

# Postgraduate Diploma Business Management Using Business Intelligence





## Postgraduate Diploma Business Management Using Business Intelligence

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Computer engineers who wish to reorient their work towards the world of business intelligence, or established professionals in the field of BI who need to update, deepen and improve their skills and knowledge

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-business-management-using-business-intelligence](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-business-management-using-business-intelligence)

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# 01 Welcome

Business Intelligence tools are making their way into the business environment, as they are a useful resource for transforming information into knowledge and, therefore, being able to carry out a management more in line with the new times. There is no doubt that new technologies have favored the emergence of this type of resource, but not all professionals are capable of self-learning to implement this new method of work. Therefore, this program aims to offer students all the knowledge that will be essential for the management of their business to achieve the necessary momentum to stand out in their field of action.



Postgraduate Diploma in Business Management Using Business Intelligence.  
TECH Technological University



“

*Gain insights that help your company achieve its goals by understanding the customer journey throughout the customer lifecycle”*

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:



### Learn with the best

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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

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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

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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.

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 the student's skills in Business Management Using Business Intelligence, the company will also develop new skills that will be essential for their professional development and success in this field. After the program, the professional will be able to make important decisions about global BI with digital thinking, from an innovative perspective and with a unique business vision.



“

*TECH wants to see you succeed, and accompanies you along the way. Study this program and achieve the business success you've been looking for"*

TECH makes the objectives of its students its own.  
Working together to achieve them.

The **Postgraduate Diploma in Business Management Using Business Intelligence** enables students to:

01

Develop a business vision and perspective in which direction, management and decision making are taken into account

04

Explore the most common areas of interest and master data for organizations

02

Establish a basis for the exploration and exploitation of the organization's information (internal and external)

05

Specify the keys that differentiate strategic information from operational information

03

Analyze the main components, needs and expectations of an organization

06

Delve into the relevance of security and correct administration of information



07

Analyze digital marketing, drive and types of campaigns

10

Determine what specific applications AI currently has in different sectors and how they are being utilized

08

Establish best practices in campaign data management and analyze the achievement of campaign targets

11

Assess the potential consequences and risks of implementing AI technologies

09

Determine the phases of a customer's life cycle and their relationship to a digital marketing strategy

12

Determine what are exclusion lists, "Robinson" type clients and the risks of data processing in campaigns

05

# Structure and Content

The Postgraduate Diploma in Business Management Using Business Intelligence is an exceptional program that challenges the professional by directing their attention to success in the business world and the quality of services and human capital. It is a program that has been structured in such a way that the student not only acquires all the knowledge and skills they need, but also presents a unique and stimulating experience that will take them to the top of their professional capacity.





*You will learn to establish change strategies and practices for digital business transformation through the advanced application of analytical techniques"*

## Syllabus

The Postgraduate Diploma in Business Management Using Business Intelligence at TECH Technological University is an intensive program that prepares students to face challenges and strategic decisions in the corporate environment with the tools of business intelligence. Thus, the content of the program is designed to promote control and decision making aimed at improving their work skills.

Throughout 450 hours of preparation, the student analyzes a multitude of practical cases through individual work, achieving a deep learning that can be put into practice at any time. It is, therefore, an authentic immersion in real business situations.

In this way, this Postgraduate Diploma deals in depth with the concept of Business Intelligence to implement it in business management so that it

brings positive results to the company, from a disruptive, complete and up-to-date perspective, focused on solving the real needs of the business world. It is designed to train professionals who understand Business Intelligence with a strategic, international and innovative approach.

A syllabus fully designed for the student, focused on their professional improvement, preparing them to achieve excellence. A program that understands both the needs of the student and the company, through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty.

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

### Module 1

Business Perspective

### Module 2

Data-Driven Business Transformation

### Module 3

Business Intelligence and Artificial Intelligence: Strategies and Applications



### Where, when and how is it taught?

TECH offers the possibility of taking this program completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Business Perspective**

**1.1. The Company**

- 1.1.1. Capital, Investment and Risk
- 1.1.2. Organizational Morphology: Size, Shape, Activity and Sectors
- 1.1.3. Organization and Resources
- 1.1.4. Management and Their Needs

**1.2. Company: Market and Customer**

- 1.2.1. Market and Customer
- 1.2.2. Market Analysis and Segmentation
- 1.2.3. Direct and Indirect Competition
- 1.2.4. Competitive Advantage.

