

# Postgraduate Certificate Strategic Management Through Data Analytics



## Postgraduate Certificate Strategic Management Through Data Analytics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: computer engineers who wish to reorient their work towards the world of data analytics and business intelligence, or established professionals in this field who need to update, delve deeper and improve their skills and knowledge

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/strategic-management-through-data-analytics](http://www.techtute.com/in/school-of-business/postgraduate-certificate/strategic-management-through-data-analytics)

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# 01 Welcome

New data analysis tools have brought about a revolution in the business world. It is now possible to know with great precision the current situation of a company and make the best decisions based on it. For this reason, this program offers professionals the possibility of incorporating the best methods of analysis applied to strategic management into their daily practice. This program also provides students with a series of managerial skills with which to improve their leadership capacity, enabling them to lead their own company to success quickly and immediately.



Postgraduate Certificate in Strategic Management Through Data Analytics.  
TECH Technological University



“

*Improve your management skills and make the best decisions for your company thanks to the data analysis tools you will acquire in this Postgraduate Certificate"*

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

---

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

---

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.



### 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 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

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

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

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

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 main objective of this Postgraduate Certificate in Strategic Management through Data Analytics is to offer students the opportunity to specialize in this field, so that they can improve their company's performance thanks to the new skills they will develop in the program. In this way, based on a 100% online teaching system, the professional will be able to improve their company's prospects by immediately applying everything they have learned throughout the program.



“

*Achieve all your objectives and  
those of your company thanks  
to this Postgraduate Certificate"*

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

The **Postgraduate Certificate in Strategic Management Through Data Analytics** will enable students to:

01

Generate specialized knowledge in digital marketing, drive and redemption

02

Analyze a campaign, targeting, data management and data measurement

03

Develop a customer management process

04

Apply digital marketing strategies according to the phases

05

Apply the techniques described above, based on data management



06

Examine the life cycle of a customer (pre-sales, delivery and after-sales), campaigns

08

Examine what GDPR is as well as the exclusions to be applied to mitigate risks in the processing of campaign data

09

Associate the most important indicators of a business with a digital marketing strategy, and be able to visualize them in dashboards

07

Determine the Robinson customer

10

Apply the described methodologies and techniques to the reality of each student



05

# Structure and Content

The contents of this Postgraduate Certificate in Strategic Management through Data Analytics have been carefully designed by leading international experts in this field. Therefore, this program has been structured in 1 specialized module that will allow the student to delve into issues such as the advantages of the application of digital marketing, the relationship of the customer life cycle with digital marketing or the management of personal data and anonymization, among others.



“

*You won't find better content than this to improve your management skills through data analytics"*

## Syllabus

The Postgraduate Certificate in Strategic Management through Data Analytics of TECH not only contains advanced knowledge in data analysis in the business environment. It also provides the professional with leadership skills to lead an organization successfully.

In this way, throughout 150 hours of learning, the professional will be able to delve into aspects such as the applications of big data in the field of business, digital marketing planning or dashboard creation software.

All of this is based on a 100% online teaching methodology that adapts to the student's professional circumstances, allowing them to study when and how they want. Likewise, students will have at their disposal multimedia materials of the highest pedagogical rigor, such as videos, case studies, master classes and interactive summaries.

With this program, therefore, the professional will be prepared to face all the present and future challenges of the business world, which is currently in a complex situation due to the global situation.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

### Module 1

### Strategic Management Through Data Analytics



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

TECH offers the possibility of developing this Postgraduate Certificate in Strategic Management through Data Analytics completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students 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. Strategic management through data analytics

### 1.1. Business and big data

- 1.1.1 The Business and big data
- 1.1.2 Value
- 1.1.3 Valuable projects

### 1.2. Advantages of Digital Marketing

- 1.2.1 Digital Marketing
- 1.2.2 Advantages of the application of digital marketing

### 1.3. Digital marketing planning

- 1.3.1 Campaigns
- 1.3.2 Drive and redemption
- 1.3.3 Digital marketing strategy options
- 1.3.4 Education

### 1.4. Implementation of digital marketing

- 1.4.1 Relationship of customer lifecycle to digital marketing
- 1.4.2 Websites
- 1.4.3 Data Science

### 1.5. Life Cycle

- 1.5.1 Customer Journey
- 1.5.2 Campaigns and life cycle
- 1.5.3 KPI de campañas

### 1.6. Campaigns and data

- 1.6.1 Datawarehouse and Datalab
- 1.6.2 Tools for forming campaigns
- 1.6.3 Operation techniques

