

Postgraduate Diploma Agile Methodologies for New Business Models

P A M N B M



Postgraduate Diploma Agile Methodologies for New Business Models

Language: English

Course Modality: Online

Duration: 6 months.

Accreditation: TECH - Technological University

24 ECTS Credits

Teaching Hours: 600 hours.

Target group: engineers, architects and graduates who want to expand and update their knowledge in the digital transformation of their company.

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-agile-methodologies-new-business-models

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01 Welcome

Developing a new business model is a complex task. However, the emergence of agile methodologies has come to try to facilitate these tasks, reducing time, improving quality and increasing productivity. Implementing this type of tools requires professionals with higher qualification who are capable of adapting quickly to changes and who are committed to innovation in each of the processes. With this program, we offer students a truly innovative academic program and an exceptional teaching team endorsed by their professional experience and who are fundamental for the growth and professional develop of students as *project managers*.



Postgraduate Diploma in Agile Methodologies for New Business Models
TECH Technological University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. We are an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

Our university is at the forefront of technology and we put all our resources at your disposal to help you achieve business success”

TECH - Technological University



Innovation

We offer you an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique, internationally recognised method that will provide you with the keys to develop in a constantly evolving world, where every entrepreneur must be committed to innovation.

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



The Highest Standards

Our admission criteria is not based on the economic situation of an individual. You don't need to make a large investment to study with us. However, to become a TECH graduate, we will push your intelligence and problem-solving skills to the limit. Our academic standards are very high...

95% | of TECH students successfully complete their studies



Networking

Professionals from all Spanish-speaking countries attend TECH, so you will be able to create a large network of contacts that will aid you in the future.

38000

executives trained each year

23

different nationalities



Empowerment

Grow hand in hand with the best, most prestigious and influential companies and professionals. We have developed strategic partnerships and a valuable network of contacts with major economic players both in Europe and America.

500+ | collaborative agreements with leading companies



Talent

Our program is a unique initiative to showcase your talent in the business world. An opportunity that will allow you to voice your concerns and share your business vision.

Show the world your talents after completing this program.



Multicultural Context

Share a unique experience with us. You will be studying in a multicultural context. In a program with a global vision, which will allow you to learn about the working methods in different parts of the world, gathering the most innovative information that best suits your business idea.

Our students represent more than 35 different nationalities..

At TECH we strive for excellence and, to this end, we boast a series of characteristics that make us unique:



Analysis

We explore your critical side, your ability to question things, your problem-solving skills, as well as your interpersonal skills.



Academic Excellence

We offer you the best online learning methodology. We combine the Re-learning method (the most internationally recognized postgraduate learning methodology) with Harvard Business School's case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

We are the biggest. TECH currently boasts a portfolio of more than 7,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price.** This way, we ensure that studying is not as expensive for you as it would be at another university.



Learn with the best

In the classroom, our 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 you a quality specialization that will allow you to advance in your 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 your 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. You 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 you with a multitude of employment and personal advantages, among which we highlight the following:

01

A strong career boost

We give you the opportunity to take control of your future and develop your full potential. By completing our program you will acquire the necessary skills to make a positive change in your 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 companies.

We offer you an in-depth overview of general management to understand how each decision affects each of the organisation's different functional areas.

Our global vision of companies will improve your strategic vision.

03

You will solidify your skills in senior business management.

We open the doors to a professional landscape at your level as a high-level executive, 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

We show you the latest trends, advances, and strategies to carry out your professional work in a rapidly changing environment.

45% of graduates are promoted internally.

05

You will have access to a powerful network of contacts

We connect you with like-minded people. With the same concerns and desire to grow. Share partners, customers, or suppliers.

You will find a network of contacts that will be crucial for your professional development.

06

You will thoroughly develop your business project.

You will acquire a deep strategic vision that will help you develop your 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

We help you apply and develop the knowledge you have acquired and improve your interpersonal skills to become a leader who makes a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

We offer you the opportunity to 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 internationally respected teachers.

04 Objectives

This program is designed to strengthen your skills in the business field, as well as to develop new competencies and skills for implementing agile methodologies that will be essential in your professional development. Through this program, the student will be capable of making global decisions with an innovative perspective and an international vision, which without a doubt, will be an added value to their business and will help it to grow.