**1.3. Business Strategy**

- 1.3.1. Business Strategy
- 1.3.2. DAFO Analysis
- 1.3.3. Objectives and Deadlines [SMART, C/M/L/P, Cascading Objectives].
- 1.3.4. Measuring Results: Knowing the Reality
- 1.3.5. Key Indicators

**1.4. Information as an Asset**

- 1.4.1. Information and Management
- 1.4.2. Life Cycle Information
- 1.4.3. Operational System and Strategic System

**1.5. Balanced Scorecard**

- 1.5.1. Operational, Tactical and Strategic Scorecards
- 1.5.2. CMI Definition
- 1.5.3. Financial Perspective
- 1.5.4. Customer Perspective
- 1.5.5. Internal Processes Perspective
- 1.5.6. Learning and Growth Perspective

**1.6. Productivity Analysis**

- 1.6.1. Income, Expenditures, Investment and Consumption
- 1.6.2. Cost Analysis and Allocation
- 1.6.3. ROI and Others Ratios of Interest

**1.7. Distribution and Sales**

- 1.7.1. Relevance of the Department
- 1.7.2. Channels and Equipment
- 1.7.3. Types of Sales and Consumption

**1.8. Other Common Areas**

- 1.8.1. Production and Service Delivery
- 1.8.2. Distribution and Logistics
- 1.8.3. Commercial Communication
- 1.8.4. Inbound Marketing

**1.9. Data Management**

- 1.9.1. Roles and Responsibilities
- 1.9.2. Stakeholder Identification
- 1.9.3. Information Management Systems
- 1.9.4. Type of Operating Systems
- 1.9.5. Strategic or Decision Support Systems
- 1.9.6. Platforms for Information: Cloud Computing vs. On Premise

**1.10. Exploring the Information**

- 1.10.1. Intro SQL: Relational Databases Basic Concepts
- 1.10.2. Networks and Communications: Public/Private Networks, Network/Subnet/Router Address and DNS. VPN Tunnel and SSH
- 1.10.3. Operational System: Standardized Data Templates
- 1.10.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
- 1.10.5. Strategic Analysis of Databases and Report Composition

**Module 2. Data-Driven Business Transformation****2.1. Big Data**

- 2.1.1. Big Data in Enterprises
- 2.1.2. Concept of Value
- 2.1.3. Value Project Management

**2.2. Digital Marketing**

- 2.2.1. Digital Marketing
- 2.2.2. Benefits of Digital Marketing

**2.3. Action Plan**

- 2.3.1. Campaigns and Types
- 2.3.2. Redemption and Drive
- 2.3.3. Types of Strategies
- 2.3.4. Digital Marketing Plan

**2.4. Execution of the Marketing Plan**

- 2.4.1. Customer Journey (Baseline-Campaign-Redemption-Improvement) and Digital Marketing
- 2.4.2. Web Integration of Digital Marketing Tools
- 2.4.3. Digital Marketing Tools

**2.5. Customer Journey.**

- 2.5.1. Customer Life Cycle
- 2.5.2. Association of Campaigns to the Life Cycle
- 2.5.3. Campaign Metrics

**2.6. Data Management for Campaigns**

- 2.6.1. Data Warehouse and Datalab
- 2.6.2. Campaign Creation Tools
- 2.6.3. Drive Methods

**2.7. Digital Marketing GDPR**

- 2.7.1. Data Anonymization and Manipulation of Personal Data
- 2.7.2. Robinson Concept
- 2.7.3. Exclusion lists

**2.8. Control Panels**

- 2.8.1. KPIs
- 2.8.2. Audience
- 2.8.3. Tools
- 2.8.4. Storytelling

**2.9. Customer Analysis and Characterization**

- 2.9.1. 360° Customer Vision
- 2.9.2. Relation of Analysis to Tactical Actions
- 2.9.3. Analysis Tools

