

# Postgraduate Certificate

## Technology Project Communications and Stakeholder Management





## Postgraduate Certificate Technology Project Communications and Stakeholder Management

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

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/technology-project-communications-stakeholder-management](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/technology-project-communications-stakeholder-management)

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# 01 Welcome

One of the most important aspects for the successful management of a technology project is communication. In this sense, this complete TECH academic program will focus on providing the professional with in-depth competencies in the planning and types of existing communications. In this way, an effective planning, execution, monitoring and control process can be fostered to promote project success through an efficient and effective message flow. A unique training program designed to foster students' professional growth and help them achieve each and every one of their professional goals.



Postgraduate Certificate in Technology Project Communications and Stakeholder Management.  
TECH Technological University



“

*Learn how to manage communication in Technology Projects and become a sought-after professional in the sector with 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 centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### 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 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.



### 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 Harvard Business School case studies"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

The academic program that TECH proposes on this occasion aims to provide the professional with a series of competencies necessary for the efficient management of communication in Technology Projects. To achieve this objective, a series of topics full of theoretical and practical content have been designed to help students put into action what they have learned. Thus, after the completion of this program, you will know all the aspects that influence the success of a technology project, from the point of view of in the company's organizational.



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*Your goals are our goals. If you grow, so do we"*

TECH makes the objectives of its students its own.  
We work together to achieve them

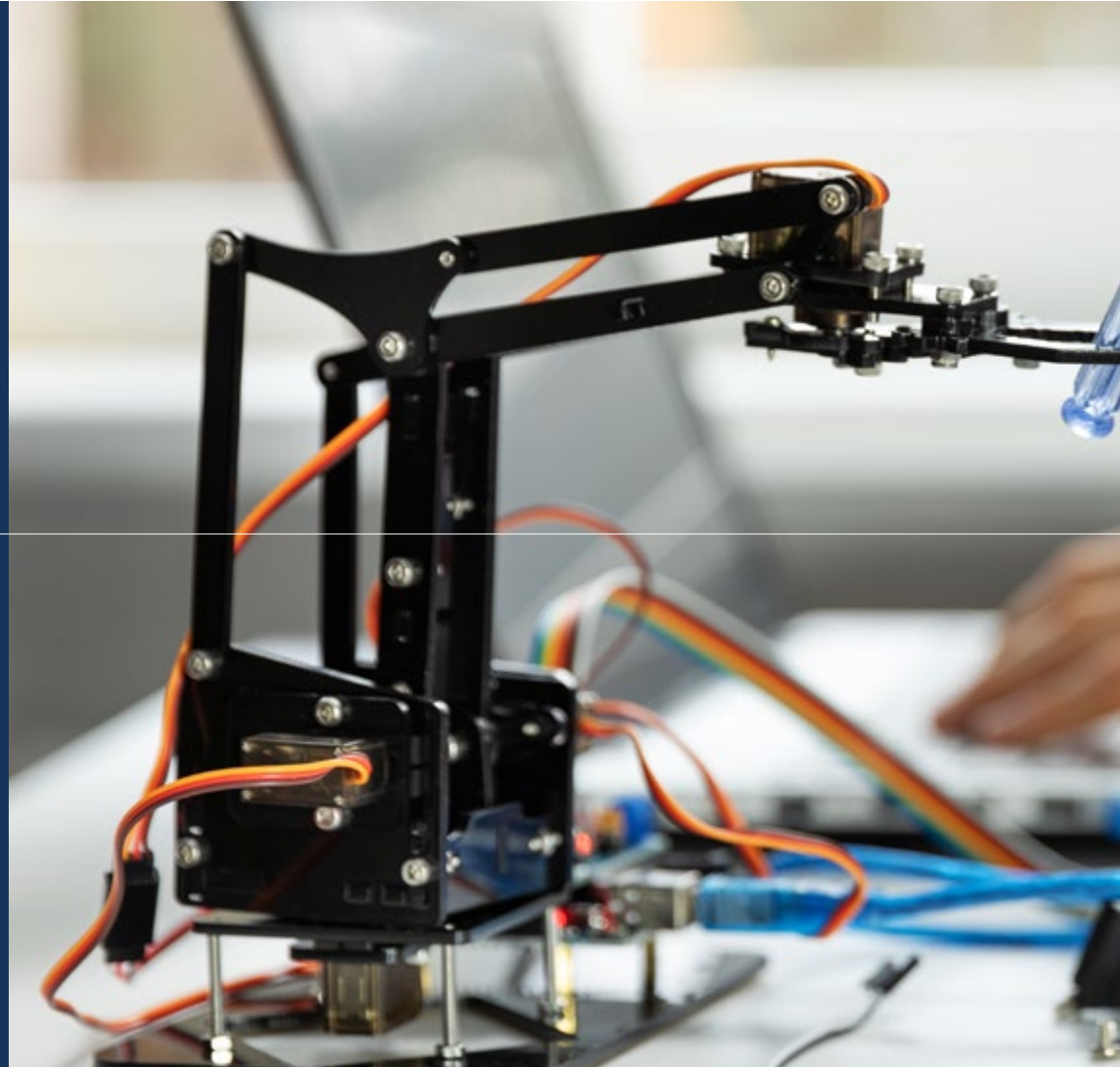
The Postgraduate Certificate in Technology Project Communications and Stakeholder Management will enable the student to:

