Postgraduate Diploma
Business Digitalization

tech *technological university*

tech technological university

Postgraduate Diploma
Business Digitalization

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

» Target Group: **graduates who want to specialize and acquire specific knowledge of the latest trends in cultural diversity, innovation leadership and the latest technologies offered for digital transformation in your organization or to improve your professional projection.**

Website: **www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-business-digitalization**

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01

Welcome

With the advance of the Internet and new technologies, a new business vision has been born, which allows professionals to develop competitive strategies with which to dominate the digital market and agilely promote the creation of solutions for new business models or distribution channels. This program has been designed to develop a comprehensive and solid knowledge of digital transformation through process management. In this way, the student will be prepared to lead the digitalization processes of traditional companies or to join the management teams of totally new companies, which have already appeared in the digital era.

Postgraduate Diploma in Business Digitalization.
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, practicing active listening and being self-critical of their work"

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

"*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:

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"

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

Incorporate digital transformation into your communication and marketing actions and reach a wider audience"

TECH makes the goals of their students their own goals too.
We work together in order to achieve them.

The **Postgraduate Diploma in Business Digitalization** will enable students to:

01 Understand the impact of digital transformation on customers, processes, business models, human talent and work tools

02 Acquire the ability to generate processes in a company

03 Learn agile innovation methodologies to implement in the company's projects

04 Establish the importance of teamwork in leading change

05 Apply the use of new technological tools in the organization

06 Focus on customer needs and satisfaction in order to generate changes in favor of customer loyalty and attract new consumers

07 Analyze the benefit of data analysis and how it enables assertive decision-making

10 Incorporate internal and external communication into the company's digital transformation perspective

08 Analyze the digital environment: consequences, challenges and opportunities from a marketing perspective.

11 Master the new marketing trends that will allow to be more competitive in the field

09 Apply digital marketing in response to the new trends of the customer journey

12 Master the impact of technology on the law and the challenges that have arisen in the legal field

13 Apply the main current trends in recruitment in the digital era

14 Delve into the key concepts in the different types of contracts related to digital transformation processes

15 Understand theoretical and practical concepts of specialized mechanisms in investment and corporate law

16 Identify legal problems in the company in specific situations and design strategies to solve them

17 Plan and organize the available resources to ensure comprehensive legal protection of the company

18 Develop a strategic vision to lead the processes of change in innovation management and Digital Transformation

05
Structure and Content

The Postgraduate Diploma in Business Digitalization is a tailor-made program, taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Project Manager.

"

A very well completed syllabus with which to analyze the entire process of digitalization of a company"

Syllabus

The Postgraduate Diploma in Business Digitalization of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of integrated project management.

The content of the Postgraduate Diploma in Business Digitalization is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

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

This Postgraduate Diploma deals in depth with all areas of the company and is designed to train managers who understand project management from a strategic, international and innovative perspective.

A plan designed for students, focused on 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 3 modules:

Module 1.	The Digital Environment in Business Processes
Module 2.	Digital Transformation as a 360º Strategy
Module 3.	Legal Aspects of the Digital Transformation

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During 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. The Digital Environment in Business Processes

1.1. The Digital World
1.1.1. Trends and Opportunities
1.1.2. Digital Transformation: Choice or Necessity
1.1.3. The Impact of the Digital Age on Customers

1.2. Impacts of Digital Transformation
1.2.1. Internal and External Communication
1.2.2. In Sales and Customer Channels
1.2.3. New Business Models

1.3. Process Management
1.3.1. Processes
1.3.2. Process and Cycle *Deming*
1.3.3. Business Process Mapping
    1.3.3.1. Strategic Management
    1.3.3.2. Operational or Value Chain
    1.3.3.3. Support

1.4. Optimization in Process Management
1.4.1. Process Based Focus
1.4.2. Process Improvement Phases
1.4.3. Continuous Improvement and Organization

1.5. Process Innovation
1.5.1. *Design Thinking*
1.5.2. Agile Approach
1.5.3. *Lean Start-up*

1.6. Digital Strategy in the Company
1.6.1. Digital Marketing and e-Commerce
1.6.2. Integrating Traditional and Digital Marketing
1.6.3. Online Marketing Tools

1.7. Organizational Environment
1.7.1. Change Management
1.7.2. Strategy for the Management of Change
1.7.3. Organizational Change Implementation