**2.10. Business Examples Applying Big Data Techniques**

- 2.10.1. Upselling/Cross-Selling
- 2.10.2. Propensity Models
- 2.10.3. Risk Models
- 2.10.4. Predictions
- 2.10.5. Image Processing

**Module 3. Business Intelligence and Artificial Intelligence: Strategies and Applications**

**3.1. Financial Services**

- 3.1.1. The Implications of Artificial Intelligence (AI) in Financial Services. Opportunities and Challenges
- 3.1.2. Case Uses
- 3.1.3. Potential Risks Related to the Use of AI
- 3.1.4. Potential Future Developments/Uses of AI

**3.2. Implications of Artificial Intelligence in the Healthcare Service**

- 3.2.1. Implications of AI in the Healthcare Sector. Opportunities and Challenges
- 3.2.2. Case Uses

**3.3. Risks Related to the Use of AI in the Health Service**

- 3.3.1. Potential Risks Related to the Use of AI
- 3.3.2. Potential Future Developments/Uses of AI

**3.4. Retail**

- 3.4.1. Implications of AI in Retail. Opportunities and Challenges
- 3.4.2. Case Uses
- 3.4.3. Potential Risks Related to the Use of AI
- 3.4.4. Potential Future Developments/Uses of AI

**3.5. Industry 4.0**

- 3.5.1. Implications of AI in the 4.0 Industry. Opportunities and Challenges
- 3.5.2. Case Uses

**3.6. Potential Risks Related to the use of AI in the 4.0 Industry**

- 3.6.1. Case Uses
- 3.6.2. Potential Risks Related to the Use of AI
- 3.6.3. Potential Future Developments/Uses of AI

**3.7. Public Administration.**

- 3.7.1. Implications of AI in Public Administration: Opportunities and Challenges
- 3.7.2. Case Uses
- 3.7.3. Potential Risks Related to the Use of AI
- 3.7.4. Potential Future Developments/Uses of AI

**3.8. Education**

- 3.8.1. Implications of AI in Educational: Opportunities and Challenges
- 3.8.2. Case Uses
- 3.8.3. Potential Risks Related to the Use of AI
- 3.8.4. Potential Future Developments/Uses of AI

**3.9. Forestry and Agriculture**

- 3.9.1. Implications of AI in Forestry and Agriculture. Opportunities and Challenges
- 3.9.2. Case Uses
- 3.9.3. Potential Risks Related to the Use of AI
- 3.9.4. Potential Future Developments/Uses of AI

**3.10. Human Resources**

- 3.10.1. Implications of AI for Human Resources Opportunities and Challenges
- 3.10.2. Case Uses
- 3.10.3. Potential Risks Related to the Use of AI
- 3.10.4. Potential Future Developments/Uses of AI





# 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

The Postgraduate Diploma in Business Management Using Business Intelligence is aimed at professionals who wish to reorient their career towards the world of business intelligence, or consolidated managers in the field of BI who need to update, deepen and improve their skills and knowledge. Thus, these are students who are looking for the best programs on the market to boost their careers.





