

# Postgraduate Diploma Commercial Management

P C M



## Postgraduate Diploma Commercial Management

- » 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 economic-financial areas

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

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

All companies have been created with a common goal of generating the highest possible profits. It is the commercial director's job to create precise strategies to achieve the economic objectives set, adapting, at all times, to the changes and demands of the market. Therefore, the higher specialization of professionals in this area is essential to achieve that level of competence that will allow them to make the appropriate decisions that will benefit the organization. Undoubtedly, this is a unique program because it provides the student with the essential knowledge to lead successful commercial teams that are capable of implementing specific plans that facilitate the growth of their company.



Postgraduate Diploma in Commercial Management TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

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

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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

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TECH offers students the best online learning methodology. The university combines the *Re-learning* 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

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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 ground-breaking 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 Harvard Business School case studies"*

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

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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

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

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





“

*Strategically managing sales teams will bring significant benefits to your company”*



Your goals are our goals.

We work together to help you achieve them

The Postgraduate Diploma in Commercial Management will train you to:

01

Define the latest trends and developments in business management

02

Develop, lead and execute more effective purchasing strategies focused on the needs of the company, offering customized value propositions

03

Develop strategies to make decisions in a complex and unstable environment, assessing their impact on the company





04

Develop strategies to lead organizations and sales teams in times of change

05

Develop the essential skills to strategically manage the commercial activity of the organization

06

Choosing the appropriate sales channels and media, in accordance with the brand and corporate positioning

05

# Structure and Content

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



“

*A comprehensive syllabus with which you will be able to learn all the processes involved in the commercial management of a company"*

## Syllabus

The Postgraduate Diploma In Commercial Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at national and international level. The main objective is to promote your personal and professional growth, helping you achieve success.

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 in depth with the techniques and intricacies of commercial management together with the logistical and economic vision of the company, and is designed for managers to understand commercial management from a strategic, international and innovative perspective.

A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence in the commercial field. A program that understands your needs and those of your company through innovative content based on the latest trends and, supported by the best educational methodology and an exceptional faculty, will provide you with the skills to solve critical situations creatively and efficiently.

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

### Module 1

Management and Leadership

### Module 2

Logistics and Economic Management

### Module 3

Commercial Management





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

TECH offers you 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. Management and Leadership**

**1.1. General Management**

- 1.1.1. Integrating Functional Strategies into the Global Business Strategies
- 1.1.2. Management Policy and Processes
- 1.1.3. Society and Enterprise

**1.2. Strategic Management**

- 1.2.1. Establish the Strategic Position: Mission, Vision and Values
- 1.2.2. Developing New Businesses
- 1.2.3. Growing and Consolidating Companies

**1.3. Competitive Strategy**

- 1.3.1. Market Analysis
- 1.3.2. Sustainable Competitive Advantage
- 1.3.3. Return on Investment

**1.4. Corporate Strategy**

- 1.4.1. Driving Corporate Strategy
- 1.4.2. Pacing Corporate Strategy
- 1.4.3. Framing Corporate Strategy

**1.5. Planning and Strategy**

- 1.5.1. The Relevance of Strategic Direction in the Management Control Process
- 1.5.2. Analysis of the Environment and the Organization
- 1.5.3. Lean Management

**1.6. Talent Management**

- 1.6.1. Managing Human Capital
- 1.6.2. Environment, Strategy, and Metrics
- 1.6.3. Innovation in People Management

**1.7. Management and Leadership Development**

- 1.7.1. Leadership and Leadership Styles
- 1.7.2. Motivation
- 1.7.3. Emotional Intelligence
- 1.7.4. Skills and Abilities of the Leader 2.0
- 1.7.5. Efficient Meetings

**1.8. Change Management**

- 1.8.1. Performance Analysis
- 1.8.2. Leading Change. Resistance to Change
- 1.8.3. Managing Change Processes
- 1.8.4. Managing Multicultural Teams

**Module 2. Logistics and Economic Management**

**2.1. Financial Diagnosis**

- 2.1.1. Indicators for Analyzing Financial Statements
- 2.1.2. Profitability Analysis
- 2.1.3. Economic and Financial Profitability of a Company

**2.2. Economic Analysis of Decisions**

- 2.2.1. Budget Control
- 2.2.2. Competitive Analysis. Comparative Analysis
- 2.2.3. Decision-Making. Business Investment or Divestment

