

# Postgraduate Diploma

Advanced Computing Techniques  
and Technologies in the Company





## Postgraduate Diploma Advanced Computing Techniques and Technologies in the Company

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals wishing to update knowledge of advanced and cutting-edge IT with the aim of broadening their skills

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advanced-computing-techniques-technologies-company](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advanced-computing-techniques-technologies-company)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 28*

07

Our Students' Profiles

---

*p. 36*

08

Course Management

---

*p. 40*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01 Welcome

With this program, students will specialize in Web Analytics, which will allow them to analyze in detail the results of marketing actions. In this way, thanks to web analytics, it will facilitate the search for trends to improve decision making in digital business. On the other hand, the professional will also delve into project management, a discipline whose objective is to organize and manage resources in such a way that all the work required in the project can be completed within the defined scope, time and cost. He will also delve into Communication, Leadership and Team Management in the Company. This will raise the level of attention to information, which will change the course of projects in terms of the quality of interpersonal relationships at the work and personal levels.



Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company.  
TECH Technological University



“

*A highly qualified Postgraduate Diploma that will allow the student to advance quickly and steadily in the acquisition of knowledge, with the scientific rigor of a global quality teaching”*

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

---

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 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

---

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

---

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

This program is designed to strengthen capacities in Data Processing and Data Security in the Company, in addition to developing new competencies and skills that will be essential in professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*A highly qualified Postgraduate Diploma that will allow the student to advance quickly and steadily in the acquisition of knowledge, with the scientific rigor of a global quality teaching"*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company enables you to:

01

Generate specialized knowledge in the use of Web Analytics

02

Examine the evolution and development from its origin to the present day

03

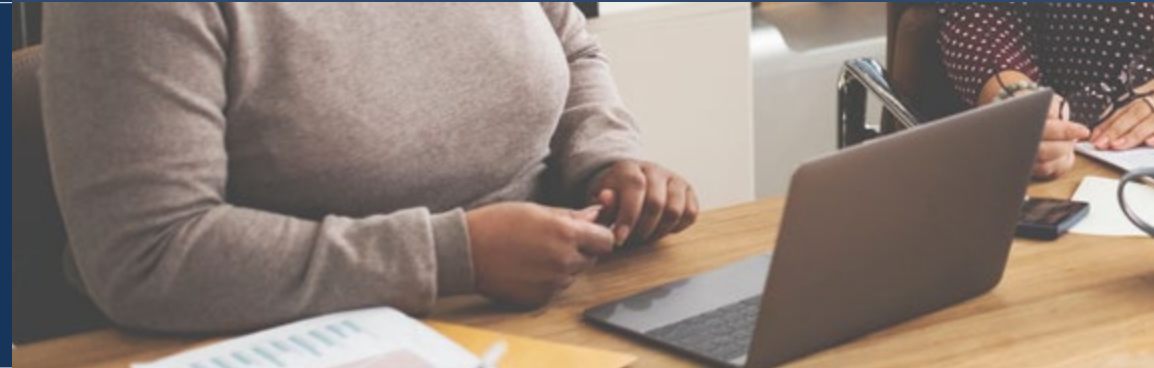
Establish an optimal configuration of Google Analytics, a fundamental work tool in online marketing

04

Analyze web traffic to understand user behavior

05

Develop basic and advanced metrics that will allow us to evaluate hits or interactions with the website





06

Determine monitoring parameters: metrics and dimensions

08

Present the PMI methodology for Project Management

09

Establish the difference between project, program and project portfolio

07

Configure the Google Analytics tool and the use of tracking tags on the website

10

Evaluate the evolution of organizations working with projects



11

Analyze which are the assets of the processes in the organizations

14

Evaluate the context of Agile methodologies for Project Management

12

Examine the matrix of process groups and knowledge areas and analyze its component processes



13

Introduce the PMI family of project management credentials

15

Develop the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) context

16

Present the management skills necessary to ensure success in the technology company

18

Establishment of emotional intelligence as a basic management tool in the company

19

Analyze improvement opportunities through mentoring, coaching and their differences

17

Propose a leadership model adapted to change

20

Promote a heightened state of awareness about communication



05

# Structure and Content

The Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company is a tailor-made program that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that will lay the foundations for professional success.



“

*All the subjects and areas of knowledge have been compiled in a complete and absolutely up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"*

## Syllabus

The Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of Advanced Computing Techniques and Technologies in the Company.

The content of the Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company is designed to promote the development of skills that enable more rigorous decision making in uncertain environments.

