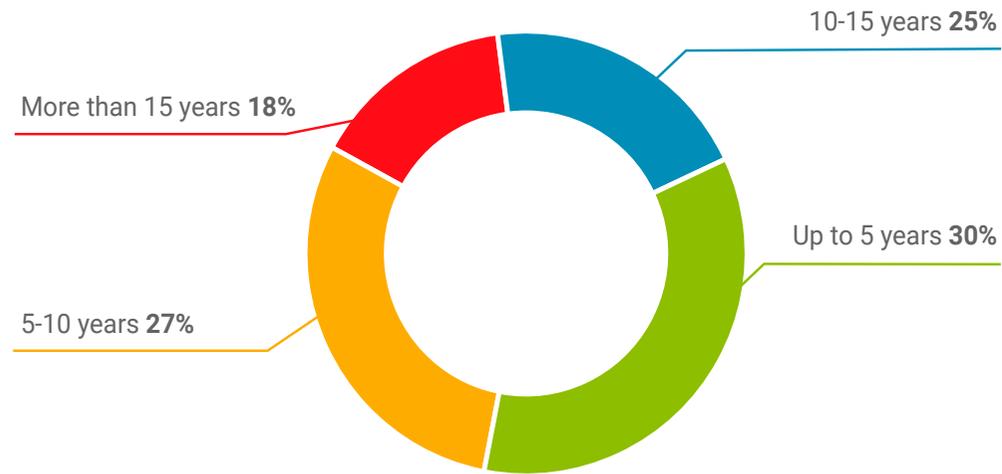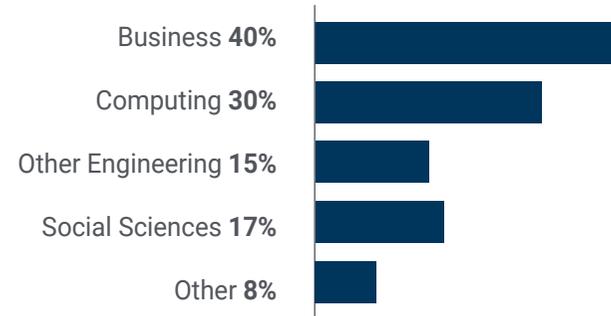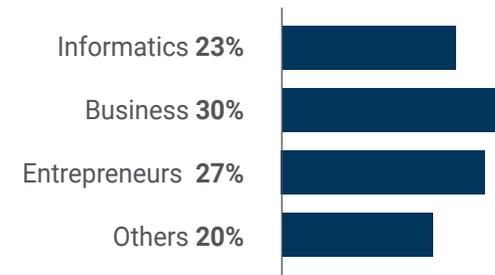
Geographical Distribution

USA **12%**

Spain **40%**

Mexico **20%**

Colombia **7%**

Argentina **10%**

Chile **3%**

Peru **2%**

Other **6%**
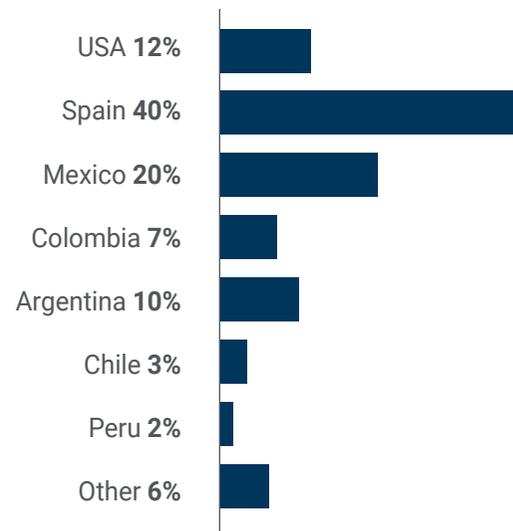
Miguel Morales Rodríguez

Visual Analytics and Big Data Expert

"The content quality is exceptional, and the teaching staff, made up of renowned professionals, is a real luxury" I currently hold a very important position in my company, and this is thanks to the specialization that TECH offers in this field"

08
Course Management

This Postgraduate Certificate has a highly qualified team with extensive experience in the sector, which will offer the best tools for students to develop their skills during the program A teaching staff of industry professionals will invest their theoretical and practical knowledge to lead you to the highest level of expertise. In this way, students have the guarantees they need to specialize at an international level in a booming sector that will catapult them to professional success.

