

# Postgraduate Certificate Strategic Management of the Company





## Postgraduate Certificate Strategic Management of the Company

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: Online
- » Target Group: University graduates who have previously completed any of the degrees in the field of Business and Economic Sciences.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/strategic-management-company](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/strategic-management-company)

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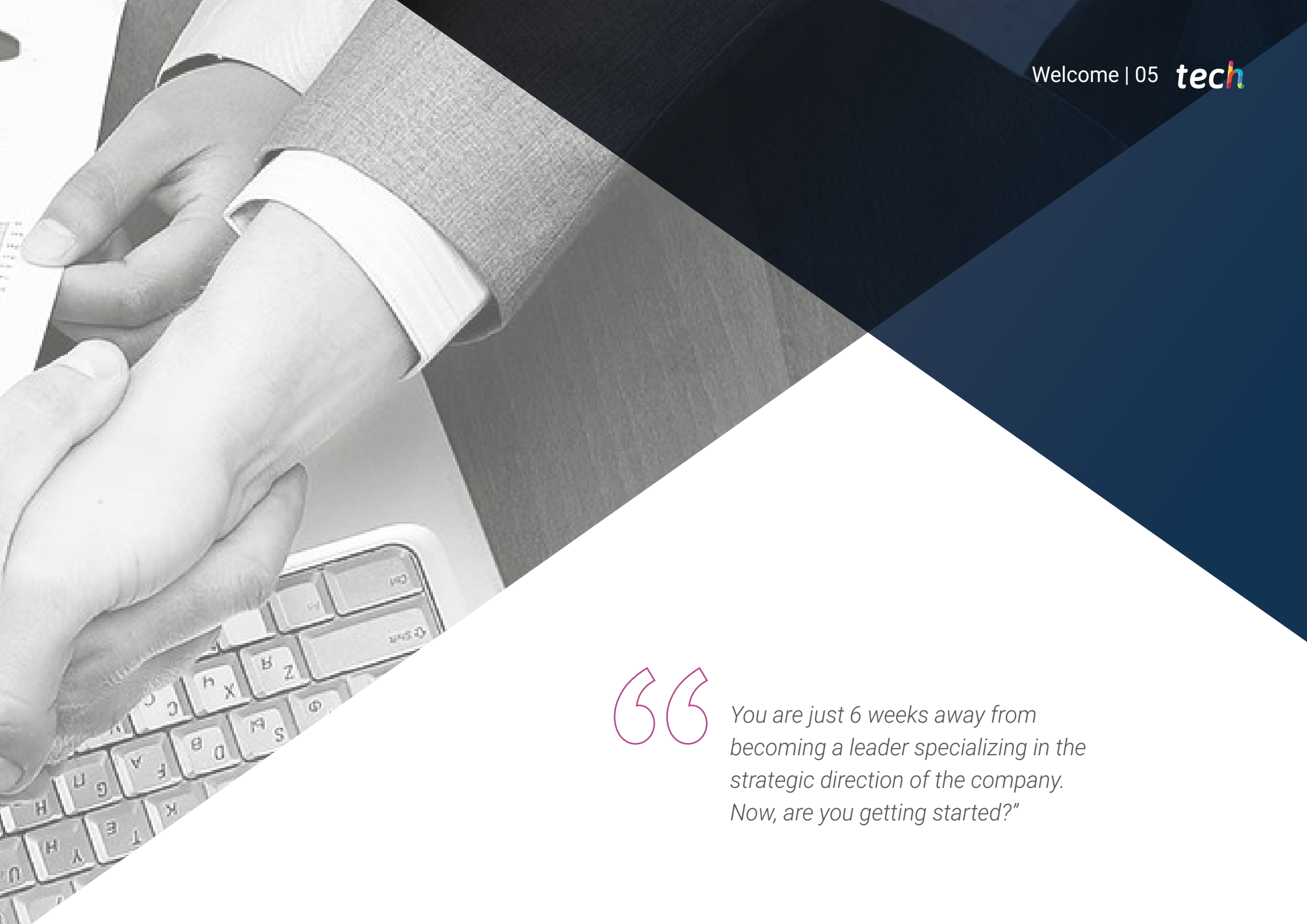
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# 01 Welcome

Good strategic planning is one of the keys to achieve business success in any entity. Therefore, the professional who aspires to lead the administrative project must know in detail the main techniques of analysis and organizational design, as well as the models and patterns for a correct managerial *management* something that the graduate will be able to acquire with the course of this program. It is a comprehensive and dynamic qualification that gathers the latest information related to management and strategic formulation and thanks to which the graduate will be able to master their professional skills in project management. A 100% online program that will elevate your talent to the top of the business sector in just 6 weeks and through specialized and multidisciplinary education.