Over the course of 450 hours, the student analyzes a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with the world of computer science in the business world, and is designed to train professionals who understand Advanced Computing Techniques and Technologies in a Company from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of business management and administration. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Web Analytics

### Module 2

Project Management and Agile Methodologies

### Module 3

Communication, Leadership and Team Management



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

TECH offers its students the possibility of developing this program completely online. Throughout the 6 months of training, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

*Delve into the study of cybersecurity and manage to prevent computer attacks in your company.*

## Module 1. Web Analytics

### 1.1. Web Analytics

- 1.1.1. Introduction
- 1.1.2. Evolution of Web Analytics
- 1.1.3. Process of Analysis

### 1.2. Google Analytics

- 1.2.1. Google Analytics
- 1.2.2. Use
- 1.2.3. Objectives

### 1.3. Hits. Interactions with the Website

- 1.3.1. Basic Metrics.
- 1.3.2. KPI (Key Performance Indicators)
- 1.3.3. Adequate Conversion Rates

### 1.4. Frequent Dimensions

- 1.4.1. Source
- 1.4.2. Medium
- 1.4.3. Keyword
- 1.4.4. Campaign
- 1.4.5. Personalized Labelling

### 1.5. Setting up Google Analytics

- 1.5.1. Installation. Creating the Account
- 1.5.2. Versions of the Tool: UA/GA4.
- 1.5.3. Tracking Label
- 1.5.4. Conversion Objectives

### 1.6. Organization of Google Analytics

- 1.6.1. Account
- 1.6.2. Property
- 1.6.3. View

### 1.7. Google Analytics Reports

- 1.7.1. In Real Time
- 1.7.2. Audience
- 1.7.3. Acquisition
- 1.7.4. Behaviour
- 1.7.5. Conversions
- 1.7.6. e-Commerce

### 1.8. Google Analytics Advanced Reports

- 1.8.1. Personalised Reports
- 1.8.2. Panels
- 1.8.3. APIs

### 1.9. Filters and Segments

- 1.9.1. Filter
- 1.9.2. Segment
- 1.9.3. Types of Segments: Predefined / Customised
- 1.9.4. Remarketing Lists

### 1.10. Digital Analytics Plan

- 1.10.1. Measurement
- 1.10.2. Implementation in the Technological Environment
- 1.10.3. Conclusions



**Module 2. Project Management and Agile Methodologies****2.1. Project Management**

- 2.1.1. The Project
- 2.1.2. Phases to a Project
- 2.1.3. Project Management

**2.2. PMI Methodology for Project Management**

- 2.2.1. PMI (Project Management Institute)
- 2.2.2. PMBOK
- 2.2.3. Difference between Project, Programme and Project Portfolio
- 2.2.4. Evolution of Organisations Working with Projects.
- 2.2.5. Process Assets in Organisations

**2.3. PMI Methodology for Project Management: Process**

- 2.3.1. Groups of Processes
- 2.3.2. Knowledge Areas
- 2.3.3. Process Matrix

**2.4. Agile Methodologies for Project Management**

- 2.4.1. VUCA context (Volatility, Uncertainty, Complexity and Ambiguity)
- 2.4.2. Agile Values
- 2.4.3. Principles of the Agile Manifesto

**2.5. Agile SCRUM Framework for Project Management**

- 2.5.1. Scrum
- 2.5.2. The Pillars of the Scrum Methodology
- 2.5.3. The Values in Scrum

**2.6. Agile SCRUM Framework for Project Management. Process**

- 2.6.1. The Scrum Process
- 2.6.2. Typified Roles in a Scrum Process
- 2.6.3. The Ceremonies of Scrum

**2.7. Agile SCRUM Framework for Project Management. Artefacts**

- 2.7.1. Artefacts in the Scrum Process
- 2.7.2. The Scrum Team
- 2.7.3. Metrics for Evaluating the Performance of a Scrum Team

**2.8. Agile KANBAN Framework for Project Management. Kanban Method**

- 2.8.1. Kanban
- 2.8.2. Benefits of Kanban
- 2.8.3. Kanban Method Components

**2.9. Agile KANBAN Framework for Project Management. Kanban Method Practices**

- 2.9.1. The Values of Kanban
- 2.9.2. Principles of the Kanban Method
- 2.9.3. General Practices of the Kanban Method
- 2.9.4. Metrics for Kanban Performance Evaluation

**2.10. Comparison: PMI, SCRUM y KANBAN**

- 2.10.1. PMI – SCRUM
- 2.10.2. PMI – KANBAN
- 2.10.3. SCRUM - KANBAN

Module 3. Communication, Leadership and Team Management

**3.1. Organisational Development in Business**

- 3.1.1. Climate, Culture and Organisational Development in the Company
- 3.1.2. Human Capital Management