1.8. Analysis and Management of Data
1.8.1. History, Evolution and Trends of Web Analytics
1.8.2. The Importance of Data Analytics
1.8.3. *Big Data* and Business Intelligence
    1.8.3.1. *Big Data*
    1.8.3.2. *Business Intelligence* (BI)

1.9. Innovation and Technology
1.9.1. Innovative Companies
1.9.2. Competitiveness Factors. Creativity and Innovation
1.9.3. Innovation and Process Management

1.10. Applications and Success Stories
1.10.1. Path of Digital Transformation
1.10.2. Projecting Digital Transformation
1.10.3. How to Succeed in Digital Transformation

Module 2. Digital Transformation as a 360º Strategy

2.1.   360º Strategy
2.1.1.   *Brand Awareness*
2.1.2.   *Content Mapping* and *Customer Journey*
2.1.3.   *Always on* Strategy

2.2.   *Rebranding*
2.2.1.   *Rebranding*
2.2.2.   When to Apply a *Rebranding* Strategy?
2.2.3.   How to Apply a *Rebranding* Strategy?

2.3.   HR Marketing
2.3.1.   *Recruitment Marketing*
2.3.2.   Phases del HR Marketing
2.3.3.   Communication Strategy: Internal and External

2.4.   Relationship Marketing
2.4.1.   Relationship Marketing
2.4.2.   *Inbound* Marketing
2.4.3.   Tools

2.5.   Innovation Ecosystems and Communities
2.5.1.   Innovation Ecosystems
2.5.2.   Types of Profiles
2.5.3.   Keys for Having an Internal and External Community

2.6.   *Social Selling*
2.6.1.   *Social Selling*
2.6.2.   How to Apply *Social Selling* Strategy
2.6.3.   Applications Based on *Social Selling*

2.7.   Experience Marketing
2.7.1.   Experience Marketing
2.7.2.   Objectives in an Experiential Marketing Campaign
2.7.3.   Use of Technology in Experiential Marketing

2.8.   *Branded Content* and Native Advertising
2.8.1.   *Branded Content* and *Debranding*
2.8.2.   *Content Marketing vs. Brand Journalism*
2.8.3.   Native Publicity

2.9.   *Real Time* Marketing
2.9.1.   *Real Time Marketing*
2.9.2.   Preparation of a *Real Time Marketing* Campaign
2.9.3.   Personalization as a Key Concept
2.9.4.   Corporate Social Responsibility

2.10.   Key Performance Indicators (KPIS) in the Digital Era
2.10.1.   Organizational Indicators
2.10.2.   Innovation Indicators
2.10.3.   Marketing Indicators

Module 3. Legal Aspects of the Digital Transformation

3.1. Law in the Digital Transformation
3.1.1. Relationship Between Law and Technology
3.1.2. Challenges of Law in the Digital Era
3.1.3. Forms of Association
3.1.4. *Big Data*
3.1.5. Legal Challenges of Artificial Intelligence
3.1.6. Tax Aspects

3.2. Corporate Recruitment
3.2.1. Conceptualization of Corporate Recruitment
3.2.2. Technology Transfer Contracts
3.2.3. *Smart Contracts*
3.2.4. *Cloud Computing*
3.2.5. The Digital Labor Contract
3.2.6. Remote Work

3.3. Intellectual Property
3.3.1. Copyright and Related Rights
3.3.2. Multimedia Content and Protection Measures in the Digital Environment
3.3.3. International Copyright System
3.3.4. Distinctive Signs (Trademarks, Names, Trade Names, Trade Ensigns and Appellations of Origin)
3.3.5. Patents (Inventions, Utility Models and Industrial Designs)
3.3.6. Domain Names

3.4. Legal Information Technology
3.4.1. *Blockchain*
3.4.2. Digital Signatures and Electronic Signatures
3.4.3. Computer Forensics

3.5. Competition/*Antitrust*
3.5.1. Market Analysis: *Microeconomics*
3.5.2. Competition Law in the Digital Age
3.5.3. Defence and Compliance Strategies

3.6. Free Trade Agreements
3.6.1. Fundamental Elements of Free Trade Agreements
3.6.2. Competitive Advantages of Free Trade Agreement Management
3.6.3. Main Free Trade Agreements in the Digital Area