Postgraduate Certificate in Strategic Management of the Company  
TECH Technological University



“

*You are just 6 weeks away from becoming a leader specializing in the strategic direction of the company. Now, are you getting started?”*

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 center for intensive managerial skills education.



“

*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 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**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



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



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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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 analyses in academia"*

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

**01**

### A Strong Boost to Your Career

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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.*

**02**

### Develop a strategic and global vision of the company

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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.*

**03**

### Consolidate the student's senior management skills

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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**

### You will take on new responsibilities

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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 fields 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

### 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 Technological University community.

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

# 04 Objectives

The current labor demand for professionals versed in the strategic management of the company is extremely high. For this reason, TECH has considered it necessary to develop a program that provides graduates with all the information they need to specialize in this field and meet the requirements demanded by the industry. For this purpose, you will have 150 hours of the best theoretical, practical and additional content, as well as the most innovative academic tools in the university sector.



“

*Delve into the intricacies of executive management and implement the most innovative and effective management policies and processes in your professional practice”*

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

The Postgraduate Certificate in Strategic Management of the Company qualifies student to:

01

Manage a target-oriented company in accordance with the strategic plan

02

Manage resources and resolve any incidents that may arise







03

Develop corporate strategies based on the main business on the main business management techniques

04

Implement the most effective and efficient analysis and problem-solving processes in their professional practice

05

# Structure and Content

The development of this Postgraduate Certificate in Strategic Management of the Company has been developed by a team of experts in the sector with a wide and extensive professional experience in the management of national and international projects. Thanks to this, it has been possible to create a dynamic and exhaustive syllabus, based on the latest developments in the generic business industry and framed in a convenient and accessible 100% online format.



“

*Through the exhaustive knowledge of the most frequent strategic models and patterns, you will be able to work on the growth and consolidation of your company”*

## Syllabus

The syllabus of this Postgraduate Certificate in Strategic Management of the Company has been developed by a team of experts in the sector with a wide and extensive professional experience in different business areas. Thanks to this, it has been possible to create an exhaustive, dynamic, intensive, multidisciplinary and, above all, innovative syllabus, which includes the most complete, detailed and innovative information on the techniques and protocols of organizational analysis and design.

Thanks to the course of this program, the graduate will be able to work on the enhancement and expand their knowledge through 150 hours of theoretical education, but which has also included various case studies based on real situations. Therefore, special emphasis will also be placed on perfecting their professional skills through the resolution of complex problems frequently encountered in business activities.

During the 6 weeks in which the program is developed, the student will have full access to the content of the program, being able to set their own schedule, as well as choosing from where to connect. TECH designs all of its programs to be compatible with any device with Internet connection, whether it is a tablet or a PC.

In this way, students can work in a guaranteed way in perfecting their professional skills, implementing to their resume an academic experience that will make them stand out in any personnel selection process. It is, therefore, a unique opportunity to elevate their knowledge to the top of the industry and to distinguish themselves among the best strategic managers.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 single module:

### Module 1

### Strategic Management of the Company



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

TECH offers the possibility of developing this Postgraduate Certificate in Strategic Management of the Company 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. Strategic Management of the Company**

**1.1. Organizational Analysis and Design**

- 1.1.1. Organizational Culture
- 1.1.2. Organizational Analysis
- 1.1.3. Organizational Structure Design

**1.2. Corporate Strategy**

- 1.2.1. Corporate Level Strategies (CLS)
- 1.2.2. Managing Corporate Strategy
- 1.2.3. Framing the Corporate Strategy (CSU)

**1.3. Strategic Planning and Formulation**

- 1.3.1. Strategic Thinking
- 1.3.2. Strategic Planning and Formulation
- 1.3.3. Balanced Scorecard

**1.4. Strategic Models and Patterns**

- 1.4.1. Scenario to Strategy (S2S)
- 1.4.2. Sustainable Advantages
- 1.4.3. Wealth, Value and Return on Investment

**1.5. Strategic Management**

- 1.5.1. Establishing the Strategic Position: Mission, Vision and Values
- 1.5.2. New Business Development
- 1.5.3. Growth and Consolidation of the Company

**1.6. Strategic Implementation and Execution**

- 1.6.1. Indicator Systems and Process Approach
- 1.6.2. Strategy Map
- 1.6.3. Differentiation and Alignment

**1.7. Executive Management**

- 1.7.1. Integration of Functional Strategies into Overall Business Strategies
- 1.7.2. Management Policy and Processes
- 1.7.3. Knowledge Management

**1.8. Problem Analysis and Resolution**

- 1.8.1. Problem Solving Method
- 1.8.2. Case Method
- 1.8.3. Decision Making



*You will work intensively on improving your analytical and problem-solving skills through knowledge of the main methods and strategies”*