“

In the digital era, applying agile methodologies will be fundamental for the effective growth of your organization”

Your goals are our goals.

We work together to help you achieve them

The Postgraduate Diploma in Agile Methodologies for New Business Models will train you to:

01

Break down, block by block, the business model we want

02

Deepen knowledge of the book of *Business Model Generation* as well as to further develop the information of the steps involved

03

Develop a much clearer idea of the business idea and be able to explain it in an easy way to clients, colleagues and investors





04

Make an exhaustive analysis of the business plan based on more solid business models

05

Apply the main applications in the field of innovation and the digital context

06

Use *Design Thinking* as a tool in the creation and optimization of products and services, from a professional perspective.

07

Apply the main applications in the field of innovation and the digital context

08

Discover the benefits and opportunities offered by *Design Thinking*

09

Analyze the scope in the development of a *business plan*.





10

Launch a product without spending a lot of money in its development

11

Learning from mistakes and knowing how to turn an idea around is essential for adapting to the needs of the client and monetizing the business idea as soon as possible

12

Have the lowest possible cost in the implementation of the business idea.

05

Structure and Content

The Postgraduate Diploma in Agile Methodologies for New Business Models at TECH Technological University is a program aimed at offering students the most comprehensive information on the subject. For this reason, the content has been organized over 4 modules created by a top class teaching team. In this way, the student will have access to the most innovative syllabus, in which they will find everything they need to access the highly competitive job market.



“

Meticulously designed by industry professionals who have poured their experience and expertise into the development of this prestigious Postgraduate Diploma”

Syllabus

The content of the Postgraduate Diploma in Agile Methodologies for New Business Models is designed to encourage the development of skills in students who want to get involved in project management departments of renowned companies in different fields.

To this end, throughout 600 hours of study, students will be able to carry out a multitude of practical cases that will be fundamental to gain first-hand knowledge of the sector, as they will have access to simulated environments that will show the day-to-day work of the profession. Thus, at the end of the course, the professional will be able to face real cases in their daily work.

A plan designed to improve students' qualifications, which understands their academic needs and seeks to improve the skills of professionals through the latest teaching methodology and a 100% online format, essential to combine their studies with the rest of their daily commitments.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Agile Methodologies for the Development of New Business Models: <i>Canvas Business Model</i>
Module 2	Agile Methodologies for Project Management and Technology
Module 3	Innovation Methodologies: <i>Design Thinking</i>
Module 4	Agile Methodologies for new Products and Businesses: <i>Lean Start-up</i>



Where, when, and how it is taught

TECH offers you the possibility of taking this program completely online. Throughout the 6 months of 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. Agile Methodologies for the Development of New Business Models: *Canvas Business Model*

1.1. Development of New Business Models

- 1.1.1. Patterns
- 1.1.2. Design Ideas
- 1.1.3. Prototyping

1.2. Value Proposition

- 1.2.1. Giving Value to Our Customers
- 1.2.2. Solution to Our Customers Problems
- 1.2.3. Satisfied Customers and Their Needs
- 1.2.4. Particularize Products or Services to Each Customer Sector

1.3. Customer Segments. Customer Segment Selection

- 1.3.1. Creating Value for Each Customer
- 1.3.2. Knowing How to Identify the Most Important Customers
- 1.3.3. Niche Markets

1.4. Communication and Distribution Channels

- 1.4.1. Make Customers Aware of Products/ Services
- 1.4.2. Help Customers Evaluate the Proposal

- 1.4.3. Enable Customers to Purchase Products/ Services
- 1.4.4. Provide Customers with a Value Proposition
- 1.4.5. Offer Customers After-Sales Services

1.5. Relationship with the Customer

- 1.5.1. Customer Acquisition
- 1.5.2. Customer Loyalty
- 1.5.3. Sales Stimulation

1.6. Revenue Flows

- 1.6.1. Revenues Within the Business Plan
- 1.6.2. Revenues from Transactions Derived from One-Time Payments
- 1.6.3. Recurring Income Derived from Periodic Payments

1.7. Key resources

- 1.7.1. Physical
- 1.7.2. Intellectual
- 1.7.3. Human
- 1.7.4. Economic

1.8. Key Activities

- 1.8.1. Production Activities
- 1.8.2. Problem Solving Activities
- 1.8.3. Platform/Network Activities