### 1.7. Personal data in digital marketing

- 1.7.1 Personal data management and anonymization
- 1.7.2 Robinson
- 1.7.3 Types of exclusions

### 1.8. Dashboard

- 1.8.1 Indicators
- 1.8.2 Receptors
- 1.8.3 Dashboard creation software
- 1.8.4 Conclusions

### 1.9. Analysis and insights

- 1.9.1 360° Customer
- 1.9.2 Analysis and strategy
- 1.9.3 Data Science

### 1.10. Real Uses

- 1.10.1 Cross-selling and up-selling of new services
- 1.10.2 Propensity-based models
- 1.10.3 Models based on risk scoring
- 1.10.4 Predictive Models
- 1.10.5 Examples of image processing

“

*TECH's teaching method is unique  
and adapts to your professional and  
personal circumstances"*

# 06 Methodology

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

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





“

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

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

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

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



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



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

### A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

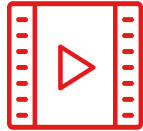
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

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



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



### Study Material

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

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



### Classes

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

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



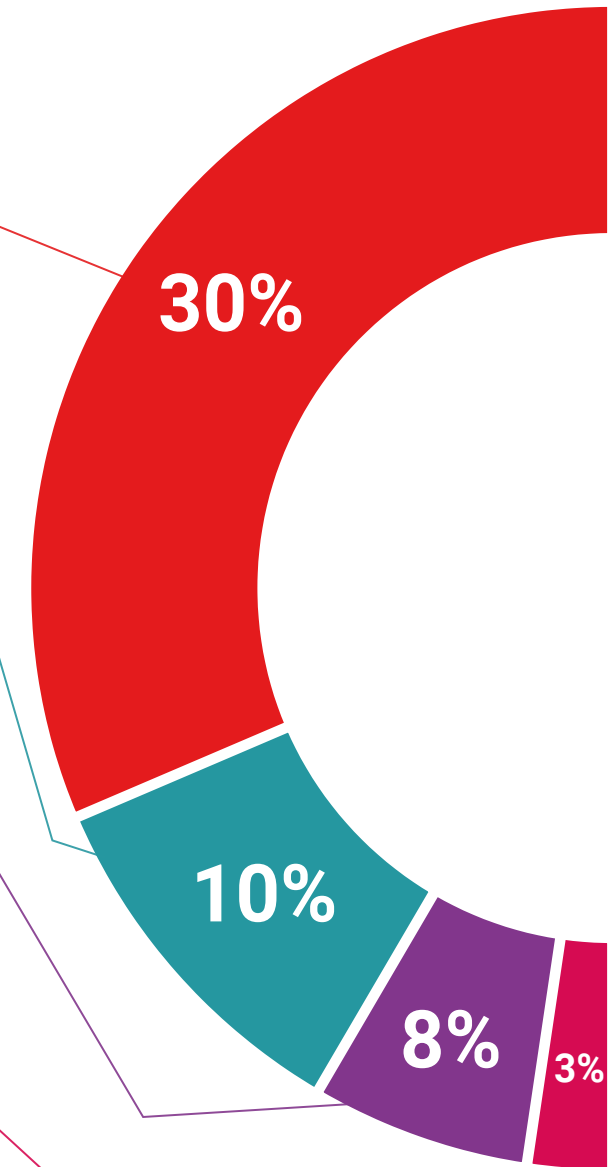
### Management Skills Exercises

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



### Additional Reading

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



**Case Studies**

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

**Interactive Summaries**

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

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

**Testing & Retesting**

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



07

# Our Students' Profiles

Thinking about the current economic situation, TECH offers its students the most innovative and accurate analysis tools with which to face all the problems that may arise in their professional careers. Therefore, this Postgraduate Certificate in Strategic Management through Data Analytics is aimed at entrepreneurs, university graduates and specialists in the economic world who want to know everything about the application of big data in the field of business.