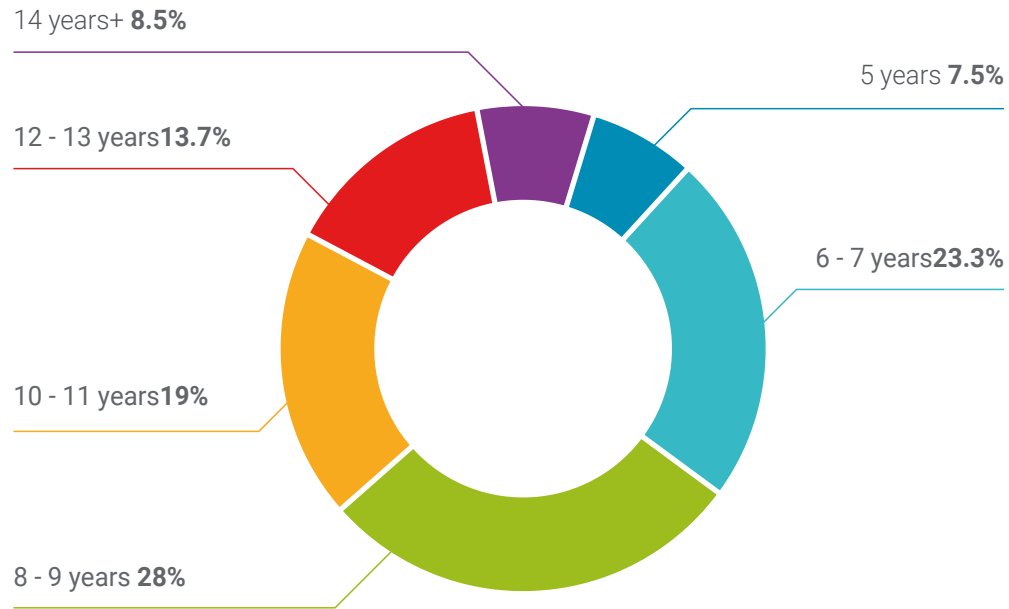
“

*If you have a background in business management and are looking to dive deeper into how business intelligence can improve, this program is perfect for you!"*

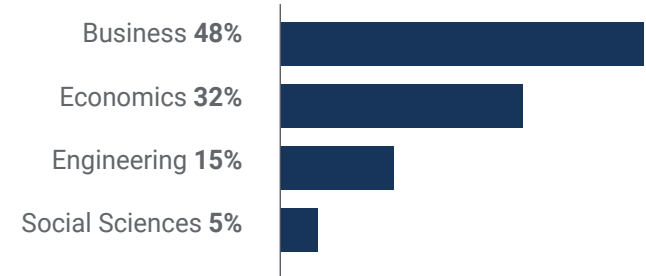
### Average Age

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

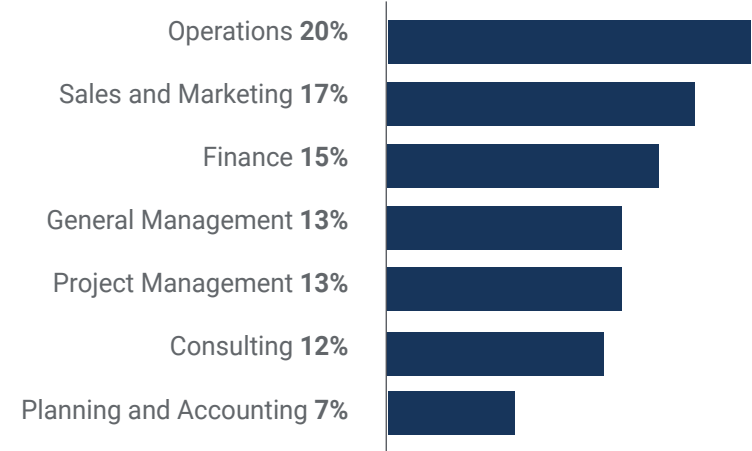
### Years of Experience



### Training

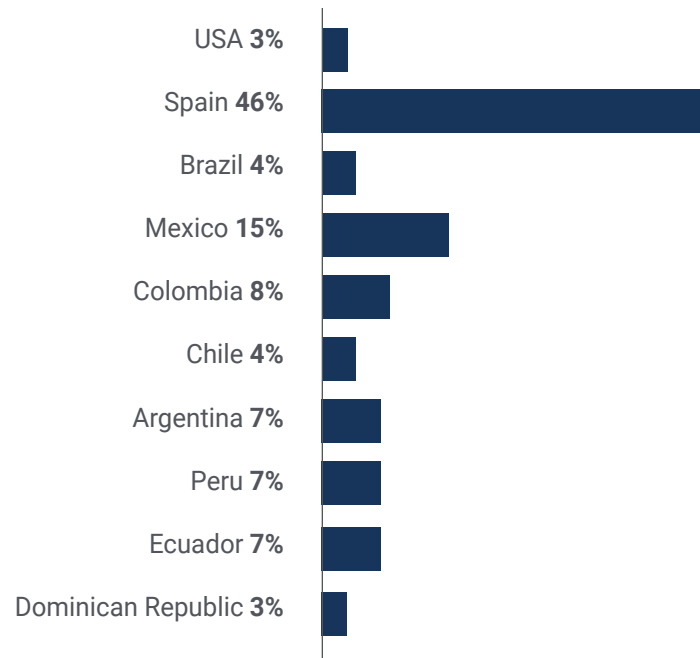


### Academic Profile



## Geographical Distribution

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## Susana Urquijo Marín

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Senior Manager

*"This TECH program has everything I was looking for to understand and apply the maxims of business intelligence in the company where I work with total confidence, assuming at another level the change that the management of the company is betting on. Without a doubt, it has been a great investment and I recommend all professionals in the industry to take this qualification"*