**3.2. Direction Models Decision Making**

- 3.2.1. Paradigm Shift in Management Models
- 3.2.2. Management Process of the Technology Company
- 3.2.3. Decision Making Planning Instruments

**3.3. Leadership. Delegation and Empowerment**

- 3.3.1. Leadership
- 3.3.2. Delegation and Empowerment
- 3.3.3. Performance Evaluation

**3.4. Leadership. Knowledge and Talent Management**

- 3.4.1. Talent Management in the Company
- 3.4.2. Engagement Management in the Company
- 3.4.3. Improving Communication in the Company

**3.5. Coaching Applied to Business**

- 3.5.1. Executive Coaching.
- 3.5.2. Team Coaching

**3.6. Mentoring Applied to Business**

- 3.6.1. Mentor Profile
- 3.6.2. The 4 Processes of a Mentoring Programme
- 3.6.3. Tools and Techniques in a Mentoring Process
- 3.6.4. Benefits of Mentoring in the Business Environment

**3.7. Team Management I. Interpersonal Relations**

- 3.7.1. Interpersonal Relationships

**3.8. Team Management II. The Conflicts**

- 3.8.1. The Conflicts
- 3.8.2. Preventing, Addressing and Resolving Conflict
- 3.8.3. Stress and Work Motivation

**3.9. Team Management III. The Negotiation**

- 3.9.1. Negotiation at the Managerial Level in Technology Companies
- 3.9.2. Styles of Negotiation
- 3.9.3. Negotiation Phases

**3.10. Team Management IV. Negotiation Techniques**

- 3.10.1. Negotiation Techniques and Strategies
- 3.10.2. The Figure of the Negotiating Subject



*All the subjects and areas of knowledge have been compiled in a complete and absolutely up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"*



### Smart Home

#### Room Lighting



#### Alarm system



#### Video Security



#### Room Temperature



Living room Bedroom Hallway

# 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 Diploma is aimed at professionals who wish to update their knowledge of advanced and cutting-edge computer technologies, with the aim of broadening their skills.

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

The Postgraduate Diploma is also open to professionals who, being university graduates in any area, have two years of work experience in the field of Advanced Computing Techniques and Technologies in the Company.





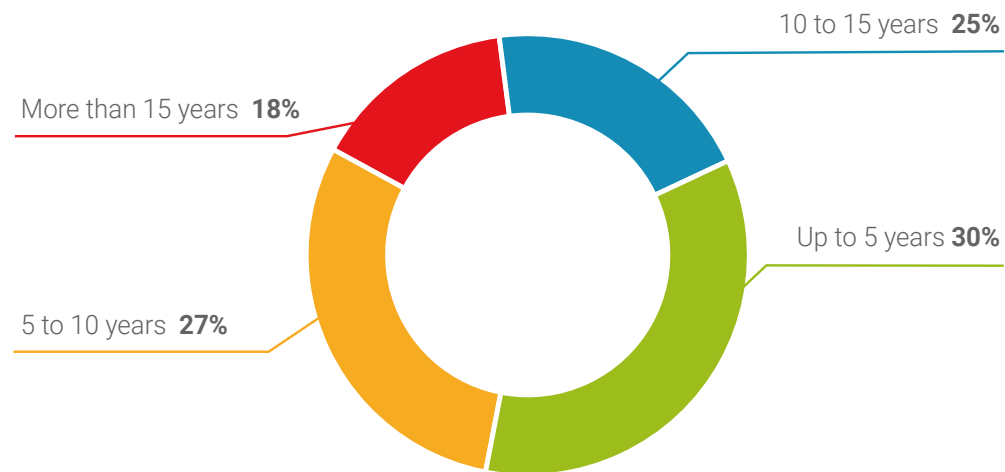
“

*Succeed with the best and acquire the knowledge and skills you need to embark in the field of Advanced Information Technology and Techniques for Business Management"*