**2.3. Investment Valuation and Portfolio Management**

- 2.3.1. Profitability of Investment Projects and Value Creation
- 2.3.2. Models for Evaluating Investment Projects
- 2.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

**2.4. Purchasing Logistics Management**

- 2.4.1. Stock Management
- 2.4.2. Warehouse Management
- 2.4.3. Purchasing and Procurement Management

**2.5. Supply Chain Management**

- 2.5.1. Costs and Efficiency of the Operations Chain
- 2.5.2. Change in Demand Patterns
- 2.5.3. Change in Operations Strategy

**2.6. Logistical Processes**

- 2.6.1. Organization and Management by Processes
- 2.6.2. Procurement, Production, Distribution
- 2.6.3. Quality, Quality Costs, and Tools
- 2.6.4. After-Sales Service

**2.7. Logistics and Customers**

- 2.7.1. Demand Analysis and Forecasting
- 2.7.2. Sales Forecasting and Planning
- 2.7.3. Collaborative Planning, Forecasting, and Replacement

**2.8. International Logistics**

- 2.8.1. Customs, Export and Import processes
- 2.8.2. Methods and Means of International Payment
- 2.8.3. International Logistics Platforms



**Module 3. Commercial Management**

<p><b>3.1. Commercial Negotiation</b></p> <p>3.1.1. Emotional Intelligence in Negotiation and Sales</p> <p>3.1.2. Self-Motivation and Empathy</p> <p>3.1.3. Developing Negotiation Abilities</p>	<p><b>3.2. Fundamentals of Commercial Management</b></p> <p>3.2.1. Internal and External Analysis. SWOT Analysis</p> <p>3.2.2. Sector and Competitive Analysis</p> <p>3.2.3. CANVAS Model</p>	<p><b>3.3. Decision-Making in Commercial Management</b></p> <p>3.3.1. Commercial Strategy and Competitive Strategy</p> <p>3.3.2. Decision-Making Models</p> <p>3.3.3. Analytical and Decision Making Tools</p>	<p><b>3.4. Sales Network Management</b></p> <p>3.4.1. Sales Campaign Planning</p> <p>3.4.2. Networks Serving Commercial Activity</p> <p>3.4.3. Salesperson Recruitment and Training Policies</p> <p>3.4.4. Sales Management</p>
<p><b>3.5. Implementing the Commercial Function</b></p> <p>3.5.1. Commercial Contract</p> <p>3.5.2. Controlling Commercial Activity</p> <p>3.5.3. The Commercial Agent's Code of Ethics</p>	<p><b>3.6. Key Account Management</b></p> <p>3.6.1. Identifying Key Accounts</p> <p>3.6.2. Benefits and Risks of the Key Account Manager</p> <p>3.6.3. Sales and Key Account Management</p> <p>3.6.4. KAM Strategic Action Phases</p>	<p><b>3.7. Commercial Forecast</b></p> <p>3.7.1. Business Forecast and Sales Forecast</p> <p>3.7.2. Sales Forecasting Methods</p> <p>3.7.3. Practical Applications of Sales Forecasting</p>	<p><b>3.8. Financial and Budgetary Management</b></p> <p>3.8.1. Balanced Scorecard in marketing</p> <p>3.8.2. Control of the Annual Sales Plan</p> <p>3.8.3. Financial Impact of Strategic Decisions</p>



*Performing a SWOT analysis of your company will give you the keys to direct your business strategy"*

06

# Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

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 Re-learning, 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"*



## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to walk towards success, that is why TECH uses case studies from Harvard, with whom we have a strategic agreement, which allows us to bring our students the materials of the best university in the world.

“ 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.

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*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 Re-learning.

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.

*Re-learning 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.