01

Master advanced business management tools to identify and anticipate opportunities, allocate resources, organize information, select, motivate and manage people, make decisions, achieve proposed objectives and evaluate results

02

Provide a global and strategic vision of all operational departments of the company







03

Assume responsibilities and think in a transversal and integrative way to analyze and solve situations in uncertain environments

04

Assume the identification, planning, management and monitoring of Stakeholders

05

# Structure and Content

This academic program is based on the most innovative and complete teaching methodology in the market. To this end, this TECH's Postgraduate Certificate in Technology Project Communications and Stakeholder Management will be taught in an online format to give the student the ability to study wherever and whenever they want. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your success as a Technology Project Manager.



“

*You will study over a six-week period during which you will be introduced to a comprehensive, application-oriented curriculum"*

## Syllabus

Communication management of a technology project is understood as the process that includes the steps required to ensure that the planning, collection, creation, distribution, storage, retrieval, management, control, monitoring and final disposition of project information are timely and appropriate.

However, in order to do this, the professional must have prior knowledge that enables them to work successfully in the technological area. For this reason, this TECH Postgraduate Certificate focuses on providing the professional with in-depth competencies in terms of the fundamentals to ensure of effective communication, as well as the planning elements necessary to meet the objectives set by management.

All this will be taught on the basis of high-quality contents, designed in a theoretical and practical format and devised from an innovative teaching methodology based on the acquisition of eminently practical skills.

The syllabus will provide a theoretical deepening in the definition of the elements that influence the management of the communication of a technological project. The requirements and tools that are of great help in ensuring that the project is carried out according to the standards and the premises of quality and timeliness will be explained.

One of the elements that make this Postgraduate Certificate unique is its 100% online design. In this way, the student will be able to study where and when they want, and always at the pace they desire. In this way we ensure that the student's academic efforts are fully compatible with their personal and professional life.

The professional will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of their tutor throughout the process.

### Module 1

#### Communications and Stakeholder Management for Technology Projects



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

TECH offers the possibility of taking this program completely online. Throughout the 6 weeks of the duration of the training, 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. Communications and Stakeholder Management for Technology Projects

### 1.1. Planning of Communication Management

- 1.1.1. Why Is a Communications Management Plan Important?
- 1.1.2. Introduction to Communication Management
- 1.1.3. Communications Analysis and Requirements
- 1.1.4. Communication Dimensions
- 1.1.4. Tools and Techniques

### 1.2. Communication Skills

- 1.2.1. Conscious Emission
- 1.2.2. Active Listening
- 1.2.3. Empathy
- 1.2.4. Avoid Bad Gestures
- 1.2.5. Read and Write
- 1.2.6. Respect
- 1.2.7. Persuasion
- 1.2.8. Credibility

### 1.3. Effective, Efficient Communication and Types of Communication

- 1.3.1. Definition
- 1.3.2. Effective Communication
- 1.3.3. Efficient Communication
- 1.3.4. Formal Communication
- 1.3.5. Informal Communication
- 1.3.6. Written Communication
- 1.3.7. Verbal Communication
- 1.3.8. Practical Exercises on the Use of Communication Types on a Project

### 1.4. Communications Management and Control

- 1.4.1. Project Communications Management
- 1.4.2. Communication Models
- 1.4.3. Communication Methods
- 1.4.4. Project Communication Channels

### 1.5. Emerging Trends and Practices in the Communication Field

- 1.5.1. Evaluation of Communication Styles
- 1.5.2. Political Conscience
- 1.5.3. Cultural Conscience
- 1.5.4. Communication Technologies

### 1.6. Identification and Analysis of the Stakeholders

- 1.6.1. Why Is It Important to Manage Stakeholders?
- 1.6.2. Analysis and Register of Stakeholders
- 1.6.3. Interests and Concerns of Stakeholders
- 1.6.4. Considerations for Agile and Adaptive Environments

### 1.7. Stakeholder Management Planning

- 1.7.1. Adequate Management Strategies
- 1.7.2. Tools and Techniques

### 1.8. Stakeholder Engagement Management Strategy

- 1.8.1. Methods for Increasing Support and Minimizing Resistance
- 1.8.2. Tools and Techniques

### 1.9. Monitoring of Stakeholders Involvement

- 1.9.1. Stakeholder Performance Report
- 1.9.2. Tools and Techniques



06

# Methodology

This training program offers 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"*

## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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**

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



**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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

The Postgraduate Certificate in Technology Project Communications and Stakeholder Management is a program aimed at professionals with previous university degrees, who exercise their professional and managerial activity attached to the technological area. In this sense, this Postgraduate Certificate will be ideal for all those professionals who work as technology project managers and want to deepen in the management of the scope of the same.