1.9. Strategic Partnerships.

- 1.9.1. Strategic Alliances Between Non-Competing Companies
- 1.9.2. Strategic Alliances Between Competing Companies
- 1.9.3. Joint Ventures
- 1.9.4. Customer-Supplier Relationships

1.10. Cost structure

- 1.10.1. The Role of Cost in the Business Plan
- 1.10.2. Cost Structures According to Costs
- 1.10.3. Cost Structures According to Value

Module 2. Agile Methodologies for Project Management and Technology

<p>2.1. State of the Art in Agile Methodologies</p> <p>2.1.1. Context of the Emergence of these Methodologies</p> <p>2.1.2. Challenges that Help Us Solve</p> <p>2.1.3. Ecosystem of Methodologies and the Relationships Between Them</p>	<p>2.2. Agile Manifesto and Principles</p> <p>2.2.1. Principles of the Manifesto</p> <p>2.2.2. Meaning, Importance and Implications</p> <p>2.2.3. Points of Contact with Key Aspects of Other Contemporary Methodologies</p>	<p>2.3. SCRUM I</p> <p>2.3.1. SCRUM</p> <p>2.3.2. Challenges and Benefits</p> <p>2.3.3. SCRUM Features</p> <p>2.3.4. Procedure and Phases</p> <p>2.3.5. Roles</p>	<p>2.4. SCRUM II - Planning and Sprints</p> <p>2.4.1. Study of the "Sprint"</p> <p>2.4.2. Understanding this Phase</p> <p>2.4.3. Objectives and Challenges</p> <p>2.4.4. Practical Procedure</p>
<p>2.5. SCRUM III - Review Phase</p> <p>2.5.1. Understanding this Phase</p> <p>2.5.2. Objectives and Challenges</p> <p>2.5.3. Practical Procedure</p>	<p>2.6. SCRUM IV - Retrospective Phase</p> <p>2.6.1. Understanding this Phase</p> <p>2.6.2. Objectives and Challenges</p> <p>2.6.3. Practical Procedure</p>	<p>2.7. SCRUM V - Documentation and Good Practices</p> <p>2.7.1. Why we should document</p> <p>2.7.2. How to Document</p> <p>2.7.3. Good Practices</p>	<p>2.8. Extreme Programming</p> <p>2.8.1. Extreme Programming Analysis</p> <p>2.8.2. Objectives and Challenges of Extreme Programming Methodology</p> <p>2.8.3. Practical Procedure</p>
<p>2.9. KANBAN</p> <p>2.9.1. KANBAN Methodology</p> <p>2.9.2. Objectives, Benefits and Limitations</p> <p>2.9.3. Methodology in Practice</p>	<p>2.10. Application of Agile Methodologies in Different Fields</p> <p>2.10.1. Understanding How Agile Methodologies Can Help Us in Different Areas</p> <p>2.10.2. Agile Software Development</p> <p>2.10.3. Agile Marketing</p> <p>2.10.4. Agile Sales</p>		

Module 3. Innovation Methodologies: *Design Thinking*

3.1. *Design Thinking: People-Centered Innovation*

- 3.1.1. Understand the Fundamental Principles of *Design Thinking*
- 3.1.2. Objectives and Limitations
- 3.1.3. Benefits Within the Current Context

3.2. *Design Thinking Phases*

- 3.2.1. Understand the Development Flow of this Methodology
- 3.2.2. Challenges in Each Phase of a Project
- 3.2.3. Errors and Malpractice

3.3. *Research Methodologies in Design Thinking I*

- 3.3.1. Methods I
- 3.3.2. Objectives, Benefits and Limitations I
- 3.3.3. Practical Application I

3.4. *Research Methodologies in Design Thinking II*

- 3.4.1. Methodology II
- 3.4.2. Objectives, Benefits and Limitations II
- 3.4.3. Practical Application II

3.5. *Customer Journey*

- 3.5.1. *Customer journey*
- 3.5.2. Objectives, Benefits and Use Cases
- 3.5.3. Practical Application

