

# Postgraduate Diploma Business & International Strategy



## Postgraduate Diploma Business & International Strategy

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in economics and financial areas.

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-business-international-strategy](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-business-international-strategy)

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# 01 Welcome

In order to have a global business vision, it is necessary to have an international strategy, which entails certain particularities. The specialist in this field must be familiar with the appropriate mechanisms that apply to each case, as well as regulations and possible obstacles. For this purpose, TECH has developed this program, which offers experts in the field the opportunity to continue their specialization in a complete and simple way. With this knowledge, students will increase their possibilities for professional growth and hence be able to access positions of greater responsibility and financial remuneration, due to their ability to perform at an international level. It is a great opportunity to grow, not only professionally, but also personally



Postgraduate Diploma in Business & International Strategy.  
TECH Technological University



“

*Training that will elevate your skills to the highest professional level, with up-to-date information on the latest business techniques and approaches"*

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

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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

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

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

This program is designed to strengthen student skills in the field of taxation, and for them to develop new abilities that will be essential in their professional development. Upon completion of the program, students will be able to make global decisions equipped with an innovative perspective and an international vision



“

*At TECH, we are looking for people who are interested in Project Management and wish to enhance their education with the best academic program currently available"*

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

The Postgraduate Diploma in Business & International Strategy allows the student to:

01

Define the elements of strategy as the main foundation of strategic management at an international level

03

Describe the logic of the strategic management process and the meaning of each of its phases



02

Analyze the strategic behavior of operations at different levels

04

Define the basic relationships a company sustains with its environment



05

Analyze the influence of company *Stakeholders* or groups of interest

07

Identify different growth paths that companies can choose to pursue



06

Develop the ability to detect, analyze and solve and problem solving

08

Describe the features, problems and human, economic, political-legal and organizational implications of the different modalities of strategic development

05

# Structure and Content

The Postgraduate Diploma in Business & International Strategy of TECH Technological University is a 100% online program tailored to students, designed with the freedom to adapt it to their needs and obligations

A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for the professional success of its students



“

*With an international education, you will be able to access more prestigious positions in any field of business”*

## Syllabus

The Postgraduate Diploma in Business & International Strategy at TECH Technological University is an intensive program that prepares students for the challenges of global business management

The content is focused on the development of managerial competencies at the highest level, providing students with the ability to plan and design strategies in international business contexts

Over the course of 375 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 extensively with different strategic areas of business and is designed to train executives so that they can understand senior management from an international and innovative perspective

A plan designed to enhance the professional abilities of its students, preparing them for excellence on an international level. A program that understands students' as well as company needs, that contributes innovative content based on the latest trends, and is supported by the best educational methodology together with an exceptional faculty

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

### Module 1

Managerial Skills

### Module 2

*Management and Strategy*

### Module 3

*Business & International Strategy*



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

TECH offers the possibility of taking this program completely online. Over the 6 months of the program, students will be able to access all the contents of this program at any time, which will allow them to self-manage study time

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

## Module 1. Managerial Skills

### 1.1. Public Speaking and Spokesperson Training

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

### 1.2. Communication and Leadership

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

### 1.3. Personal Branding

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

### 1.4. Team Management

- 1.4.1. Work Teams and Meeting Management
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

### 1.5. Negotiation and Conflict Resolution

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

### 1.6. Emotional Intelligence

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

### 1.7. Relational Capital: Coworking

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

### 1.8. Time Management

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

## Module 2. Management and Strategy

### 2.1. Strategic Thinking

- 2.1.1. The Strategy and its Purpose
- 2.1.2. Strategic Thinking and Strategist Skills
- 2.1.3. Lateral Thinking and Blue Ocean Strategy
- 2.1.4. Neuroscience Applied to Strategy

### 2.2. Strategic Decisions and Decision Makers

- 2.2.1. Corporate governance
- 2.2.2. Management Teams
- 2.2.3. Creating Value

### 2.3. Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

### 2.4. Corporate Strategy

- 2.4.1. Driving Corporate Strategy
- 2.4.2. Pacing Corporate Strategy
- 2.4.3. Framing Corporate Strategy

### 2.5. Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization

### 2.6. Strategy Implementation

- 2.6.1. Indicator Systems and Process Approach
- 2.6.2. Strategic Map
- 2.6.3. Differentiation and Alignment

### 2.7. Strategic Analysis Models

- 2.7.1. Internal Analysis
- 2.7.2. External Analysis
  - 2.7.2.1. Sources of Competitive Advantage in the Sector
  - 2.7.2.2. Advantages, Disadvantages and Effectiveness of Strategic Analysis

### 2.8. Total Quality Management and Advanced Project Management

- 2.8.1. TQM (*Total Quality Management*)
- 2.8.2. Six Sigma as a Business Management System
- 2.8.3. EFQM Model

### 2.9. Lean Management.

- 2.9.1. The Basic Principles of *Lean Management*
- 2.9.2. Improvement and Problem-Solving Groups
- 2.9.3. New Forms of Maintenance and Quality Management

