



# Postgraduate Certificate People and Resource Management

» Modality: online

» Duration: 6 weeks

» Certificate: TECH Global University

» Accreditation: 6 ECTS

» Schedule: at your own pace

» Exams: online

» Aimed at: This program is of particular interest to all professionals involved in the design, strategic planning, or execution of projects, in any area of engineering, consulting, research, or the daily operations of companies

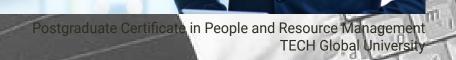
Website: www.techtitute.com/us/school-of-business/postgraduate-certificate/people-resource-management

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## 01 **Welcome**

In the current environment of dynamic projects, People and Resource Management faces multiple challenges. In fact, a recent study conducted by a prestigious consulting firm reveals that 45% of failed initiatives are due to ineffective management of both human capital and material resources. In light of this situation, it is crucial for professionals to stay updated on new techniques and tools to optimize the effectiveness of these processes. In this context, TECH has implemented an innovative university qualification that will provide graduates with the most sophisticated strategies to manage human talent and promote a productive work environment. Additionally, a prominent International Guest Director will deliver a Masterclass on advancements in Resource Management.









## tech 08 | Why Study at TECH?

## At TECH Global University



#### **Innovation**

The university offers an online learning model that balances 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.

+100000

+200

executives prepared each year

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



#### **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.



## Why Study at TECH? | 09 **tech**

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.



### 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.



#### **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.



At TECH you will have access to the most rigorous and up-to-date case analyses in the academic setting"



## **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.





## tech 12 | Why Our Program?

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:



## A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.



## Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.



## 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.



## You will 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.



## 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.



## Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.



## 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.



## You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.





## tech 16 | Objectives

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

The Postgraduate Certificate in People and Resource Management will enable you to:



Learn how to manage high-performance teams



Learn how to identify the best resources for the project





03

Understand the best practices to ensure your team is not only involved but also committed to it



Understand the importance of corporate social responsibility as an essential part of every project





## tech 20 | Structure and Content

## **Syllabus**

The Postgraduate Certificate in People and Resource Management at TECH Global University is an intensive program that prepares you to face business challenges and decisions.

The content of the Postgraduate
Certificate in People and Resource
Management is designed to foster
the development of managerial
competencies, enabling more
rigorous decision-making in uncertain
environments.

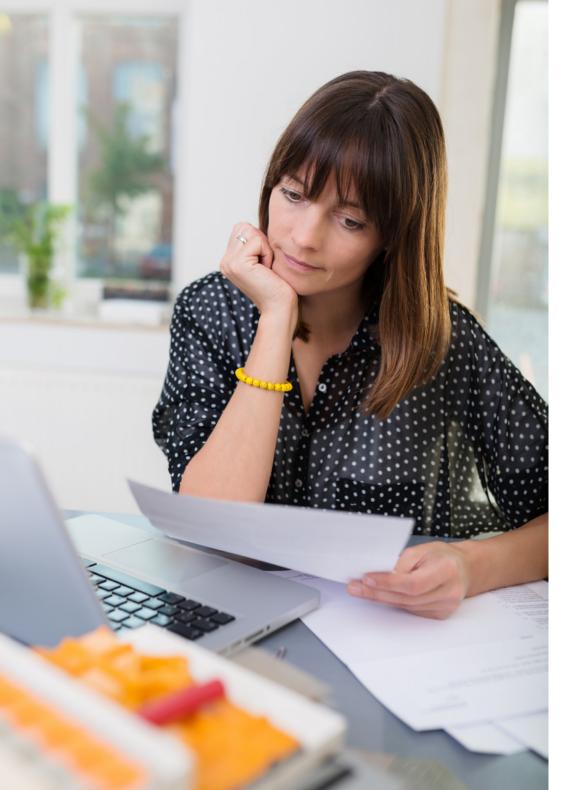
Over the course of 180 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, a true immersion in real business situations.

This course thoroughly covers the strategic areas of the company and is designed to train executives who understand project management from a strategic, international, and innovative perspective.

A program tailored for you, focused on your professional growth and preparing you to achieve excellence in people and resource 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, will provide you with the skills to solve critical situations creatively and efficiently.

Module 1

People and Resource Management



## Where, When and How is it Taught?

This Postgraduate Certificate takes place over 6 weeks. The student can take the course completely online, even attending workshops and virtual conferences.

