

Postgraduate Diploma

Business and Operations Strategy





Postgraduate Diploma Business and Operations 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 management

Website: www.techtitude.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-business-operations-strategy

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01 Welcome

With the most recent changes brought about by new technologies, globalization and modernization of a multitude of sectors, it is necessary for business management professionals to have first-hand knowledge of the latest strategic developments in operational matters. To this end, TECH has developed a comprehensive degree program that teaches the most important management skills, the keys to management and strategy and the fundamentals of today's logistics chains. This is done in order to provide future managers with all the necessary knowledge to update their methodology to the current global situation.



Postgraduate Diploma in Business and Operations Strategy. TECH
Technological University



“

You need to update your logistical and administrative knowledge to the new realities. Do it with this TECH Postgraduate Diploma"

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

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 analyses in academia"



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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

You will 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

You will 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 learn with a team of world-renowned teachers.

04 Objectives

The objective of this program is to enable all students to manage effectively in a different global context, applying the most recent methodologies on the market to promote efficient logistics and business administration.



“

Knowledge of the new business realities will lead you to significantly improve your professional performance. Don't wait any longer to take the step and enroll now"

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Diploma in Business and Operations Strategy** trains the student to:

01

Define the elements of strategy as the main foundation of strategic management

02

Analyze the strategic behavior of the operations at different levels

03

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

04

Define the basic relationships of the company with its environment



05

Analyze the influence of Stakeholders on the company.

06

Identify the different growth paths that companies can choose to pursue

07

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 and Operations Strategy is taught 100% online, so it is the student who decides how to manage his or her own study time. Over the 6 months of this program, the professional will delve into business management with an innovative perspective and up to date with the demands of today's market, with cutting-edge operational strategy to greatly streamline the tasks and logistics chain of the company.



“

*The business world is constantly changing.
Don't get left behind and get ahead of the
competition by studying how to outperform
them at a strategic and operational level"*

Syllabus

The Postgraduate Diploma in Business and Operations Strategy at TECH Technological University is a qualification designed for its students to graduate with a set of key skills with which to be able to face with solvency business decisions related to strategy and logistics.

The content of the Postgraduate Diploma in Business and Operations Strategy develops the student's own management and leadership skills, with the most avant-garde and innovative teaching methodology.

Throughout 375 hours of education, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, a real immersion in real business situations.

This program deals in depth with the most strategic areas of the company,

such as planning, management and operations, thus instructing managers to understand the business environment with a much more global and enriching perspective.

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 and Operations Strategy



Where, when and how is it taught?

TECH offers you the possibility to study this Postgraduate Diploma 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. 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, Organization and Control 1.8.2. The Methodology of Time Management 1.8.3. Action Plans 1.8.4. Tools for Efficient Time Management
1.9. Game Theory	1.10. Strategic Change 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 and Operations Strategy

3.1. New Scenarios from Supply Chain Management

- 3.1.1. Management in Multicultural Environments
- 3.1.2. Innovation in SCM
- 3.1.3. Orientation to Demand through Flexible Operations
- 3.1.4. Philosophies and Techniques Used in Japan

3.2. Global Vision of Supply Chain Management

- 3.2.1. SCM Opportunities and Threats
- 3.2.2. Strategic Design for the Supply Chain
- 3.2.3. Tendencies

3.3. Operations Strategy

- 3.3.1. Introduction to Strategy and Strategic Levels
- 3.3.2. Process Management
- 3.3.3. Stocks Management

3.4. Logistics Decision-Making

- 3.4.1. Analysis of Decisions
- 3.4.2. Global Operations Management and Planning
- 3.4.3. Risk Management in SC
- 3.4.4. Hard and Soft Decision-Making

3.5. Lean Operations Strategy

- 3.5.1. Strategic Synergies with Functional Areas
- 3.5.2. Logistics Operators
- 3.5.3. Process-Product Matrix

3.6. Strategic Purchasing Management

- 3.6.1. New Challenges in Purchasing, Sourcing and Procurement Management.
- 3.6.2. Purchasing Function in Companies and in the Supply Chain
- 3.6.3. Purchasing Function as a Resource Provider
- 3.6.4. Legal Aspects of Purchasing Function

3.7. Strategic Sourcing

- 3.7.1. Supplier Selection and Development
- 3.7.2. Value Generation from Strategic Procurement
- 3.7.3. Logistic Operators in Procurement

3.8. Purchasing Strategy Design

- 3.8.1. Externalization
- 3.8.2. Process Outsourcing
- 3.8.3. Globalization
- 3.8.4. Relocation

3.9. Manufacturing Operations Strategy

3.10. Service Operations Strategy



Your professional career needs a boost in quality. Do it by enrolling in this Postgraduate Diploma and become the master of the business and operational strategy of your business"

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.



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 and Operations Strategy is a program aimed at professionals related to the management function, business development and logistics and operations activities, who want to update their knowledge, discover new ways of managing operations and advance in their professional career.