### 2.10. Ethics and Strategic Management

- 2.10.1. Integration of Ethics and Strategy
- 2.10.2. Human Motivation and Ethics
- 2.10.3. Ethical Quality of Organizations

**Module 3. Business & International Strategy**

**3.1. Business & International Strategy**

- 3.1.1. Internationalisation.
- 3.1.2. *Growth & Development in Emerging Markets*
- 3.1.3. International Monetary System

**3.2. Strategic Management of International Business**

- 3.2.1. Internationalization in the New World Order
- 3.2.2. The Influence of Culture on International Business
- 3.2.3. Market and Country Selection
- 3.2.4. *Offshoring*

**3.3. Internationalization Strategies**

- 3.3.1. Reasons and Requirements for Foreign Market Expansion
- 3.3.2. Strategic Partnerships in the International Expansion Process
- 3.3.3. Ways to Enter New International Markets

**3.4. Internationalization Decisions**

- 3.4.1. Market Research and Decision-Making
- 3.4.2. Choice of Location and Mode of Operation
- 3.4.3. Choice of the Appropriate Legal Form

**3.5. Stages of the Internationalization Process**

- 3.5.1. International Demand Analysis
- 3.5.2. Export Potential Diagnosis
- 3.5.3. Internationalization Planning
- 3.5.4. Export Stages

**3.6. Internationalization by Type of Company**

- 3.6.1. Product Companies and Service Companies
- 3.6.2. Internationalized Companies and Multinational Corporations
- 3.6.3. SMEs and their Internationalization Model

**3.7. Obstacles to Internationalization**

- 3.7.1. Legal Restrictions
- 3.7.2. Logistical, Financial and Commercial Obstacles
- 3.7.3. Obstacles to Direct Investment

**3.8. Cross-Cultural Management**

- 3.8.1. Cultural Dimension of International Management
- 3.8.2. Globalization in Business Management
- 3.8.3. Intercultural Leadership



*A unique, key, and decisive training experience to boost your professional development and make the definitive leap”*

# 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”*

*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.

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.



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

Our Postgraduate Diploma in Business & International Strategy is a program aimed at managers and executives who want to bring their knowledge up to date, discover new ways of managing projects and advance in their professional careers. This program is aimed at: senior executives, project manager leaders, functional managers with personnel assigned to projects, consultants and specialists in project management and related aspects, and any other person interested in management functions. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities







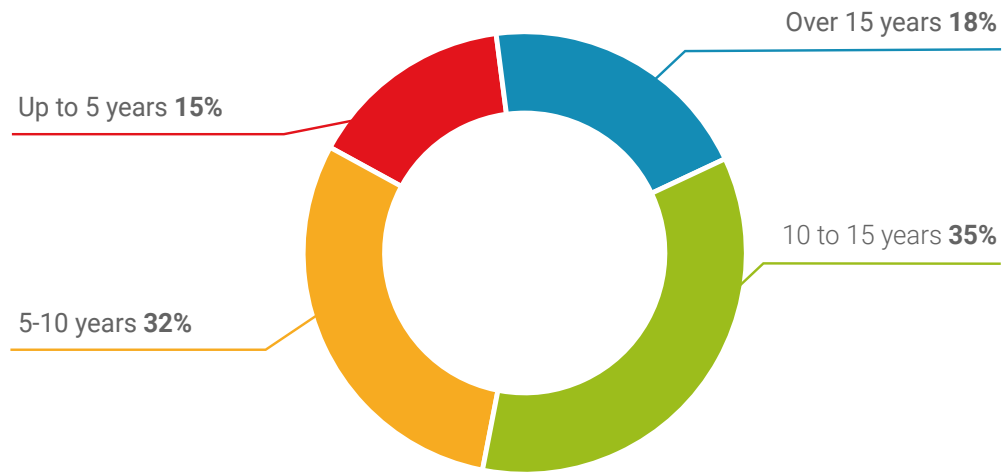
“

*We are looking for people interested in Project Management who wish to increase their specialization with the best academic program of the moment"*