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

## tech 22 | Structure and Content

Module 1. People and Resource Management				
1.1. Organizational Culture	1.2. Organization Management	1.3. Talent Management and Commitment	1.4.	Motivation
1.5. People Management and the Project Manager	1.6. Corporate Responsibility	1.7. Professional Ethics	1.8.	Project Manager Executive Skills and Management Techniques
1.9. Negotiation	1.10. Project Resource Management			



A unique, essential, and decisive educational experience to boost your professional development and make the definitive leap"





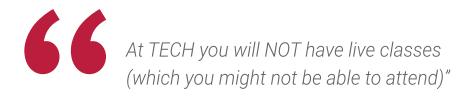


## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.







## Study Methodology | 27 **tech**

## The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.



TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

## tech 28 | Study Methodology

#### Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



## tech 30 | Study Methodology

## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

## The effectiveness of the method is justified by four fundamental achievements:

- 1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
- **2.** Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
- 3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
- **4.** Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

## Study Methodology | 31 tech

## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

## tech 32 | Study Methodology

As such, the best educational materials, thoroughly prepared, will be available in this program:



#### **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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



### **Practicing Skills and Abilities**

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



#### **Interactive Summaries**

We present 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".





#### **Additional Reading**

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

## Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



### **Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.





#### **Quick Action Guides**

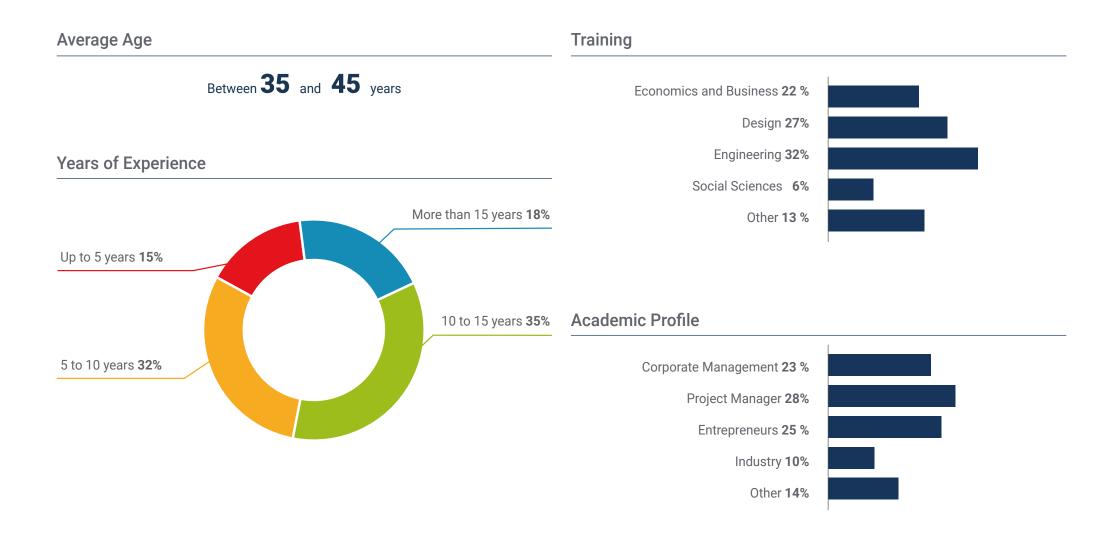
TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.





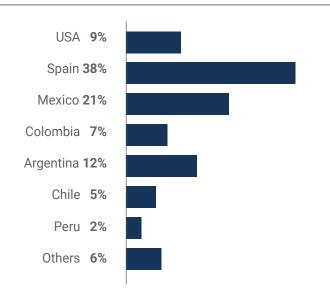








## **Geographical Distribution**





## **Luis Martínez**

#### **Project Manager**

"Achieving this educational program has been a great opportunity to improve my skills on a professional level. The best of all has been its teaching methodology, which has allowed me to acquire, in a practical way, a deep knowledge of the subject thanks to which I notice how every day I develop in a more efficient way in my work"