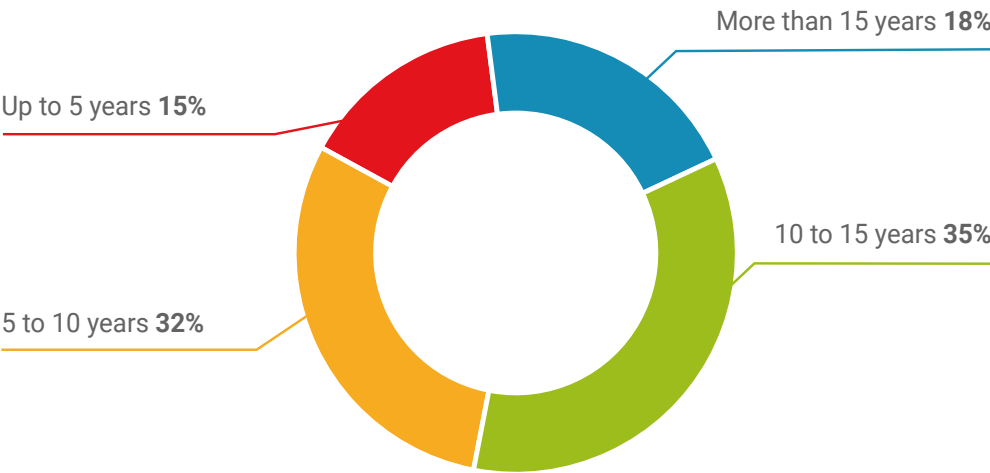
“

It's time to take a leap in quality with advanced business knowledge. Don't miss the most intrinsic aspects of operations thanks to this Postgraduate Diploma"

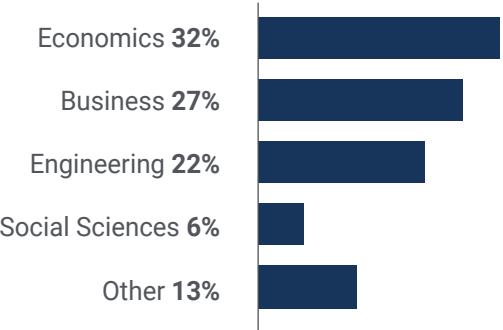
Average Age

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

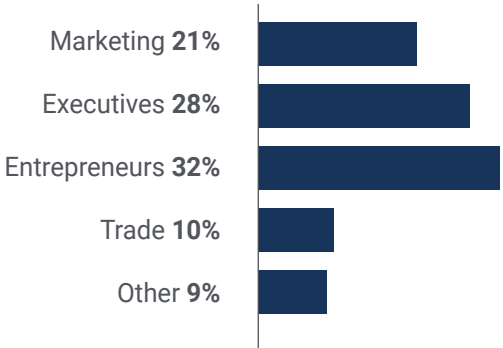
Years of Experience



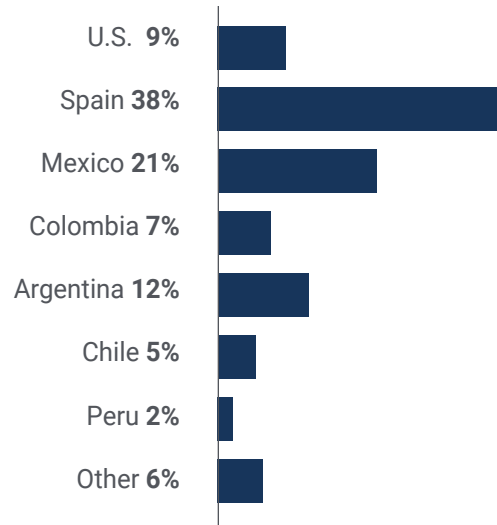
Training



Academic Profile



Geographical Distribution



Jorge García

Business Strategist

"The knowledge learned in this Postgraduate Diploma has helped me to achieve better business results almost immediately. Applying lean management and the strategies of this program I can confirm that I have significantly improved my professional quality"

08

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

You will take an important step in your professional career by learning strategies from the best professionals in the business and logistics world"

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

The TECH Postgraduate Diploma in Business and Operations Strategy is an intensive program that will prepare you to face business challenges and decisions at the strategic and general management level. Its main objective is to promote your personal and professional growth, to and help you achieve success.

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

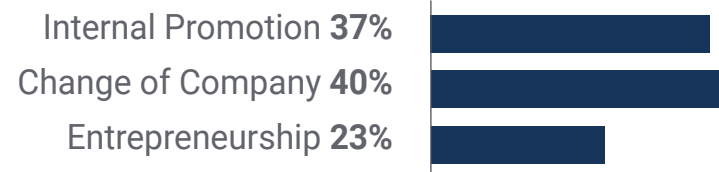
TECH puts all its resources at your disposal to train you for success.

A higher specialization will allow you to obtain an improvement at a professional level.

When the change occurs



Type of change



Salary increase

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



09

Benefits for Your Company

The Postgraduate Diploma in Business and Operations Strategy contributes to helping the talent of an organization reach its maximum potential by specializing high-level leaders.

Participating in this in Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.



“

Supported by the highly professional faculty that TECH has assembled for this Postgraduate Diploma you will achieve your success as an operations manager in less time than you think”

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 Losing Talent

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 possibilities

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

10 Certificate

The Postgraduate Diploma in Business and Operations 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 degree
without travel or laborious paperwork”*

This **Postgraduate Diploma in Business and Operations Strategy** contains the most complete and up-to-date educational 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 Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Business and Operations Strategy**

Official N° of hours: **375 h.**



*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.



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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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