3.6. *Workflow in Design Thinking I: Immersion*

- 3.6.1. Objectives
- 3.6.2. Procedure
- 3.6.3. Challenges and Good Practices

3.7. *Workflow in Design Thinking II: Ideation*

- 3.7.1. Objectives
- 3.7.2. Procedure
- 3.7.3. Challenges and Good Practices

3.8. *Workflow in Design Thinking III: Implementation*

- 3.8.1. Objectives
- 3.8.2. Procedure
- 3.8.3. Challenges and Good Practices

3.9. *Workflow in Design Thinking IV: Testing and Closing Up*

- 3.9.1. Objectives
- 3.9.2. Procedure
- 3.9.3. Challenges and Precautions Prior to Solution Implementation

3.10. *Good and Malpractices in Design Thinking*

- 3.10.1. Risks and Common Mistakes in *Design Thinking Practice*
- 3.10.2. Cases in Which This Methodology Should Not Be Applied
- 3.10.3. Final Recommendations and *Checklist*

Module 4. Agile Methodologies for new Products and Businesses: *Lean Start-up*

4.1. Entrepreneurial Spirit 4.1.1. Entrepreneur 4.1.2. Entrepreneur Characteristics 4.1.3. Types of Entrepreneurs	4.2. Entrepreneurship and Teamwork 4.2.1. Teamwork 4.2.2. Characteristics of Teamwork 4.2.3. Advantages and Disadvantages of Teamwork	4.3. Creation of a Company 4.3.1. Being an Entrepreneur 4.3.2. Company Concept and Model 4.3.3. Stages of the Business Creation Process	4.4. Basic Components of a Company 4.4.1. Different Approaches 4.4.2. The 8 Components of a Company 4.4.2.1. Customers: 4.4.2.2. Environment.
4.4.2.3. Technology 4.4.2.4. Material Resources 4.4.2.5. Human resources. 4.4.2.6. Finances 4.4.2.7. Enterprise Networks 4.4.2.8. Opportunity	4.5. Value proposition 4.5.1. Value Proposition 4.5.2. Ideas Generation 4.5.3. General Recommendations for Value Propositions	4.6. Support Tools for the Entrepreneur 4.6.1. <i>Lean Start-up</i> 4.6.2. <i>Design Thinking</i> 4.6.3. <i>Open Innovation</i>	4.7. <i>Lean Start-ups</i> 4.7.1. <i>Lean Start-up</i> 4.7.2. <i>Lean Start-up</i> Methodology 4.7.3. Phases a <i>Start-up</i> Goes Through
4.8. Business Approach Sequence 4.8.1. Validate Hypotheses 4.8.2. MVP: Minimum Viable Products 4.8.3. Measure: <i>Lean Analytics</i> 4.8.4. Pivot or Persevere	4.9. Innovate 4.9.1. Innovation 4.9.2. The Ability to Innovate, Creativity and Growth 4.9.3. Innovation Cycle	4.10. Creativity 4.10.1. Creativity as a Skill 4.10.2. Creativity Process 4.10.3. Types of Creativity	

06

Methodology

This training provides you with a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

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 Re-learning, 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 you a revolutionary approach to developing your skills and knowledge. Our goal is to strengthen your 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 TECH Business School program is an intensive training program that prepares you to face any challenge in this field, both on a national and international level. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard case studies, with which we have a strategic agreement that allows us to offer you material from the best university in the world.

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

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

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.

In a given situation, what would you do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, you will be presented with multiple real cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Re-Learning 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: Re-learning.

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 Re-learning.

Our business school is the only one in Spanish-speaking countries 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 Spanish online university indicators.



In our program, learning is not a linear process, but rather a spiral (we 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.

Re-learning 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.

Based on the latest evidence in neuroscience, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and 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.



In this program you will have access to the best educational material, prepared with you in mind:



Study Material

All the teaching materials are specifically created for the course by specialists who teach on the course so that the teaching content is highly specific and precise.

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



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 our difficult future decisions.