# 06

# Methodology

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

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







“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

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

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



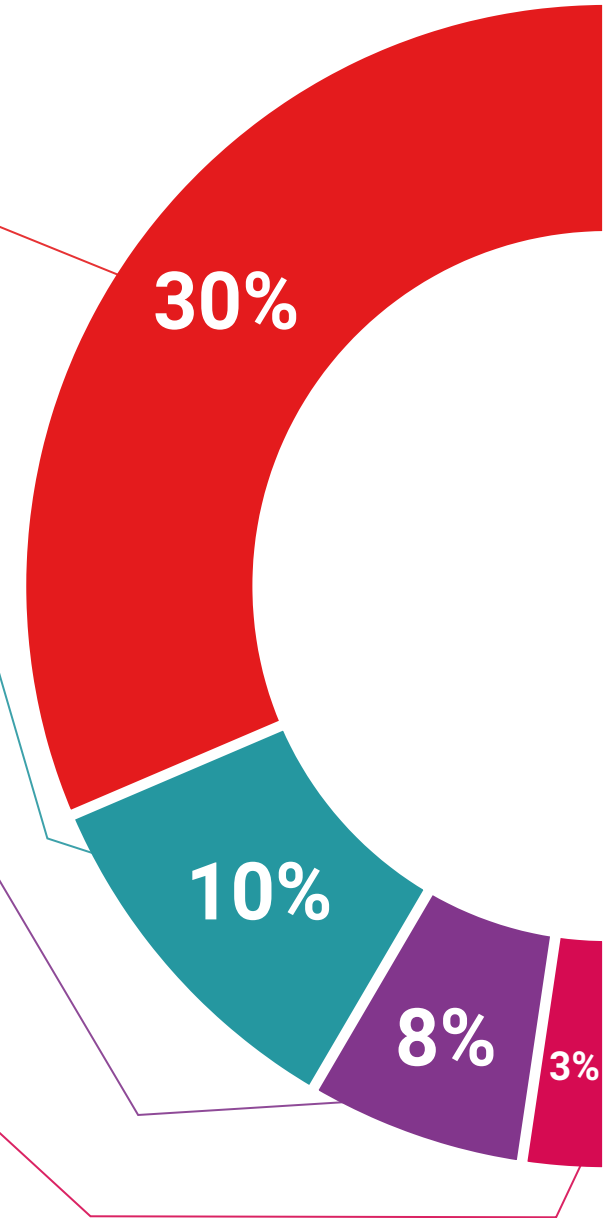
### Management Skills Exercises

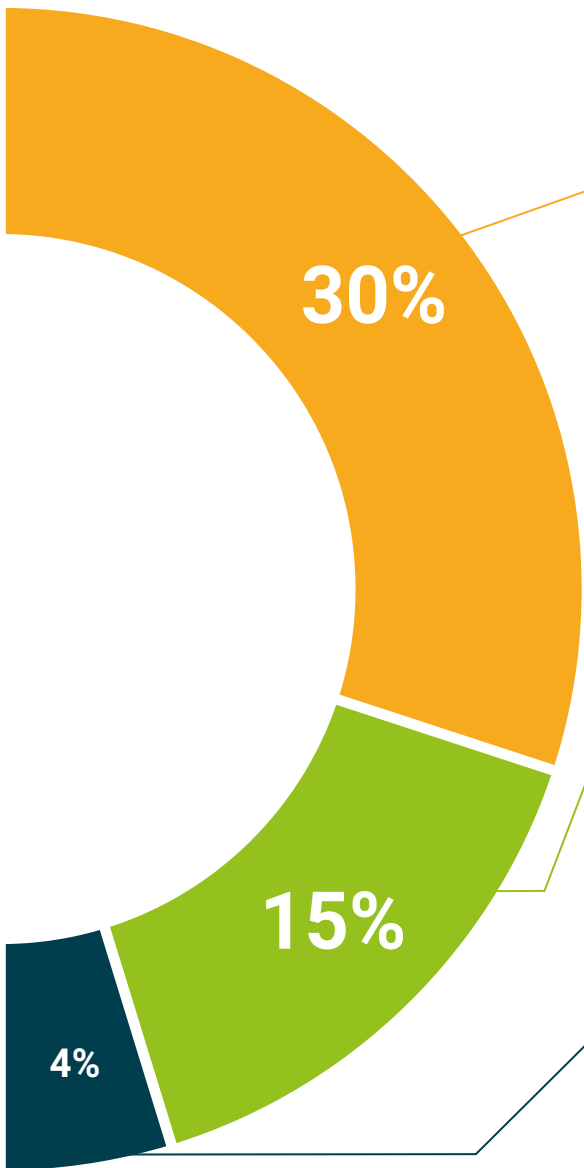
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

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

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

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



07

# Our Students' Profiles

This Postgraduate Certificate is aimed at university graduates and graduates who have previously completed any of the following degrees in the field of economics, business and finance. It also offers tools to understand and be able to assume the strategic management of any company, regardless of its sector.