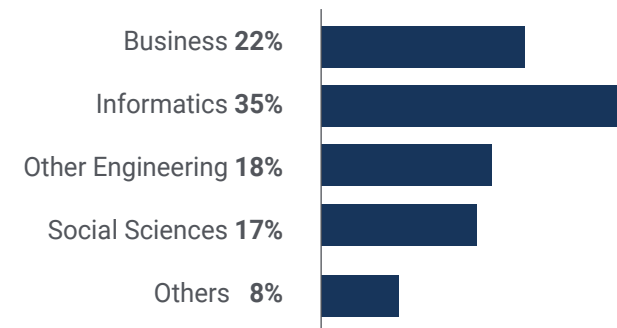
### Average Age

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

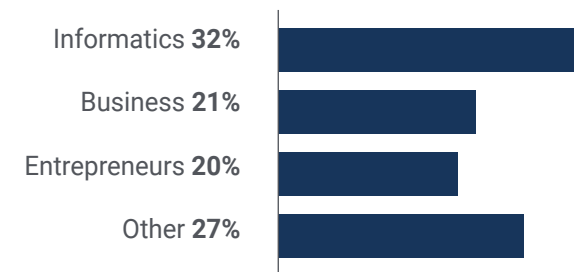
### Years of Experience



### Training

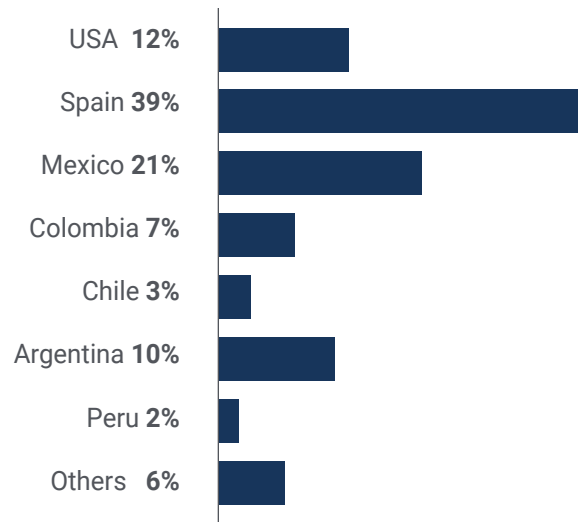


### Academic Profile



## Geographical Distribution

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## Lucía Sánchez Morales

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Data Entry Technician

*"With TECH I have been able to advance my career and apply the content taught in my daily practice quickly and effectively. The professors of the program have accompanied me throughout the specialization, solving my doubts and guiding me during the whole process. I will certainly continue my training with them"*

08

# Course Management

In its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid knowledge in Advanced Information Technology. This Postgraduate Diploma has a highly qualified team with extensive experience in the sector, which will offer the best tools for the student in the development of their skills during the Progression. In this way, students have the guarantees they need to specialise at an international level in a booming sector that will catapult them to professional success.





“

*Succeed with the best and gain the knowledge and skills you need to embark on a career in the advanced IT sector"*

## Management



### **Dr. Peralta Martín-Palomino, Arturo**

- ◆ CEO and CTO at Prometheus Global Solutions
- ◆ CTO in Korporate Technologies
- ◆ CTO in AI Shephers GmbH
- ◆ Doctorate in Psychology from the University of Castilla la Mancha
- ◆ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- ◆ Doctorate in Psychology from the Castilla la Mancha University
- ◆ 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

## Professors

### Ms. García La O, Marta

- ♦ Management, administration and account Manager 's at Think Planning and Development S.L
- ♦ Organisation, supervision and mentoring of High management training courses in Think Planning and Development S.L
- ♦ Mentoring of new employees and optimization of human capital potentials for Think Planificación y Desarrollo S.L
- ♦ Accountant-administrative in Tabacos Santiago y Zaráiche-Stan Roller, SL
- ♦ Marketing Specialist at Versas Consultores
- ♦ Accountant-Administrative at Grupo T-6, SL
- ♦ Master's Degree in Commercial and Marketing Management. Fundesem Business School
- ♦ Diploma in Business Administration. University of Murcia (Umu)

### Mr. Tato Sánchez, Rafael

- ♦ Project Management INDRA SISTEMAS S.A
- ♦ Technical Director INDRA SISTEMAS S.A
- ♦ Systems Engineer ENA TRÁFICO S.A.U
- ♦ IFCD048PO. Software Project Management and Development Methodology with SCRUM. 2019
- ♦ Coursera: Machine Learning
- ♦ Udemey: Deep Learning A-Z. Hands-on Artificial Neural Networks
- ♦ Coursera: IBM: Fundamentals of Scalable Data Science
- ♦ Coursera: IBM: Applied AI with Deep Learning
- ♦ Coursera: IBM: Advance Machine Learning and Signal Processing
- ♦ Degree in Industrial Electronics and Automation Engineering from the European University of Madrid
- ♦ Master's Degree in Industrial Engineering from the European University of Madrid

- ♦ Master's Degree in Industry 4.0 by the International University of La Rioja (UNIR)
- ♦ Professional certification. SSCE0110. Teaching for vocational training for employment