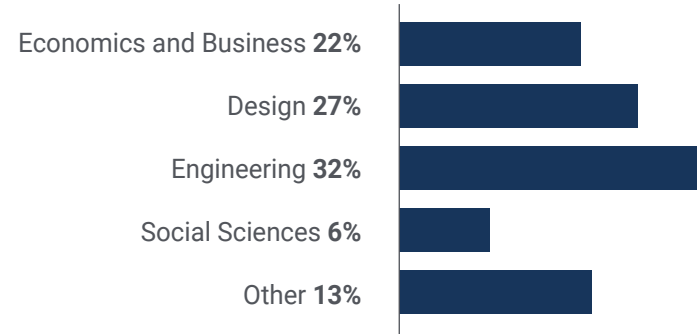
### Average Age

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

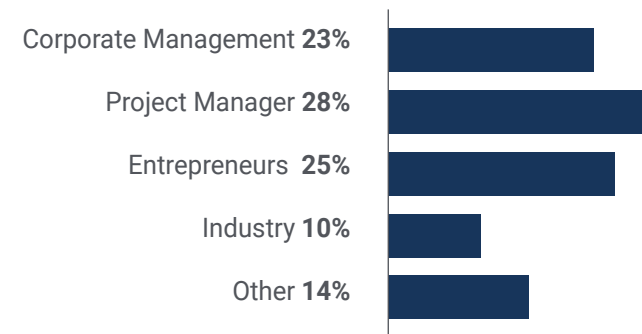
### Years of Experience



### Training

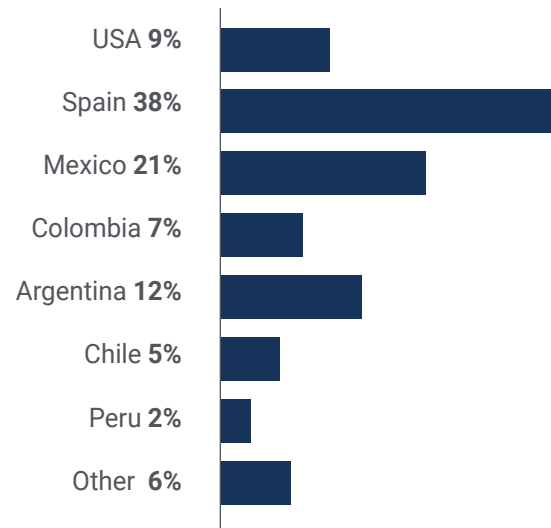


### Academic Profile



## Geographical Distribution

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## Luis Martínez

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Project Manager

*"The combination of academic content and the expertise of the faculty make the Postgraduate Diploma in Business & International Strategy a key tool for profession and personal development. I was pleasantly surprised by the quality and professionalism of all the staff members"*

08

# Course Management

The program's teaching staff includes leading experts in Project Management and Direction, 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 complete teaching staff to train  
you for professional success"*

## Management



### Mr. Pampliega, Carlos

- ◆ Architect specializing in Project and Risk Management
- ◆ Certified Project Management Professional (PMP)
- ◆ Professional Scrum Master, certified by Scrum.org
- ◆ Active member of PMI-Madrid Spain Chapter. Since 2013
- ◆ Director of PMI Castilla y León Branch, the delegation in Castilla y León. 2013
- ◆ He regularly participates as a speaker in presentations and courses, as well as in congresses organized by PMI.
- ◆ Consultant and Trainer in Project Management at different universities and business schools
- ◆ Member of the Editorial Board of the scientific journal Building & Management.
- ◆ Member of the PMO Global Alliance Awards PMO Judges Committee.

## Professors

### Dr. Roji Ferrari, Salvador

- ◆ Vice-Dean of International Relations, Faculty of Economics and Business Studies, Complutense University of Madrid.
- ◆ PhD in Accounting and Finances, at the Complutense University of Madrid. 1997
- ◆ Degree in Journalism, Complutense University of Madrid, 1971-1977
- ◆ Master's Degree in Science in Finance, University of Maryland & Baltimore 1990
- ◆ Master's Degree in Business Administration (MBA), University of Maryland & Baltimore, 1989
- ◆ Professor of the Faculty of Economics and Business Administration, Department of Financial Administration and Accounting. Since 1994
- ◆ He has published 6 books on finance and business economics, as well as a multitude of articles and chapters on both divulgation and research.



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





“

*TECH's challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve this"*

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

The Postgraduate Diploma in Business & International Strategy at TECH is an intensive program that prepares professionals to face challenges and business decisions in global management. The main objective is to promote your personal and professional growth, helping you achieve success

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you

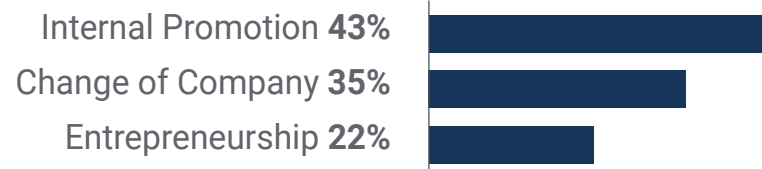
*TECH is the best option you can find to improve your professional skills.*

*In order to achieve a positive change at a professional level, it is necessary to make an effort and update your knowledge. Don't think twice and enroll with us.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Business & International Strategy contributes to raising organizations' talent to their maximum potential, through the specialization of high-level leaders

In addition, by participating in this academic itinerary, students have a unique opportunity to access a powerful network of contacts in which they can find future professional partners, clients or suppliers



“

*It brings to your company a global vision of project management and offers new perspectives that will lead your business to success"*

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

**01**

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

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

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**02**

### **Retaining high-potential executives to avoid talent drain**

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

**03**

### **Building agents of change**

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 of the world economy.



05

### **Project Development**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

---

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 Business & International Strategy 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 Business & International Strategy** 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 Business & International Strategy**

Official N° of Hours: **375 h.**



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



## Postgraduate Diploma Business & International Strategy

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

# Postgraduate Diploma Business & International Strategy