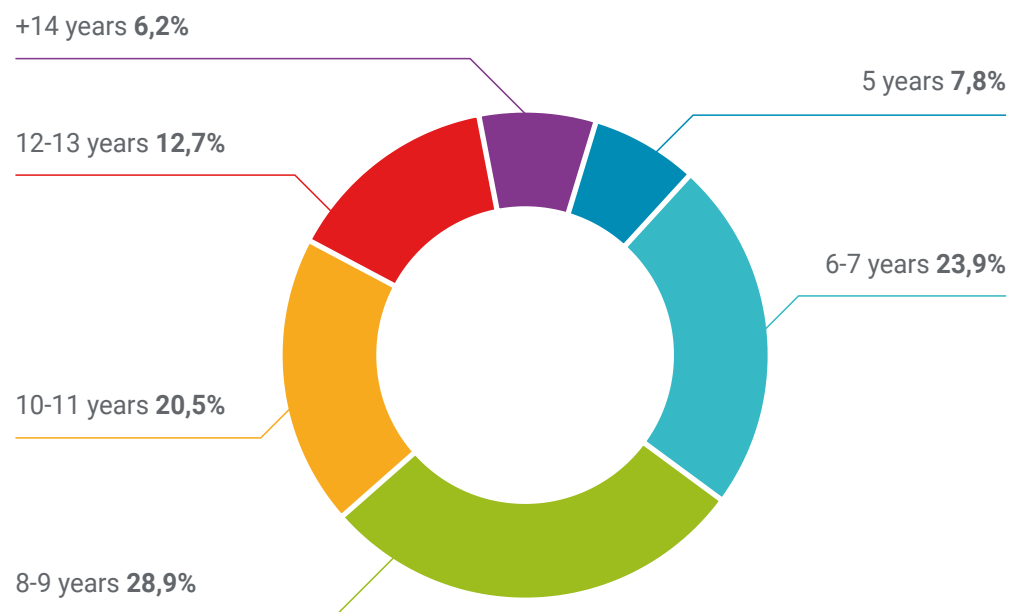
“

*Big data is the present and the future of business. This program is what you need to get your career off the ground for good"*

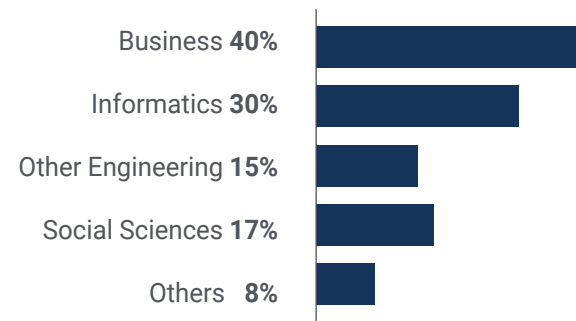
## Average Age

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

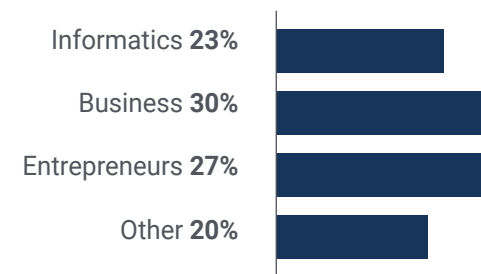
## Years of Experience



## Training

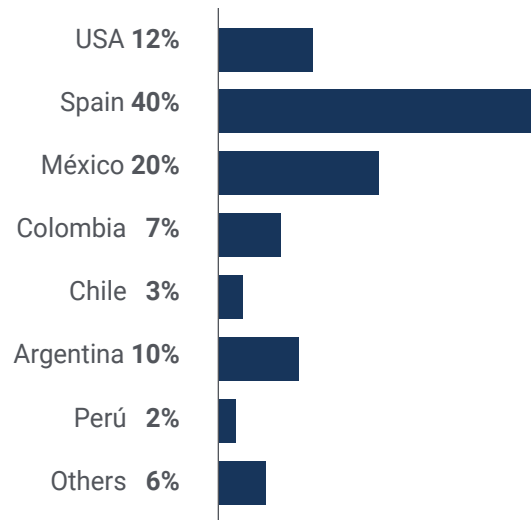


## Educational Profile



## Geographical Distribution

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## Lorenzo Martín

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CEO

*"Data is gold these days. But you need very deep knowledge to analyze it. I was aware of this before I did this program, but when I completed it I discovered all the possibilities it could bring to my company. I owe the progress of my company to TECH. I am very grateful"*

08

# Course Management

This Postgraduate Certificate in Strategic Management through Data Analytics is taught by the most specialized and prestigious faculty in the business world. Therefore, this teaching team is made up of active professionals with extensive experience in strategic decision making. That is why this program is a great opportunity for the professional, since he/she will obtain the best knowledge from the best teaching team.