### Mr. García Niño, Pedro

- ♦ Sales Manager for IT services at companies Camuñase, S.L and Electrocamuñas S.L.
- ♦ Specialist in Digital Marketing and RRSS
- ♦ SEO On-Page / Internal Factors Specialist
- ♦ Specialist in SEO Off-Page / Linkbuilding / Black Hat SEO
- ♦ Specialist in SEM/ PPC / Google Ads
- ♦ Specialist in digital marketing analytics and performance measurement / Google Analytics
- ♦ Specialist in organic positioning and SEO Uned Foundation
- ♦ Specialist in PPC and SEM Aula CM
- ♦ Official Certification on Google Ads Search Campaigns
- ♦ Official Certification on Google Ads Display
- ♦ Computer Engineer
- ♦ Technical training in assembly and installation of desktop computers
- ♦ Technical training in software installation and maintenance / cybersecurity
- ♦ Hardware/software technician in the companies Camuñase, S.L. and Electrocamuñas, S.L
- ♦ Web design, analytics and programming

09

# 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 carrying out this great effort should be to achieve professional growth. For this, we have the perfect equation for a quality specialization: a highly up-to-date syllabus and internationally renowned teachers. Undoubtedly, a unique opportunity that will help to boost your career in a short period of time.



“

*You will learn how to evaluate sessions and traffic in order to better understand the audience, which will allow you to grow exponentially in your job”*

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

With this program, the student will be able to advance drastically in his or her profession, although there is no doubt that, in order to do so, he or she will have to make an investment in different areas, such as economic, professional and personal.

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

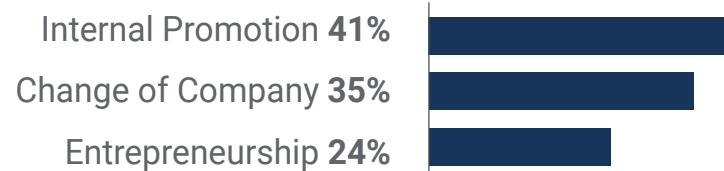
*The best way to achieve professional change is to increase your skills. So don't stop studying at TECH.*

*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

#### When the change occurs



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company contributes to elevating the organization's talent to its maximum potential by developing high-level leaders.

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





“

*In this Postgraduate Diploma you will be able to combine the efficiency of the most advanced learning methods with the flexibility of a program created to adapt to your possibilities of dedication, without losing quality"*

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

01

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

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

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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.

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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 manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

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

# 11

# Certificate

The Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.





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*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

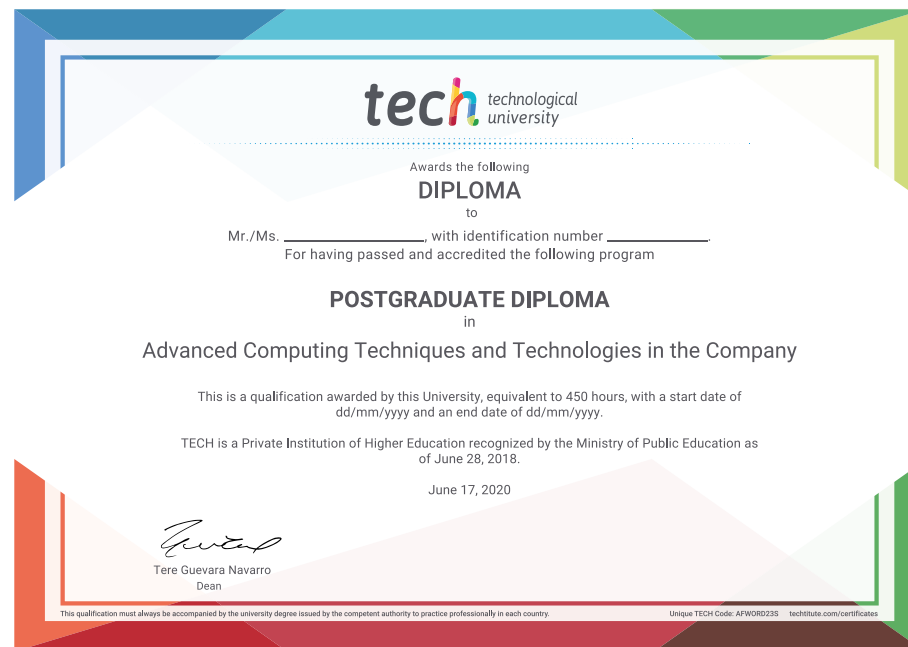
The **Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company** contains the most complete and updated program on the market.

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

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

Title: **Postgraduate Diploma in Advanced Computing Techniques and Technologies in the Company**

Official N° of Hours: **450 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 Diploma Advanced Computing Techniques and Technologies in the Company

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

# Postgraduate Diploma

Advanced Computing Techniques  
and Technologies in the Company