3.7. Valuation of Intangible Assets
3.7.1. Classification of Intangible Assets
3.7.2. International Asset Valuation Standards
3.7.3. Current Trends in the Intangible Economy

3.8. Protection of Personal Data
3.8.1. Applicable Concepts
3.8.2. Databases
3.8.3. *Big Data*
3.8.4. Data Protection in the European Union and in the United States

3.9. Protection of Consumer Rights
3.9.1. Consumer Rights
3.9.2. International Regulation of Electronic Commerce
3.9.3. Consumer Arbitration
3.9.4. Tendencies

3.10. Legal TECH
3.10.1. Legal TECH *for Documents*
3.10.2. Legal TECH *for Contracts*
3.10.3. Legal TECH *for Finance*
3.10.4. Legal TECH *for Design*
3.10.5. Legal TECH *for Evidence*

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

"

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

The Postgraduate Diploma in Business Digitalization is a program aimed at management professionals or entrepreneurs who want to update their knowledge, discover new ways to innovate and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities

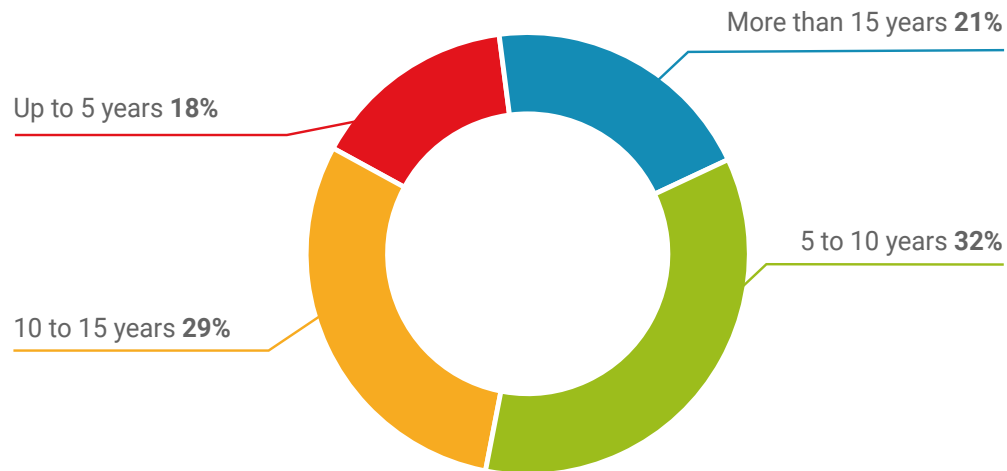*The definitive program to achieve that much desired boost at the professional level"*

Average Age

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

Years of Experience

More than 15 years **21%**

Up to 5 years **18%**

5 to 10 years **32%**

10 to 15 years **29%**

Training

Business **15%**

Economics **25%**

Marketing and Communication **38%**

Social Sciences **22%**

Academic Profile

Trade **25%**

Industry **28%**

Communication **19%**

Engineering **28%**
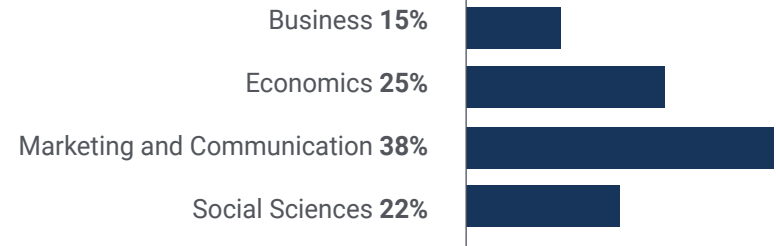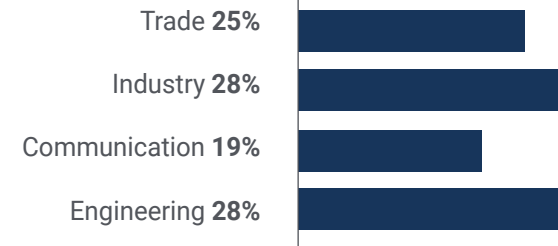
Geographical Distribution