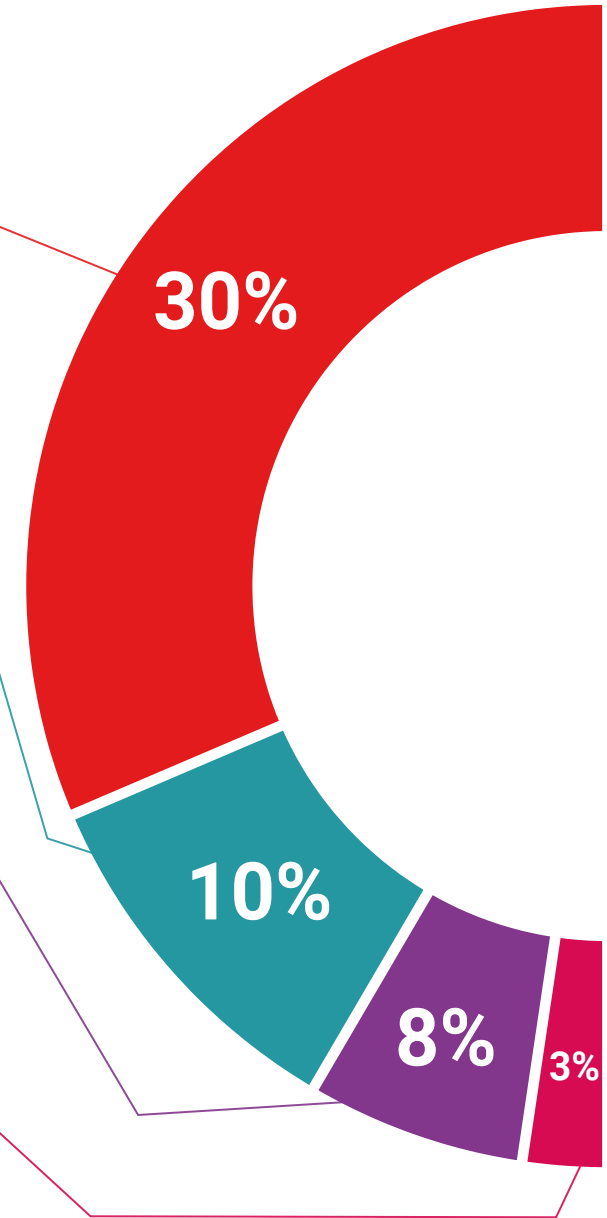
### Management Skills Exercises

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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

The Postgraduate Diploma in Commercial Management is a program aimed at professionals related to sales and commerce who want to update their knowledge, discover new ways of managing business commercial activity and advance in their professional career.





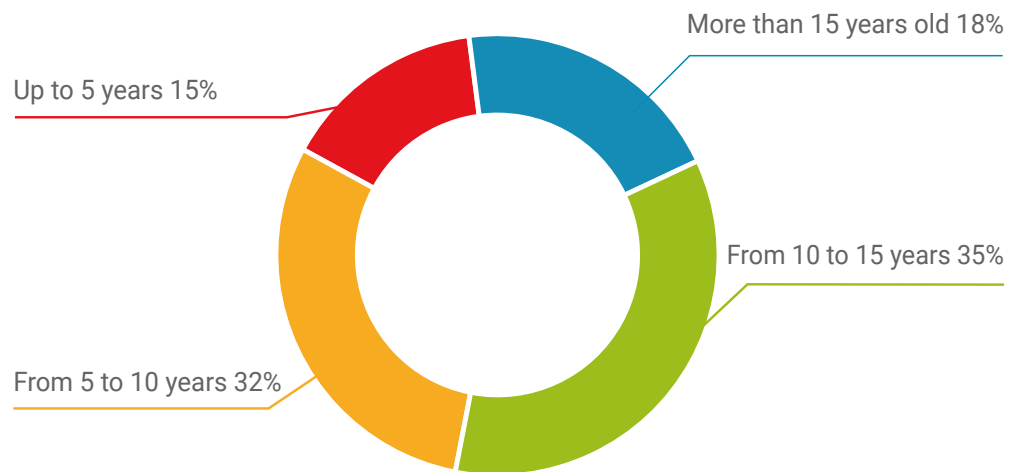
“

*If you have experience in the commercial sector and are looking for an interesting improvement in your career while continuing to work, this is the program for you"*