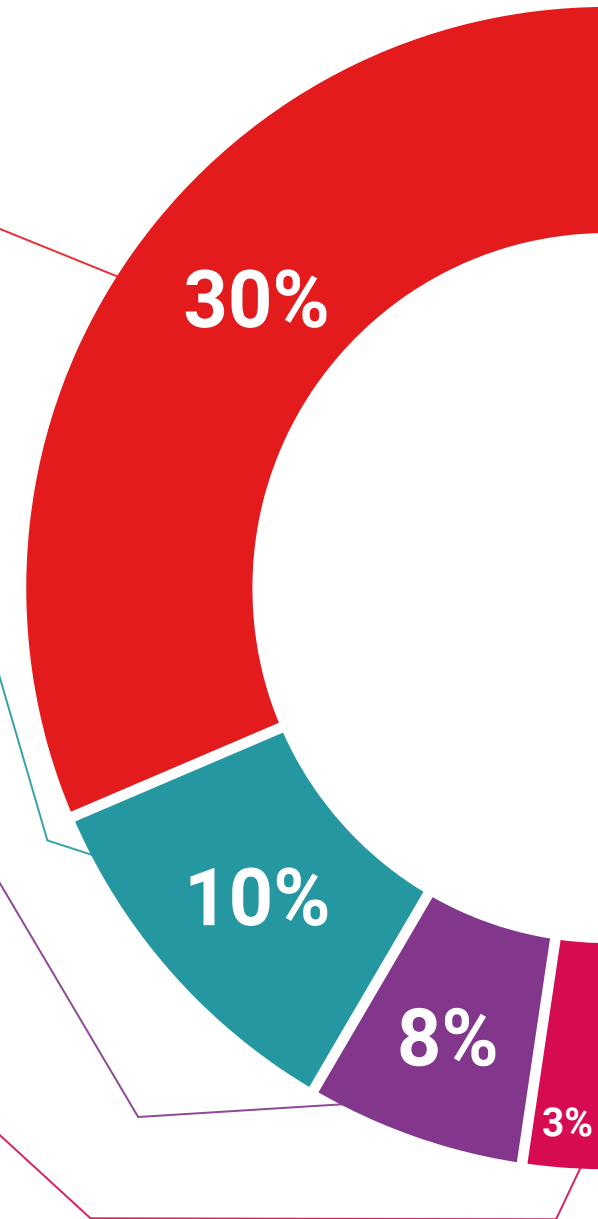
Management Skills Exercises

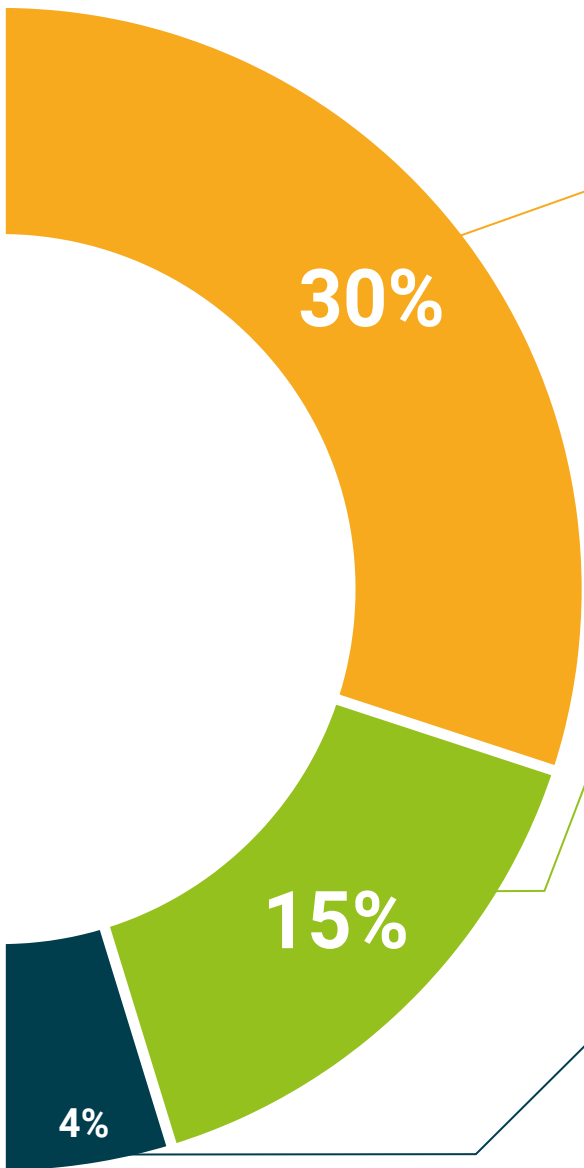
You will carry out activities to develop specific managerial skills in each subject area. Exercises and activities to acquire and develop the skills and abilities that a senior manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

You 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

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



Testing & Re-Testing

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



07

Our Students' Profiles

This qualification is especially aimed at business professionals who wish to improve their qualification to implement the most innovative methodologies in all procedures within their business. Students have chosen this university for its prestige and the quality of its programs and teaching staff as well as for the new formula for studying, centered on digital teaching.