Learn with the best and acquire the knowledge and skills you need to intervene in this area of development with total success"

Management

Mr. Galindo, Luis Ángel

- Senior High-Performance Consultant with 16 years of experience
- Definition, development and implementation of a successful open innovation model, with +10% year-on-year revenue growth leveraged on innovative assets
- Definition, development and implementation of successful Digital Transformation Programs for more than 8 years and 700+ people leading a pioneering role in the industry
- Implementation of from 20+ complex consulting projects worldwide for large companies in artificial intelligence, economic intelligence, cybersecurity, business development, digital transformation, risk assessment, process optimization and people management
- Expert in understanding customers and translating their needs into actual sales

Professors

Ms. Olmedo, Asunta

- Creative Publicist Consultant UX Writing and Graphic Design
- Communication Technician Advertising and PP. National Institute of Specialized Techniques
- Master's Degree in Graphic Design Tracor Training Center
- Community Manager Course (Community Manager Institute)
- UX and Usability Course (MiriadaX, Coursea, Factor Ideas)
- Freelancer for consulting firms, agencies and studios
- Courses and workshops for Telefónica and the CAM
- Collaboration with different marketing and design companies (Imaginamass, Mibizpartners, WinWin consultants, We are Bold, Muebles Toscana, TeveoOnline, Bip Informáticos, The Mars Society, etc.)
- Copywriter in national and multinational advertising agencies, among other accounts: Santander Bank, Buena Vista, Canon, Coca-Cola, Maphre, Asisa, Prosegur, Camel, Ayuda en Acción, Casino Gran Madrid, La Razón, Amex, Airis, Rainbow

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And with this educational center, professionals will find excellent opportunities to achieve this. For this, we have the perfect equation for a quality specialization: a highly up-to-date syllabus and internationally renowned teachers. Undoubtedly, a unique opportunity that will help you give a boost to your career in a short time.

" *A stimulating professional growth journey designed to keep you interested and motivated throughout the program"*

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

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

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

*A stimulating professional growth journey designed to keep you interested and motivated throughout the program.*

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

When the change occurs

During the program
23%

During the first year
21%

After 2 years
56%

Type of change

Internal Promotion **41%**

Change of Company **35%**

Entrepreneurship **24%**
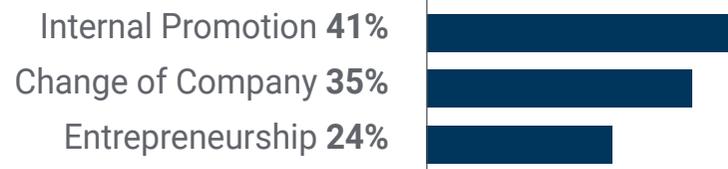
Salary increase

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

Salary before	A salary increase of	Salary after
$32,900	**25.22%**	**$41,200**

10 Benefits for Your Company

This Postgraduate Certificate in Microsoft Power contributes to elevate organizations' talent to its maximum potential through the specialization of high-level leaders.

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

"Thanks to this program, you will receive a large number of job offers with which you will be able to start your professional growth"

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

Students will be able to make decisions in times of uncertainty and crisis, helping the organization to 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

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased competitiveness

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

Certificate

This Postgraduate Certificate in Microsoft Power 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 Microsoft Power** contains the most complete and up-to-date educational program on the market

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

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

Title: **Postgraduate Certificate in Microsoft Power**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Microsoft Power

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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
Microsoft Power

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

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