

Postgraduate Diploma Big Data in Companies





Postgraduate Diploma Big Data in Companies

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates or professionals of any specialty who want to be qualified in the application of data visualization technologies, Big Data and artificial intelligence for the development, boost or change of direction of their professional career

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-big-data-companies

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01

Welcome

One of the keys to success in the implementation of Big Data technologies resides in the proper management of the related projects. This intensive program will provide students with skills for strategic project management through the contribution of best practices collected under the PMI, methodologies such as Kimball or a unique methodology in the world: SQuID, developed by a leading Spanish company in Big Data. These will be tools that, when placed in the student's hands, will allow them to tackle any type of project in this field.



Postgraduate Diploma in Big Data in Companies.
TECH Technological University

“

Finally, students will learn about a case study of application in the world of Big Data to Marketing with MasterLead, which provides a tool to assess the probability of a lead becoming a customer”

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 method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 the most rigorous and up-to-date case studies in the academic community"

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

In TECH, professionals are prepared for a changing, globalized society, characterized by the constant growth of data and information relevant to the business world. The objectives of this Postgraduate Diploma have been established based on realistic and necessary goals for professionals in the sector who wish to specialize in data analysis in companies.



“

Visual Analytics is not only technology, but business and management. Today's professionals can no longer remain in the technical application of the extensive knowledge they have, but are required to have Soft Skills adapted to the new Drive environments, where managing uncertainty is key to company survival"

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

The Postgraduate Diploma in Big Data in Companies prepares students to:

01

Know the best practices in PMI applied to the world of Big Data

04

Identify the legal issues of application related to the capture, storage and use of user data

02

Understand Kimball methodology



03

Know the SQuID methodology and its applicability in the development of projects with large volumes of data

05

Know how privacy can be provided in Big Data

06

Anticipate ethical risks and benefits derived from the application of big data techniques that may occur in real situations

08

Be able to design a central intelligence system (CRM) for decision support based on data analysis and visualization, and focused on the company's own context



09

Provide an introduction to the Internet as a massive source of real data based on user searches that can be utilized for decision making

07

Know the different types of marketing and how they are applied in organizations and their influence on business strategies

10

Develop open-source intelligence solutions, exploiting available data sources

11

Learn about application of data to improve marketing and sales in business organizations

14

Understand the role of emotional intelligence in the context of Visual Analytics

12

Know and develop the Drive profile applied to mass data environments



13

Develop strategic communication and presentation techniques

15

Identify key concepts in Agile team management

16

Develop and leverage digital talent in data-driven organizations

18

Understand how, starting from a design and a set of previous data, a visualization implementation that meets the defined requirements can be carried out



19

Identify the usability and interactivity needs of data visualization methods and be able to develop a new version of the visualization that improves these aspects

17

Develop emotional management skills as a key to performance-focused organizations

20

Design a system that combines data capture and storage techniques, as well as data analysis and visualization, to represent existing patterns in that data set

05

Structure and Content

This Postgraduate Diploma in Big Data in Companies is a tailor-made program that is taught 100% online so students can choose the time and place that best suits their availability, schedules and interests. A high-level program, meticulously designed by professionals with extensive experience in the sector, which takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundations for professional success.



“

Delve into three popular libraries such as Google Charts, JQuery Plug-ins for visualizations and Data-Driven, also known as D3, one of the most powerful libraries currently on the market”

Syllabus

This Postgraduate Diploma in Big Data in Companies from TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of Big Data in Companies.

The content of the Postgraduate Diploma in Big Data in Companies is designed to promote the development of skills that enable more thorough decision-making in uncertain environments.

Over the course of 600 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals, in-depth, with the world of information technology in the business environment, and is designed to prepare professionals who understand Big Data in Companies 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 your needs and those of your company 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 competencies to solve critical situations in a creative and efficient way.