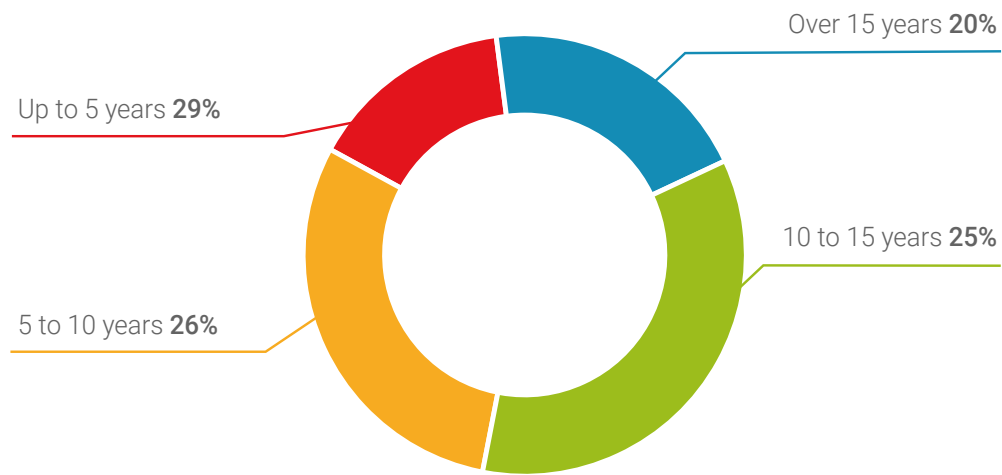
“

Become a specialist in agile methodologies and apply the most suitable processes to improve your company's performance"

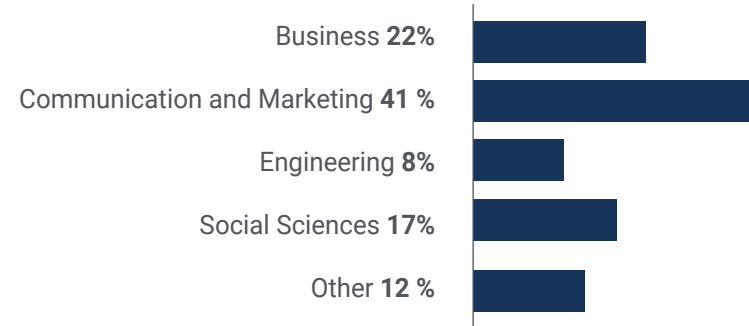
Average Age

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

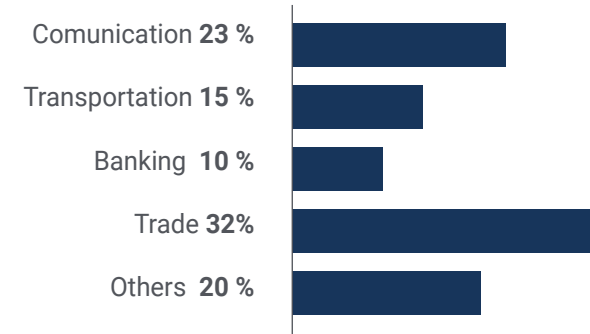
Years of Experience



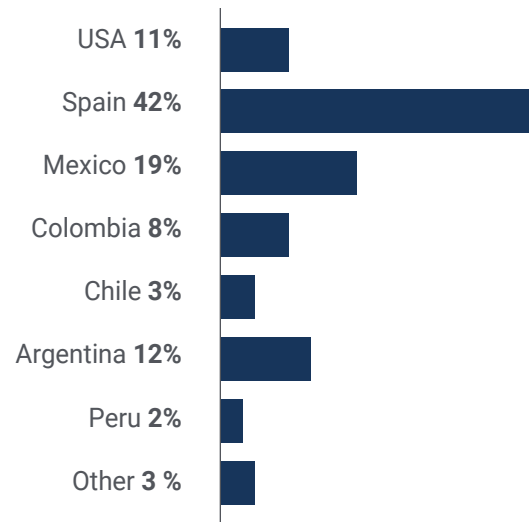
Training



Academic Profile



Geographical Distribution



Manuel Ortega

Manager of a Digital Company

"This is the best training on agile methodologies for new business models that I could have done. The multimedia methodology and the huge number of practical cases has allowed me to quickly acquire the knowledge. Also, everything I have learnt I have been able to implement it in my daily work"