08

# Course Management

The program includes in its teaching staff experts of reference in the field of BI, who contribute their years of work experience to this syllabus as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the Postgraduate Diploma in an interdisciplinary way, making it a unique experience at an academic level for the student.





“

*Learn from leading professionals from  
different fields related to BI"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of Business Intelligence internationally. His successful career is linked to leadership positions in multinationals such as Walmart and Red Bull. Likewise, this expert stands out for his vision to identify emerging technologies that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a pioneer in the use of data visualization techniques that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on gathering information and generating concrete actions from them.

One of his most outstanding projects in recent years has been the Walmart Data Cafe platform, the largest of its kind in the world that is anchored in the cloud aimed at Big Data analysis. In addition, he has held the position of Director of Business Intelligence at Red Bull, covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminat's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the University of Berkeley, in the United States, and the University of Copenhagen, in Denmark. Through this continuous updating, the Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a born leader of the new global economy, centered on the impulse of data and its infinite possibilities.





## D. Gram, Mick

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- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

*Thanks to TECH you will be able to learn with the best professionals in the world”*

## Management



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

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO en Corporate Technologies in Corporate Technologies
- ♦ CTO in AI Shephers GmbH
- ♦ Doctorate in Psychology from the University of CastillaLa
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award in her PhD
- ♦ PhD in Psychology, University of CastillaLa Mancha
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- ♦ Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha.
- ♦ Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha.
- ♦ Professor of the Master in Big Data and Data Science at the International University of Valencia.
- ♦ Lecturer of the Master's Degree in Industry 4.0 and the Master's Degree in Industrial Design and Product Development.
- ♦ Member of the SMILe Research Group of the University of Castilla la Mancha.

## Professors

### Ms. Martínez Cerrato, Yésica

- Electronic Security Product Technician at Securitas Security Spain
- Business Intelligence Analyst at Ricopia Technologies (Alcalá de Henares) Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá
- Responsible for training new recruits on commercial management software (CRM, ERP, INTRANET), product and procedures in Ricopia Technologies (Alcalá de Henares)
- Responsible for training new scholarship holders incorporated to the Computer Classrooms at the University of Alcalá
- Project Manager in the area of Key Accounts Integration at Correos and Telégrafos (Madrid)
- Computer Technician-Responsible for computer classrooms OTEC, University of Alcalá (Alcalá de Henares)
- Computer classes teacher at ASALUMA Association (Alcalá de Henares).
- Scholarship for Training as a Computer Technician in OTEC, University of Alcalá (Alcalá de Henares)

### Mr. Fondón Alcalde, Rubén

- Customer Value Management Business Analyst at Vodafone Spain
- Head of Service Integration at Entelgy for Telefónica Global Solutions
- Online account manager for clone servers at EDM Electronics
- Business Analyst for Southern Europe at Vodafone Global Enterprise
- Telecommunications Engineer from the European University of Madrid
- Master's Degree in Big Data and Data Science from the International University of Valencia.

### Mr. Nafría Sanz, Alfonso

- Business Intelligence Consultant at Korporate Technologies Group, SL
- Marketing and Business Development Consultant specializing in SMEs
- Co-founder and Communication Director of SME company
- Degree in Marketing and Technical Market Research from San Pablo CEU University.
- Master's Degree in Business Intelligence and Big Data from the Universitat Oberta de Catalunya Work Experience

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 making this great effort should be to achieve professional growth, so that the professional's job placement or promotion is in line with their expectations. TECH is committed to this objective and achieves it through the design of competitive programs with the best experts in the sector.