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

- Module 1.** Strategic Management of Visual Analytics and Big Data Projects
- Module 2.** Client Analysis. Applying Data Intelligence to Marketing
- Module 3.** Data-Driven Soft Skills in Strategic Management in Visual Analytics
- Module 4.** Visualization Tools



Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Diploma in Big Data in Companies completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Strategic Management of Visual Analytics and Big Data Projects

1.1. Introduction to Strategic Project Management	1.2. Best practices in the Description of Big Data Processes (PMI)	1.3. Kimball Methodology	1.4. SQuID Methodology 1.4.1. Introduction to SQuID Methodology to Approach Big Data Projects 1.4.2. Phase I. Sources 1.4.3. Phase II. Data Quality 1.4.4. Phase III. Impossible Questions 1.4.5. Phase IV. Discovering 1.4.6. Best Practices in the Application of SQuID in Big Data Projects
1.5. Legal Aspects in the World of Data	1.6. Big Data Privacy	1.7. Cyber Security in Big Data	1.8. Identification and De-identification with Large Volumes of Data
1.9. Data Ethics I	1.10. Data Ethics II		

Module 2. Client Analysis. Applying Data Intelligence to Marketing

2.1. Concepts of Marketing. Strategic Marketing	2.2. Relationship Marketing	2.3. CRM as an Organizational Hub for Customer Analysis	2.4. Web Technologies
2.5. Web Data Sources	2.6. Acquisition of Web Data	2.7. Tools for the Extraction of Data from the Web	2.8. Semantic Web
2.9. OSINT: Open-Source Intelligence	2.10. MasterLead or How to Improve Sales Conversion Using Big Data		

Module 3. Data-Driven Soft Skills in Strategic Management in Visual Analytics

3.1. Drive Profile for Data-Driven Organizations	3.2. Advanced Management Skills in Data-Driven Organizations	3.3. Using Data to Improve Strategic Communication Performance	3.4. Emotional Intelligence Applied to Management in Visual Analytics
3.5. Effective Presentations	3.6. Improving Performance Through Motivational Management	3.7. Leadership in Data-Driven Organizations	3.8. Digital Talent in Data-Driven Organizations
3.9. Data-Driven Agile Organization I	3.10. Data-Driven Agile Organization II		

Module 4. Visualization Tools

4.1. Introduction to Data Visualization Tools	4.2. Many Eyes	4.3. Google Charts	4.4. jQuery
4.5. Data-Driven Documents I	4.6. Data-Driven Documents II	4.7. Matlab	4.8. Tableau
4.9. SAS Visual Analytics	4.10. Microsoft Power BI		



Understand the legal aspects related to user privacy and their right to protect their data, aspects to be complied with by any system that makes effective use of third-party data"