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

Professionals who, being university graduates in any other area, have two years of work experience in business management, may also take the Postgraduate Certificate.







“

*The multidisciplinary and flexible nature of this program makes it compatible with any specialty, providing the graduate who chooses it with the most comprehensive knowledge to succeed in their field”*

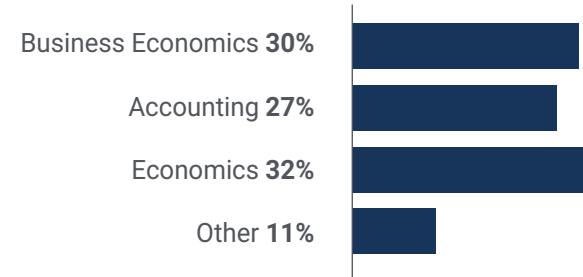
### Average Age

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

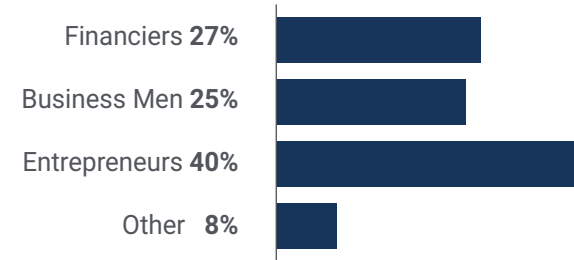
### Years of Experience



### Training

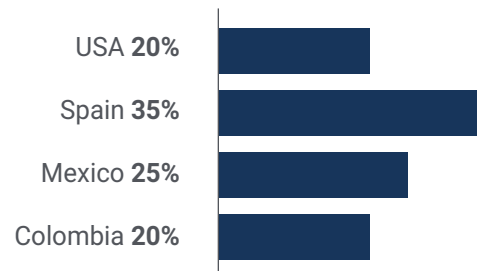


### Educational Profile



## Geographical Distribution

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## Lucía Fuentes

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**Director of the administrative area of a company in the communication sector**

*"A complete and highly recommendable qualification. It has been one of the best academic experiences I have had so far, being able to master my skills in the design of highly beneficial corporate strategies for the development of the company I am part of. Thanks to this, in a few weeks I was able to show what I am really capable of, achieving the job improvement that I had been pursuing for years"*

08

# Impact on Your Career

Having a specialized qualification in the strategic management of the company is a distinctive asset that will help the graduate to stand out in any personnel selection process, as well as to be promoted in the entity of which they are currently employed. This Postgraduate Certificate will allow you to demonstrate that you have a unique set of knowledge, based on the latest developments in the current business sector.



“

*Take a qualitative leap in your professional career through the course of a program with which you will stand out for your knowledge in strategic business planning and formulation”*

*Do you want to start your own business, but are hesitating? With the course of this program you will acquire the necessary confidence to start from zero the creation of a company in the administration sector.*

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

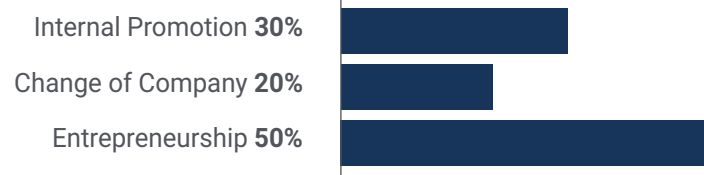
The Postgraduate Certificate in Strategic Management of the Company at TECH is an intensive program that prepares you to face business challenges and decisions in the environment of the entity you are part of. The main objective is to promote your personal and professional growth. Helping you achieve success.

*If you are looking for a program with which you can aspire to a considerable salary improvement, this is the perfect option to achieve it.*

### Time of Change



### Type of change



## Salary increase

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The completion of this program represents a salary increase of more than **25.3%** for our students.



09

# Benefits for Your Company

Completion of the contents of this program will provide the graduate with the most specialized knowledge on the strategic management of the company in different areas, being able to face complex situations with guaranteed success. TECH includes in its material simulations of real cases so that management professionals can put their skills into practice and develop a feasible strategy for problem solving.







“

*A unique opportunity to elevate your company's talent through a comprehensive specialization in the business organizational sector”*

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

01

### Growth of talent and intellectual capital

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

# 10 Certificate

The Postgraduate Certificate in Strategic Management of the Company 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 Strategic Management of the Company** 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 the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Strategic Management of the Company**

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 Strategic Management of the Company

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

# Postgraduate Certificate Strategic Management of the Company