08

Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

We have the best teaching team to help you to specialize in a highly-demanded field”

Management



Barrientos, Giancarlo

- ♦ Information Systems Engineer with a specialization in Software Engineering from U.S.A.L Buenos Aires, Argentina.
- ♦ He started his professional experience focusing on different markets in Latin America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet GmbH and Grupo Clarín
- ♦ Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- ♦ He is currently IT Manager at Assist-365



Nieto-Sandoval González-Nicolá, David

- ♦ Industrial Technical Engineer by the E.U.P. of Málaga.
- ♦ Industrial Engineer by the E.T.S.I.I. of Ciudad Real.
- ♦ Data Protection Officer (DPO), Antonio Nebrija University
- ♦ Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- ♦ CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels.
- ♦ Writer of technological training content for both public and private entities.
- ♦ Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Cotes, Jaime

- Electrical Engineer
- Specialist in Computer Networks and Professional Master's Degree in Business Administration, University of the North.
- International Master's Degree in Marketing and Digital Business, IEMD, Spain, online modality
- Master's Candidate in Marketing and Digital Transformation
- Master's Degree in Digital Team Management and Direction
- Certificate in Digital Coach, at European Business School of Barcelona S.L.
- Certificate in Virtual Tutoring Training and Certificate in University Teaching, University of the North.
- Graduate of the School of Consultant Training Rosario University - University of the North.
- International Certified Consultant by BVQI (Bureau Veritas Quality International)
- Candidate at the Academy of Digital Consultants

García Rodrigo, Javier

- Director of the R&D Project and Innovation Management Office of Telefónica. Currently
- Master's Degree in Electrical and Computer Engineering, Polytechnic University of Madrid (Spain).
- Double Master's Degree in Business Innovation Management from the University of Barcelona (Spain) and EAE Business School (Spain)
- Member of the wireless connectivity group at Telefónica, where he worked on several projects with the Spanish public administration leading the transition between 3G and 4G networks. 2009
- Member of Telefónica Research, where he managed the project portfolio strategy for the development of European innovation projects. 2011

Garbarino, Lucía

- User-Centered Product Designer
- More than 9 years of experience working in high-impact startups in the digital industry such as Rappi and Eventbrite
- Passionate about creating products that deliver an amazing user experience
- Founder of the Argentinian User experience community
- Co-Organizer of Mind the Product

Santiago, Claudia

- Degree in International Business and Finance from the Autonomous University of the Caribbean.
- Professional Master's Degree in Marketing and Advertising Communication from the USA
- Outstanding experience in the commercial area with emphasis on the educational sector in the categories of universities, agencies, technology centers, schools and corporate management at national and international level, occupying managerial and executive positions in fast-growing companies, with a profile oriented to leadership and belonging.

Crespo Garcia, Laura

- Social Communicator and Journalist
- Professional Master's Degree in Audiovisual Communication
- Courses in the area of Digital Marketing and Community Manager
- Development in the area of Community Manager and Digital Marketing.
- Public relations at Gente Estratégica, Barranquilla, Colombia
- Audiovisual Press at the multinational media company Zoomintv.
- Audiovisual Production and Communication Assistant, Secretary of the Government of the City of Buenos Aires.
- Audiovisual Producer at the Youth Olympic Games in Buenos Aires, Argentina
- In charge of Digital Marketing, Advertising and Community Manager at Multiled, an established company in the area of advertising and media management, sports media and major events in Argentina

09

Impact on Your Career

Business professionals who wish to boost their careers, gain access to positions of greater responsibility and, therefore, higher pay, and achieve professional success will find in this program a unique learning opportunity. Thus, upon successfully completing the course, they will have acquired the much-needed training that will position them as the top references in agile methodologies for new business models.