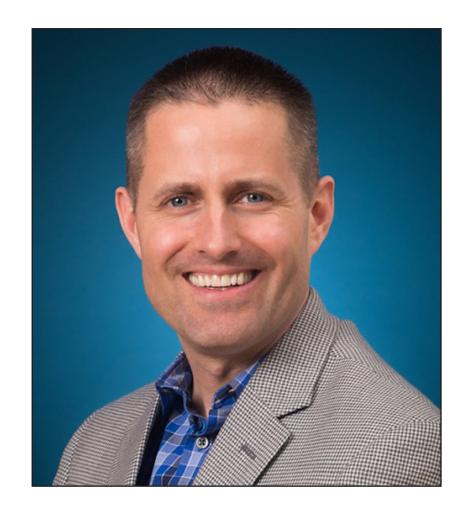


#### **International Guest Director**

Considered a pioneer in solving complex business problems, Matthew Seitz is a highly regarded Systems Analyst. In addition, he is specialized in the field of Business Administration, with a focus based on Marketing. He has more than 25 years of professional experience, where he has been part of international reference institutions such as Google, Kellogg's or Abbot Laboratories. Most of his career has been focused on optimizing online presence and increasing sales conversions through advanced SEM strategies.

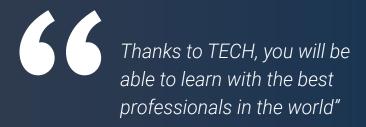
In his commitment to provide services of excellence, he remains at the forefront of areas such as Digital Marketing, Data Analytics, Retail or Business Strategies. Among its main achievements, it stands out having implemented both a strategy and an operating model based on Artificial Intelligence to automate repetitive operational processes and offer personalized product recommendations. In this way, he has been able to significantly accelerate revenue growth on an XXB dollar database.

He combines this work with his role as a C-Level Executive Advisor. In this way, he uses his solid knowledge in relevant subjects such as Marketing, Data Analysis, Financial Valuation and Measurement to help leaders make strategic and informed decisions. In this regard, he specializes in the innovative omni-channel methodology, aimed at maximizing traffic and sales in E-Commerce. Thanks to this, customers enjoy a seamless and uniform shopping experience, regardless of whether they purchase goods or services from a physical store or via a website or mobile app. In addition, they can access customer service at any time, without being limited by the store's opening hours.



## Mr. Seitz, Matthew

- Director of Retail Search and Sales Performance at Google in California, United States
- Program Manager and Social Media Analyst at Abbott Laboratories, Chicago, United States
- Senior Project Manager at McDonald's, United States
- Project Consultant at Crowe Chizek in Chicago, United States
- Master in Business Administration (MBA) with a specialization in Digital Marketing, Northwest University
- B.S. in Systems Analysis from University of Miami



## tech 42 | Course Management

#### Management



### Mr. Pampliega, Carlos

- Head of the Project and Risk Management Office, Consultant and Trainer in different Universities and Business Schools
- Director of the Project Management Course CEU Castilla y León Business School
- Director of PMI Castilla y León Branch
- Active Member of PMI-Madrid Spain Chapter
- Member of the Editorial Board of the Scientific Journal Building & Management
- Member of the PMO Global Alliance Awards PMO Judges Committee.
- Architect specializing in Project and Risk Management
- Certified Associate in Risk Management by the George Washington University
- Certified Project Management Professional (PMP)
- Professional Scrum Master certified by Scrum.org







In order to achieve a positive change at a professional level, it is necessary to make an effort and update your knowledge. Don't think twice and enroll with us.

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

The Postgraduate Certificate in People and Resource Management at TECH Global University is an intensive program that prepares you to face challenges and business decisions, globally. Its main objective is to promote personal and professional growth. Helping students achieve success.

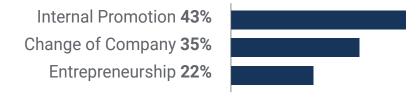
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

TECH is the best option you can find to improve your professional skills.

### When the change occurs



#### **Exchange Rate**



## Salary increase

This program represents a salary increase of more than 25,22% for our students.

\$ 57,900 A salary increase of \$ 72,500





## tech 50 | Benefits for Your Company

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



#### **Intellectual Capital and Talent Growth**

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



## Retaining high-potential executives to avoid talent drain

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



### **Building agents of change**

Be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.



## Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of the world economy.





## **Project Development**

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.



## Increased competitiveness

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







## tech 54 | Certificate

This private qualification will allow you to obtain a diploma for the **Postgraduate**Certificate in People and Resource Management endorsed by TECH Global University, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: Postgraduate Certificate in People and Resource Management

Modality: online

Duration: 6 weeks

Accreditation: 6 ECTS



#### Postgraduate Certificate in People and Resource Management

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra Ia Vella, on the 28th of February of 2024