06

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

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



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



A learning method that is different and innovative

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

“

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



Study Material

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

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



Classes

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

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



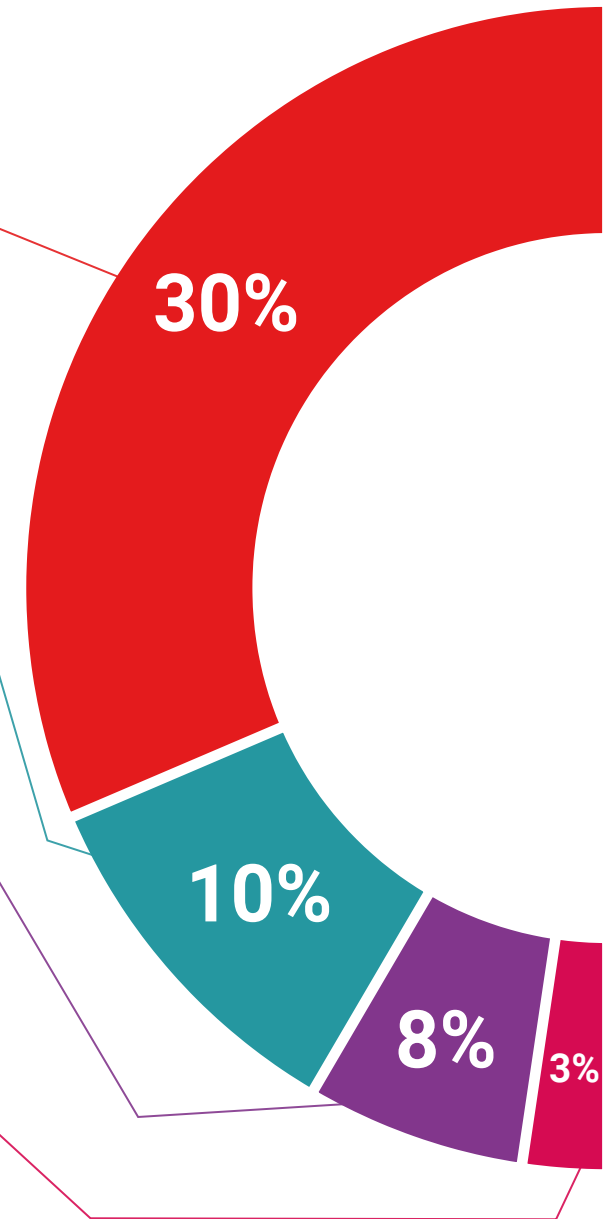
Management Skills Exercises

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



07

Our Students' Profiles

This Postgraduate Diploma is aimed at professionals who want to become qualified in the application of data visualization technologies, Big Data and artificial intelligence for the development, promotion or change of direction of their professional career.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

This Postgraduate Diploma is also open to professionals who, being university graduates in any field, have two or more years' work experience in the field of Big Data in Companies.



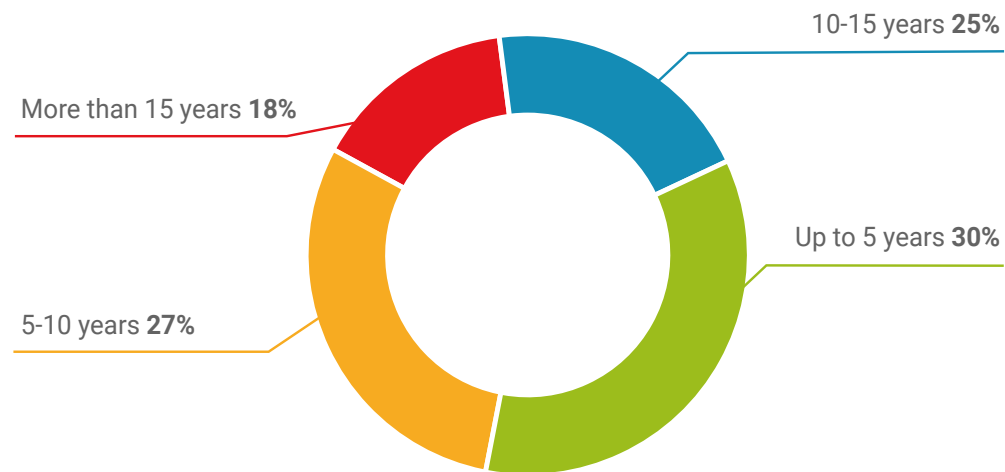
“

With this program, you will understand the need for security in data storage, management and access and you will learn about the pillars of information security: integrity, confidentiality, availability and traceability”