“

*The best faculty is waiting for you to become a professional with a great managerial and strategic vision"*

## Management



### Dr. Peralta Martín-Palomino, Arturo

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



### Professor

#### Mr. Fondón Alcalde, Rubén

- ♦ Customer Value Management Business Analyst at Vodafone Spain
- ♦ Head of Service Integration at Entelgy for Telefónica Global Solutions
- ♦ Online account manager for clone servers at EDM Electronics
- ♦ Business Analyst for Southern Europe at Vodafone Global Enterprise
- ♦ Telecommunications Engineer from the European University of Madrid
- ♦ Master's Degree in Big Data and Data Science from the International University of Valencia

“

*This teaching staff will teach you the latest developments in this discipline so that you will become a highly sought-after professional in this sector"*

09

# Impact on Your Career

The growing importance of data management is vital in today's business world. Therefore, having completed this Postgraduate Certificate in Strategic Management through Data Analytics will put the student in a very advantageous professional situation. This way, they will be able to apply this knowledge in their own projects in other companies where a strategic vision based on data analysis and big data is required.



“

*One of TECH's objectives is to make your dreams possible and this Postgraduate Certificate will bring you closer to them thanks to its combination of innovative knowledge and high-level faculty"*

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

TECH's Postgraduate Certificate in Strategic Management through Data Analytics is an intensive program that prepares you to face challenges and business decisions in the field of business intelligence. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

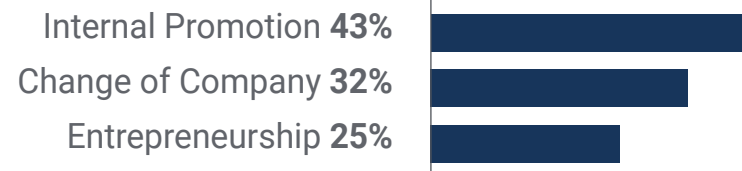
*Today's competitive world demands the best preparation and that is what this program offers: the most advanced knowledge to stand out from the rest.*

*You will find in this Postgraduate Certificate the salary improvement you are looking for.*

### Time of change



### Type of change



## Salary increase

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



10

# Benefits for Your Company

Companies can benefit from the knowledge that students will acquire in this Postgraduate Certificate in Strategic Management through Data Analytics. This is because this program provides skills in this innovative economic area while at the same time offering the opportunity to improve their leadership skills. For that reason, companies will be able to make rapid progress thanks to this high-level program, specially designed to respond to today's economic challenges.



“

*Get ready for today's complex economic situation with this program, which will move your company forward with its delve into big data"*

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.

# 11 Certificate

The Postgraduate Certificate in Strategic Management Through Data Analytics 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"*

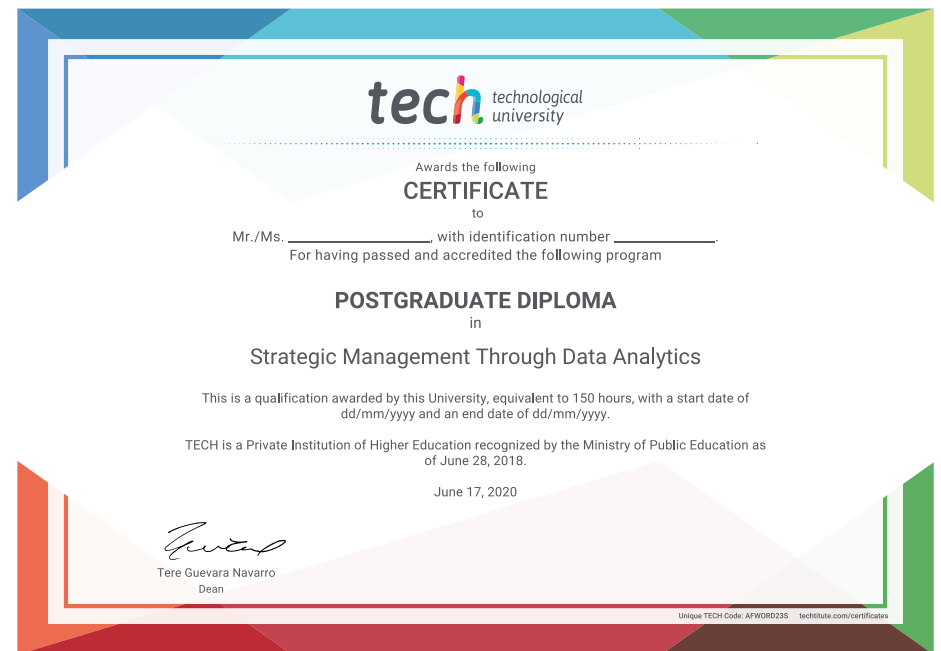
This **Postgraduate Certificate in Strategic Management Through Data Analytics** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Strategic Management Through Data Analytics**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Strategic Management Through Data Analytics

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

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