U.S.A. **13%**	
Spain **41%**	
Mexico **18%**	
Colombia **5%**	
Argentina **12%**	
Chile **4%**	
Peru **2%**	
Ecuador **5%**	
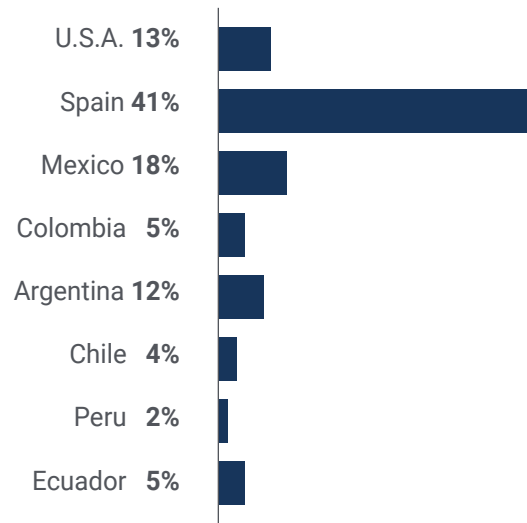
Ricardo Rodio

Project Manager

"In the 21st century, all companies must go digital. Therefore, I was looking for a program that would allow me to participate in the entire transformation process of my company with the certainty that I was acting correctly. Without a doubt, thanks to this program I was able to improve my qualifications and give a boost to my career and my business"

Course Management

The program's faculty includes leading experts in project management, who bring to this program the experience of their years of work. 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.

A high-level teaching staff to teach you the fundamentals that you will be able to apply to your daily practice"

Management

Barrientos, Giancarlo

- Information Systems Engineer
- Specialization in Software Engineering from U.S.A.L, Buenos Aires, Argentina. He started his professional experience focusing on different markets in Latan 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

Mr. Nieto-Sandoval González- Nicolás, 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

Mr. Goenaga Peña, Andrés
- Lawyer and Writer
- Master's Degree in Industrial Property, Copyrights and New Technologies from the Externado de Colombia University
- Experience in advising on issues related to privacy policies and personal data processing, digital platforms, software licensing processes and technology transfer, data and digital content analysis

Ms. Gómez, María Daniela
- Industrial engineer from Universidad del Norte
- Diploma in pedagogical training
- Experience in the productive and educational sector
- Experience in teaching, as well as in project design and process optimization through the use of management indicators
- Leader in the implementation of technological tools to improve performance in user services

Ms. García Salvador, Laura
- Degree in Public Relations, Administration and Business Management
- Master's Degree in Digital Marketing in ESIC (Spain)
- Started her professional experience in the CONTRAPUNTO BBDO advertising agency, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hotels (Enchanting Quality Hotels Club)

Ms. Garrido, Stephanie
- Industrial Engineer
- Postgraduate degree in Coaching, NLP and team leadership, logistics and process management from the Escuela de Negocios Europea de Barcelona
- Experience in coordination of operations and logistics processes
- Participation as a leader in project management for the optimization of processes in the Occupational Health and Safety sector. Also, in the development of information systems to automate the performance of vehicle safety and logistics operations

Impact on Your Career

It is evident that taking a program of these characteristics implies a great economic, professional and, of course, personal investment. The ultimate goal of this great effort must be to achieve professional growth, therefore, all efforts and tools are made available to acquire the necessary skills and abilities to achieve this change.

" *At TECH we are fully committed to helping you achieve the professional change you want"*

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

The Postgraduate Diploma in Business Digitalization of TECH Technological University is an intensive program that prepares you to face challenges and business decisions for digital transformation. Its main objective is to promote your personal and professional growth, helping you to achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

A unique opportunity to improve your job prospects.

Achieve a positive change in your career thanks to the completion of this specialist program.

When the change occurs

During the program
19%

During the first year
51%

After 2 years
30%

Type of change

Internal Promotion **47%**

Change of Company **35%**

Entrepreneurship **8%**
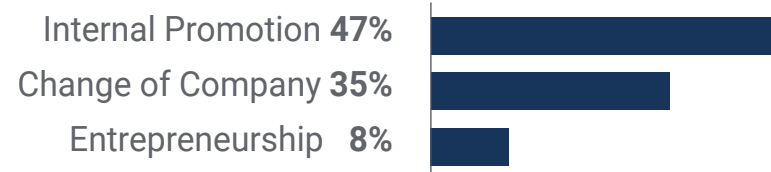
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10
Benefits for Your Company