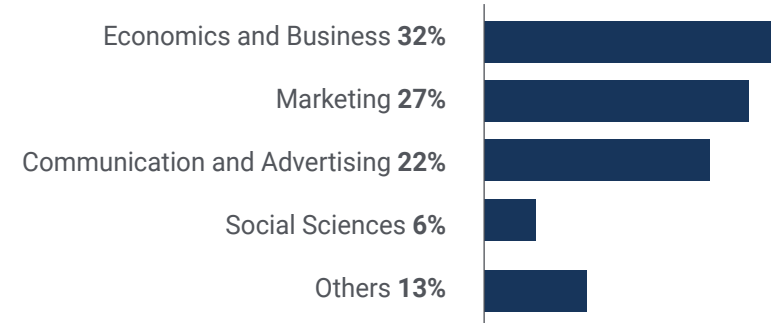
### Average Age

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

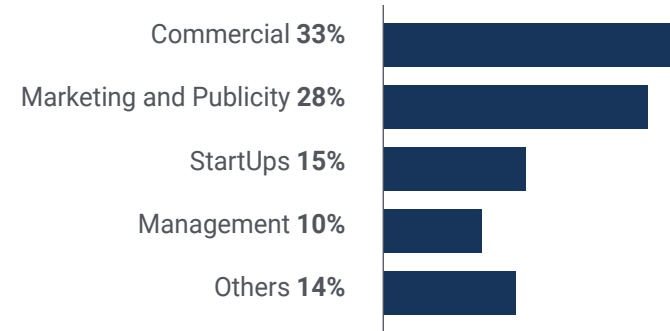
### Years of Experience



### Training

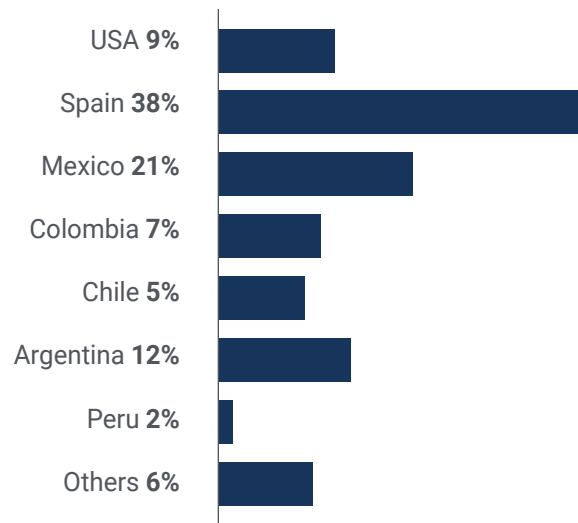


### Academic Profile



## Geographical Distribution

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## Sara María Urquiza

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Sales Director

*"The completion of this program has been a great advantage for me on a professional level, as I have been able to apply in my daily work all those techniques and strategies that are fundamental for commercial management. I notice that I have made a lot of progress in my career in the last few months, and I owe it, without a doubt, to this university."*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our teaching team, experts in Commercial Management, will help you to achieve success in your profession"*

## Management



### **Mr. López, Adolfo**

- ♦ Economist and holder of a Master's Degree in Marketing, he has mainly developed his activity in the field of Strategy, Marketing and Market Research Consultancy
- ♦ With extensive experience in undergraduate and master's degree training at Universities and Business Schools, he was President of the Marketing Club in Valencia and a member of the board of directors of the Ibero-American Association of Neurosciences for Communication and Business



09

# Impact on Your Career

We are 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.  
A lot of it...







“

*A first-class program that will be a before and after in your training”*



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

The Postgraduate Diploma in Commercial Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of planning and development of commercial management.

The main objective is to promote your personal and professional growth, helping you achieve success.

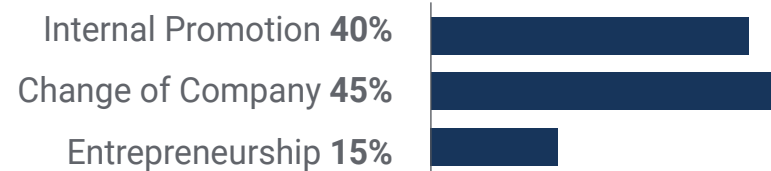
*Improving your business management skills will help you access a highly competitive job market.*

*Manage your own team and drive your company's sales to unbeatable figures.*

### When the change occurs



### Type of change



### Salary increase

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The completion of this program represents a salary increase of more than 25% for our students.



10

# Benefits for Your Company

The Postgraduate Diploma in Commercial Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*This program will not only be an improvement for you, but also for your company"*

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

01

### Intellectual Capital and Talent Growth

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

---

02

### Retaining high-potential managers Avoiding talent drain

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

03

### Building agents of change

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

---

04

### Increased international expansion 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 real project or develop new projects in the R&D or Business Development area of your company.

---

06

### Increased competitiveness

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

11

# Certificate

The Postgraduate Diploma in Commercial Management guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this training and receive your certificate without travel or laborious paperwork”*

This **Postgraduate Diploma in Commercial Management** 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 Commercial Management**

ECTS: **15**

Official N° of Hours: **375 hours**.



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



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