“

*TECH wants to see you grow, wants to be part of your professional success. That's why it is fully committed to offering you the best educational programs on the market today"*

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

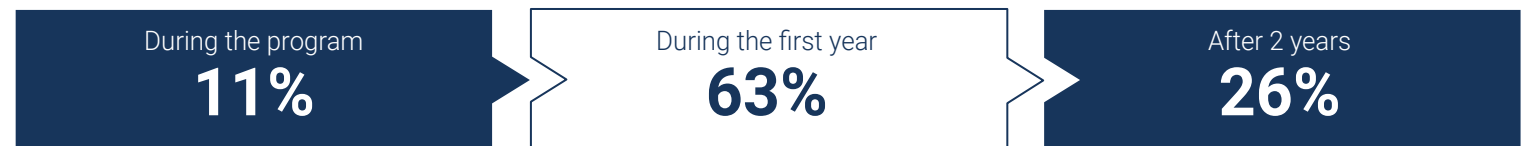
The Postgraduate Diploma in Business Management Using Business Intelligence TECH is an intensive program that prepares students to face challenges and business decisions in a competitive and digital environment full of strategies, metadata, and new technologies, which drives the professional in his career path to the top of their company. In this way, its main objective is to promote the personal and professional growth of the student in order to achieve success in this field of work.

Those who want to make a positive change in their career will not find a better opportunity than this.

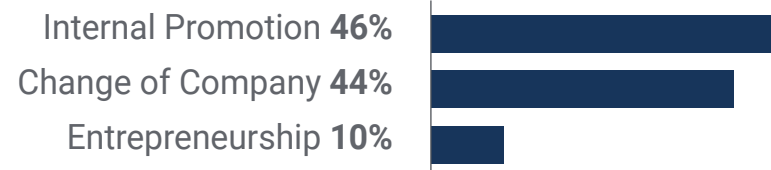
*Reach managerial positions  
and achieve the professional  
change you desire.*

*Specialize in BI and  
use all that knowledge  
to turn your career  
around.*

### 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 Management Using Business Intelligence helps elevate the organization's talent to its full potential by training top-level leaders. In this way, professionals will not only be better qualified to face the labor market, but will also be able to contribute everything they have learned to the companies in which they work, providing new methods that will give them a competitive advantage as well.







“

*Enter the new business concept,  
specialize in Intelligence  
Management with TECH!”*

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

01

### Intellectual Capital and Talent Growth

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

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02

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

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

03

### Building agents of change

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

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04

### Increased international expansion possibilities

Thanks to this program, the company will be in contact with the main markets of the world economy



05

### **Project Development**

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

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06

### **Increased competitiveness**

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

11

# Certificate

The Postgraduate Diploma in Business Management Using Business Intelligences guarantees students, in addition to the most rigorous and up-to-date education, access to a 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 Management Using Business Intelligence** 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\*.

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

Title: **Postgraduate Diploma in Business Management Using Business Intelligence**

ECTS: **18**

Official N° of Hours: **450 h.**



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



## Postgraduate Diploma Business Management Using Business Intelligence

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

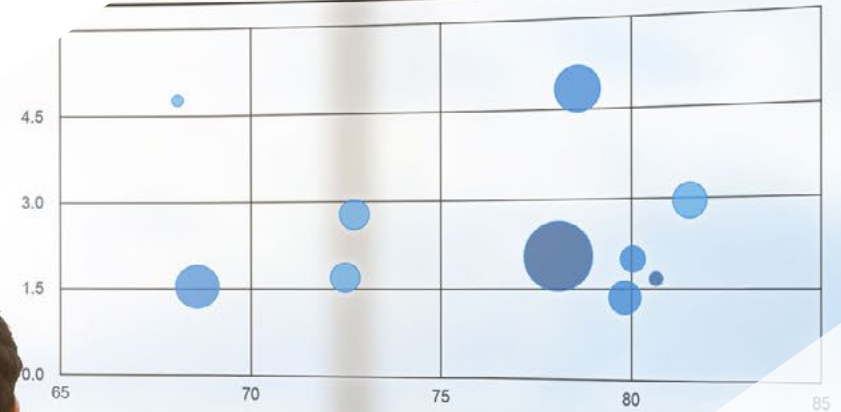
# Postgraduate Diploma Business Management Using Business Intelligence

95%

Actual vs Target

More info

Positioning



Top 10 products

430