The Postgraduate Diploma in Business Digitalization helps raise the organization's talent to its maximum potential by training high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, increasing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.
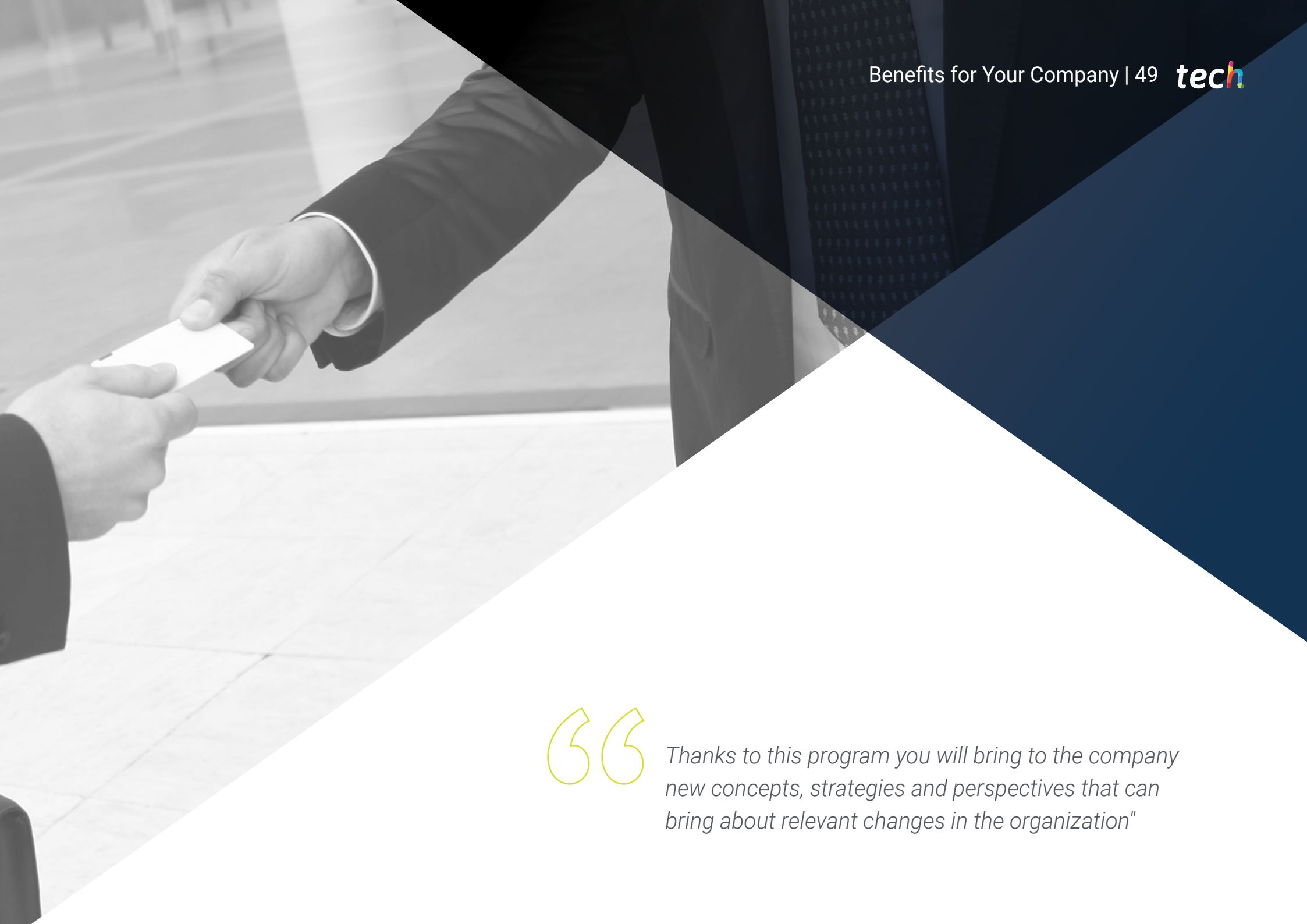
Thanks to this program you will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization"

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

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

04

Increased international expansion potential

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

05

Project Development

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

06

Increased competitiveness

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

11
Certificate

The Postgraduate Diploma in the Business Digitalization guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma qualification 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 Business Digitalization** 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 certificate 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 Business Digitalization**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Business Digitalization

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

Postgraduate Diploma
Business Digitalization

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

Postgraduate Diploma
Business Digitalization

tech *technological university*