“

Obtain a professional improvement in a short period of time after completing this program”

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

The Postgraduate Diploma in Agile Methodologies for New Business Models at TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the world of project management. The main objective is to promote your personal and professional growth, helping you achieve success.

Generating Positive Change

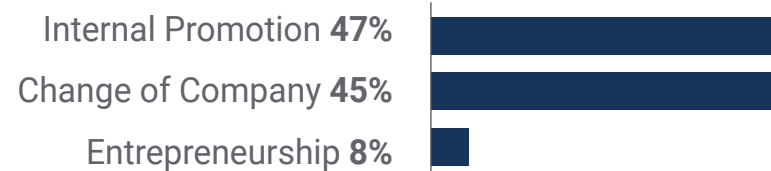
An essential program that will open doors to a highly competitive job market.

Access higher paying positions and achieve your career goals.

Professional change for our students



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Diploma in Agile Methodologies for New Business Models helps raise the organization's talent to its maximum potential by training high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing the training and improving the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

Bring a new working vision to your daily practice and achieve greater benefits for you and your company"

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

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the manager 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 manager can work on a real project or develop new projects.

06

Increased Competitiveness

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

11

Certificate

This Postgraduate Diploma in Agile Methodologies for New Business Models guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.



“

Successfully complete this training and receive your university qualification without travel or laborious paperwork"

This **Postgraduate Diploma in Agile Methodologies for New Business Models** contains the most complete and up-to-date scientific program on the market.

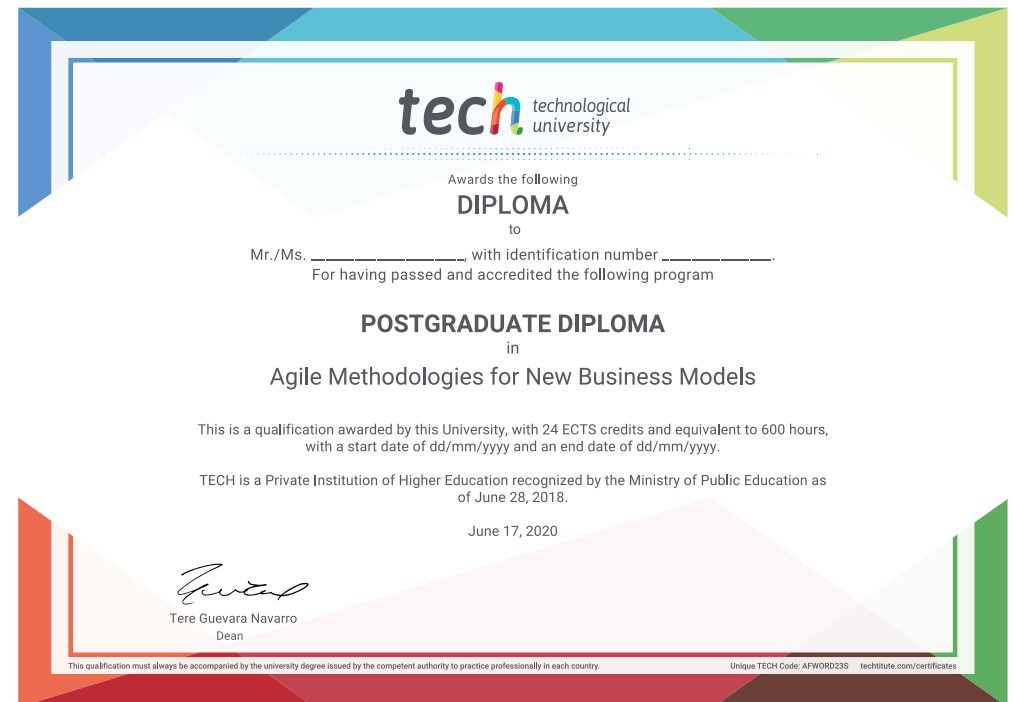
After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Agile Methodologies for New Business Models**

ECTS: **24**

Official Number of Hours: **600**



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



Postgraduate Diploma Agile Methodologies for New Business Models

Language: English

Course Modality: Online

Duration: 6 months.

Accreditation: **TECH - Technological University**

24 ECTS Credits

Teaching Hours: 600 hours.

Postgraduate Diploma

Agile Methodologies for New Business Models