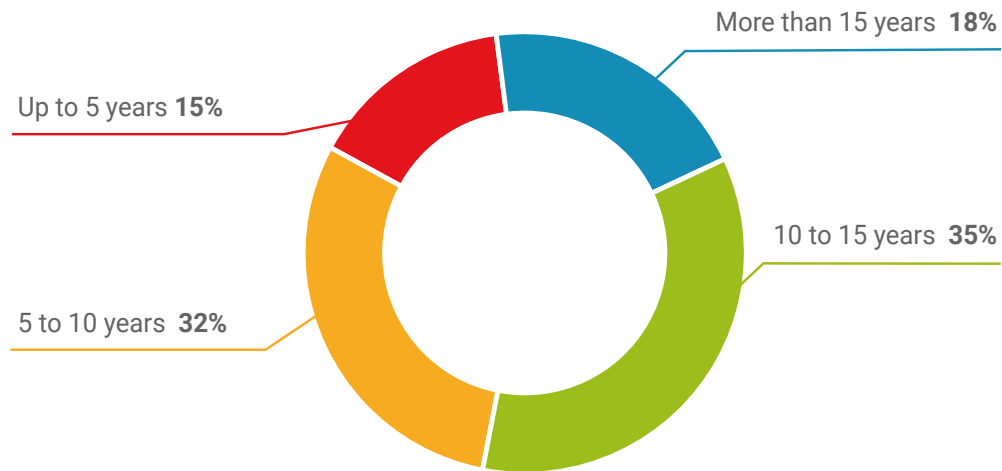
“

*We train the best students in the industry. Do you want to be one of them?"*

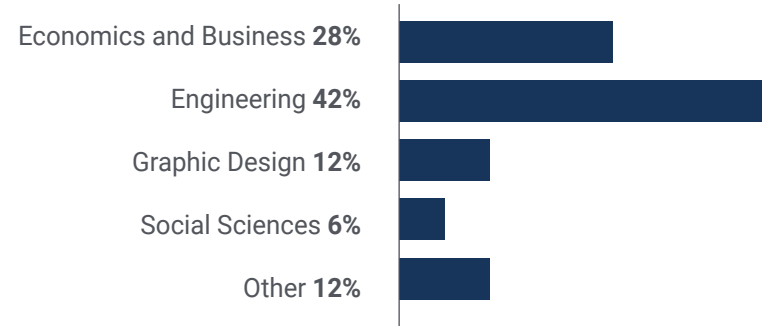
### Average Age

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

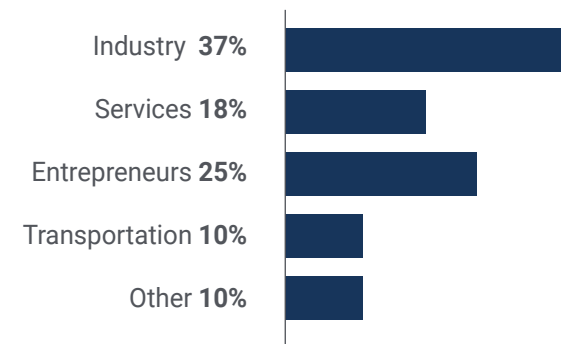
### Years of Experience



### Training

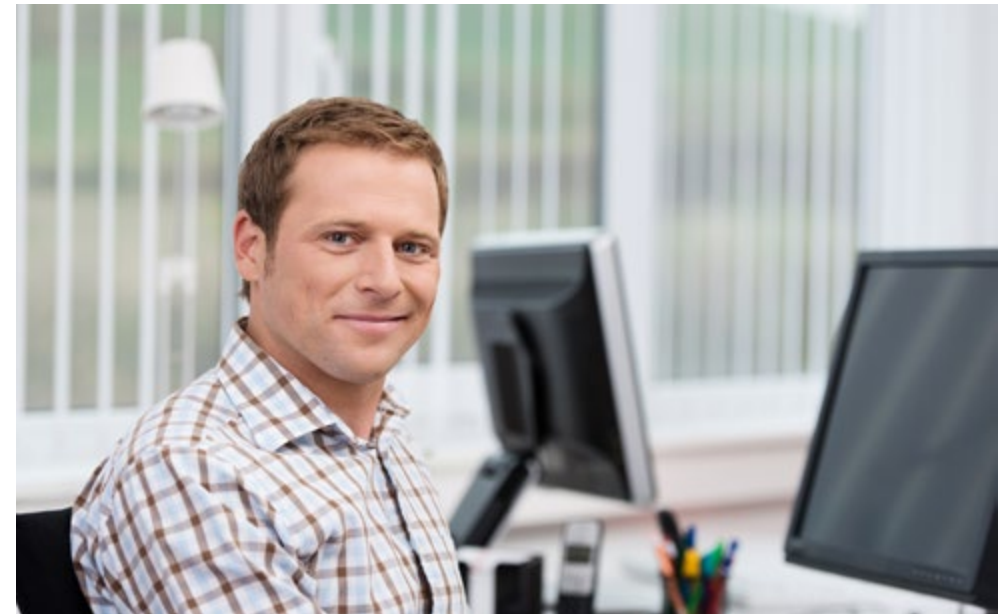
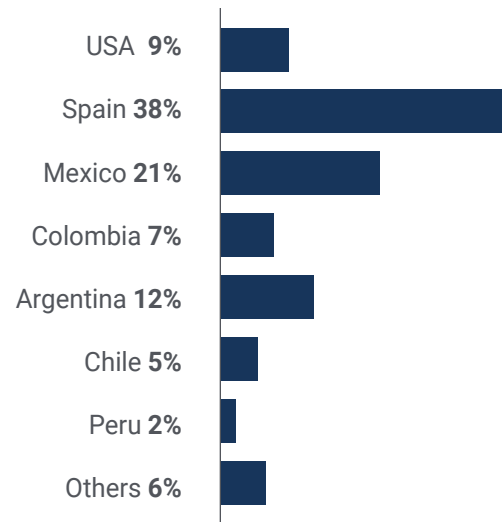


### Academic Profile



## Geographical Distribution

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## Juan Carlos Padrón

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CEO of a Technology Company

*"Today, communication is extremely important in all sectors. Being aware of this is what led me to pursue this TECH Postgraduate Certificate and I couldn't be happier. It has been an intensive and comprehensive training that I would certainly recommend to all professionals in Technology Projects"*

08

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at the student's disposal so that they can acquire the necessary skills and abilities to achieve this change.





“

*We are fully committed to helping you  
achieve the professional change you want”*

### Ready to take the leap? Excellent professional improvement awaits

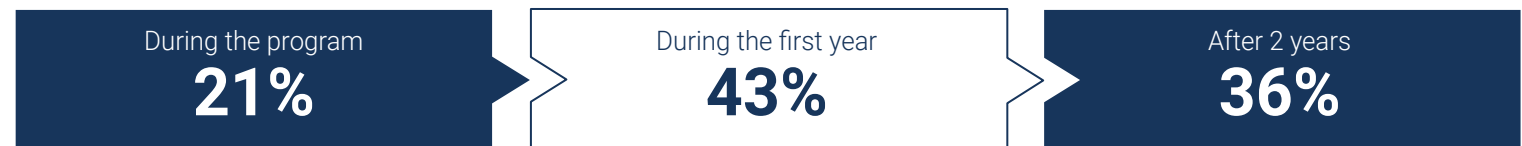
This intensive TECH program prepares students to face challenges and decisions in the management of Technology Projects. The main objective is to promote your personal and professional growth. Help you to achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

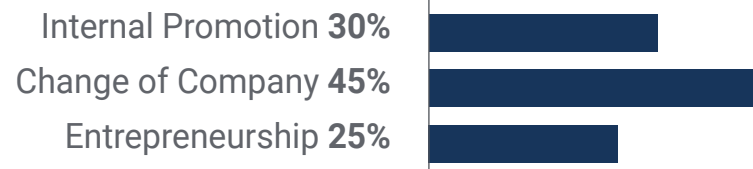
*Do not miss the opportunity to train with us and you will find the improvement you were looking for.*

*If you want to make a positive change in your profession, this is your opportunity.*

#### When the change occurs



#### Type of change



## Salary increase

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The completion of this program represents a salary increase of more than 25% for TECH students.



09

# Benefits for Your Company

The Postgraduate Certificate in Technology Project Communications and Stakeholder Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, Customers, or suppliers.







“

*After studying with us will be will be able to bring new approaches and strategies to your company that will be a bonus for its development”*

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

**01**

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

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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**02**

### **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.

**03**

### **Building agents of change**

The manager 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 management will be able to work on a real project or develop new projects in the field of R&D or Business Development of their 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 Technology Project Communications and Stakeholder Management guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this training and receive your diploma without travel or laborious paperwork"*

This **Postgraduate Certificate in Technology Project Communications and Stakeholder Management** contains the most complete and updated program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** by 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 Technology Project Communications and Stakeholder Management**

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 Technology Project Communications and Stakeholder Management

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

# Postgraduate Certificate

## Technology Project Communications and Stakeholder Management