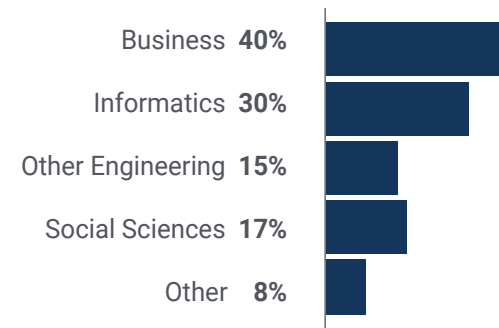
Average Age

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

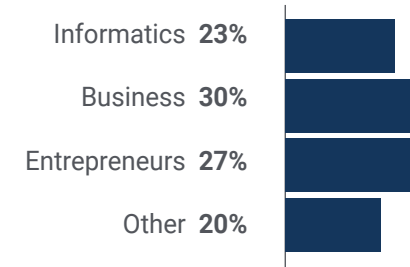
Years of Experience



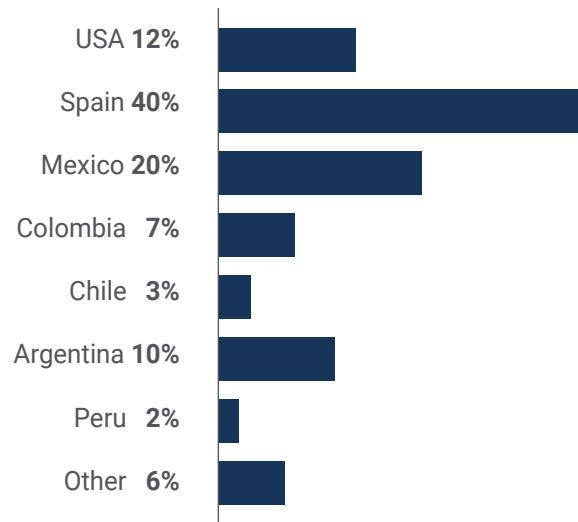
Training



Educational Profile



Geographical Distribution



Mirian Sánchez Benítez

Big Data Expert

"Specializing with TECH in Big Data has been a unique experience that I will certainly repeat. The quality of the contents taught is exceptional and the teaching staff, made up of professionals from the sector, is first class"

08

Course Management

This Postgraduate Diploma has a highly qualified team with extensive experience in the sector, which will offer the best tools for students to develop their skills during the program. A teaching staff of industry professionals will invest their theoretical and practical knowledge to lead you to the highest level of expertise. 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.





“

*A comprehensive and
multidisciplinary program that will
allow you to excel in your career"*

Management



Mr. Galindo, Luis Ángel

- ◆ Senior High-Performance Consultant with 16 years of experience
- ◆ Definition, development and implementation of a successful open innovation model, with +10% year-on-year revenue growth leveraged on innovative assets
- ◆ Definition, development and implementation of successful Digital Transformation Programs for more than 8 years and 700+ people leading a pioneering role in the industry
- ◆ Implementation of 20+ complex consulting projects worldwide for large companies in artificial intelligence, economic intelligence, cybersecurity, business development, digital transformation, risk assessment, process optimization and people management
- ◆ Expert in understanding customers and translating their needs into actual sales

Professors

Mr. Almansa, Antonio

- ♦ Senior Technician: operation, engineering and architecture of the Data Center (DC) networks located in Independencia and Orduña, as well as the transport network at national level for tariffs and discharges
- ♦ Level 2 Expert: design and implementation of the networks (with technological change) of the DC of Fco. Sancha and later Manuel Tovar
- ♦ Design, implementation and integration of the Julian Camarillo DC contingency center

Ms. Álvarez de las Cuevas, Mónica

- ♦ IT Engineer
- ♦ Project management with direct experience in the field of technical training and digital marketing solutions
- ♦ Coordination and management of both technical and business teams, for the analysis of the status and improvement of business procedures and implementation of new digital solutions

Mr. Lominchar, José

- ♦ PhD in Law (Labor Law Program) (UCJC)
- ♦ MBA: Master's Degree in Business Administration (MBA)
- ♦ Degree in Law (UCM) Spain
- ♦ Honorary PhD from the Legal Studies University Center in Mexico



Understand the legal aspects related to user privacy and their right to protect their data, aspects to be complied with by any system that makes effective use of third-party data”

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, with us, professionals will find many possibilities to achieve it. For this, we have the perfect equation for a quality specialization: a highly updated syllabus and internationally renowned teachers. Undoubtedly, a unique opportunity that will help you give a boost to your career in a short time.



“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

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

With this program, professionals will be able to advance drastically in their profession, although there is no doubt that, in order to do so, they will have to make an investment in different aspects, such as economic, professional and personal areas.

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

Excellent professional development awaits you.

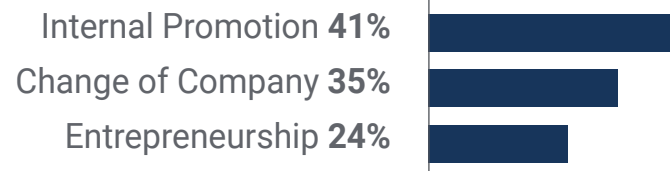
The best way to achieve professional change is to increase your skills. So don't stop studying at TECH.

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

Time of Change



Type of Change



Salary Increase

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



10

Benefits for Your Company

This Postgraduate Diploma in Big Data in Companies contributes to elevate the organization's talent to its maximum potential by specializing high-level leaders.

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





“

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"

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.

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

The graduate will be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased Competitiveness

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

11

Certificate

This Postgraduate Diploma in Big Data in Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Big Data in Companies** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate 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 Big Data in Companies**

Official N° of Hours: **600 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.



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