Postgraduate Diploma
Digital Transformation of Organizations

tech technological university

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Postgraduate Diploma
Digital Transformation of Organizations

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

Target group: **graduates who want to specialize and acquire specific knowledge and the latest trends in cultural diversity.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-digital-transformation-organizations**

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01

Welcome

New technologies have brought with them a technological revolution never seen before for organizations of all types. From companies to institutions, all entities have had to change the way they communicate and interact with the public, looking for new digital ways to establish better strategies. Seeing this change, TECH has created a complete course with which the student can gain a better understanding of the most relevant issues of digital transformation. This will allow them to take on more relevant roles at the same time as improving the likelihood they will get a job promotion and become a prestigious and renowned manager in their field

Postgraduate Diploma in Digital Transformation of Organizations.
TECH Technological University

" You will be the vector of change in all kinds of organizations who will require your services in order to adapt to new changes"

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.

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TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

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

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01 A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02 Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03 Consolidate the student's senior management skills

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

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

04 Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

Objectives

The objective of this program is to allow its students to occupy managerial and relevant positions in relation to digital transformation. In this way, students are instructed in concepts such as 360º strategy, experiential marketing and behavioral economics. Will all these skills acquired during the program, the student will become a key piece within their organization

> *TECH's objective is to achieve improvement in your work. Let the best expert team lead you to achieve fame and enrol in this program today"*

TECH makes the goals of their students their own goals too
We work together in order to achieve them
The **Postgraduate Diploma in Digital Transformation of Organizations** trains the student to:

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

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

02 Apply digital marketing responding to the new trends of the customer journey

03 Incorporate internal and external communication into your perspective of digital transformation

05 Develop the vision and strategic capacity to define a marketing plan, as well as the tools that are currently being used

06 Lead and manage the digital marketing area at the enterprise level

08 Develop a Marketing Plan

09 Make strategic decisions that improve the competitiveness of businesses

07 Master the digital channels that are being used today

10 Understand the behavior of user in order to define a high impact business strategy

11 Delve into the communicative turn that companies have taken in their marketing strategies and the values they are betting on in order to know what measures to take from now on

12 Master the advances in new advertising formats, thus having the necessary knowledge to use them in your future strategy

13 Discover the traction that e-commerce is gaining, the types of software being used and the new models that are emerging

14 Apply a digital strategy to see the impact that it is currently having in different sectors

Structure and Content

This Postgraduate Diploma is conducted in a completely online format allowing the student to adapt the study material to their own study rhythm and particular interests. Furthermore, the teaching team in charge of creating the content bring the quality of their own extensive professional experience in the field of digital transformation of organizations

This program will help you to achieve your professional objective much sooner than you'd imagine. Don't hesitate and enrol with us today"

Syllabus

This Postgraduate Diploma helps students to focus their professional and technological career on the field of digital transformation of organizations which will undoubtedly lead to a noticeable improvement in their work thanks to the best quality didactic content

The teaching staff in charge of the development of the curriculum has taken great care to reflect their own experience and professional expertise in the theory taught, so that students are learning everything related to digital transformation from people who have already used it to grow professionally

Throughout the 450 hours of the program, students will also study real case studies where they will see the application of the theory in real contexts, which helps them to have a better understanding of all the study material

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

Module 1	Digital Transformation as a 360º Strategy
Module 2	Marketing Channels in the Digital Era
Module 3	New Behavior in the Digital Transformation of Companies

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. Digital Transformation as a 360º Strategy

1.1. 360º Strategy
1.1.1. Brand Awareness
1.1.2. Content Mapping and Customer Journey
1.1.3. Always On Strategy

1.2. Rebranding
1.2.1. Rebranding
1.2.2. When to Apply a Rebranding Strategy?
1.2.3. How to Apply a Rebranding Strategy?

1.3. HR marketing
1.3.1. Recruitment Marketing
1.3.2. Phases of HR Marketing
1.3.3. Communication Strategy

1.4. Relationship Marketing
1.4.1. Relationship Marketing
1.4.2. Inbound Marketing.
1.4.3. Tools

1.5. Innovation Ecosystems and Communities
1.5.1. Innovation Ecosystems
1.5.2. Types of Profiles
1.5.3. Keys to Having an Internal and External Community

1.6. Social Selling
1.6.1. Social Selling
1.6.2. How to Apply a Social *Selling* Strategy?
1.6.3. Applications based on Social *Selling*

1.7. Experience Marketing
1.7.1. Experience Marketing
1.7.2. Objectives in an Experiential Marketing Campaign
1.7.3. Use of Technology in Experiential Marketing

1.8. Branded Content and Native Advertising
1.8.1. Branded Content and Debranding
1.8.2. Content Marketing vs. Brand Journalism
1.8.3. Native Publicity

1.9. Real Time Marketing
1.9.1. Real *Time* Marketing
1.9.2. Preparation of a Real *Time* Marketing Campaign
1.9.3. Personalization as a Key Concept
1.9.4. Corporate Social Responsibility

1.10. Key Performance Indicators (KPIS) in the Digital Era
1.10.1. Organizational Indicators
1.10.2. Innovation Indicators
1.10.3. Marketing Indicators

Module 2. Marketing Channels in the Digital Era

2.1. Social Networks
2.1.1. Relationship
2.1.2. Entertainment
2.1.3. Professional
2.1.4. Niche

2.2. Influencer Marketing
2.2.1. Classification of *Influencers*
2.2.2. Design of Campaign with *Influencers*
2.2.3. Types of Campaign with *Influencers*

2.3. e-Mail Marketing
2.3.1. Objectives of e-Mail Marketing
2.3.2. Key Factors in e-Mail Marketing
2.3.3. e-mail *Automation*

2.4. Web Page and SEO
2.4.1. Web Page
2.4.2. SEO *On Page*
2.4.3. SEO *Off Page*

2.5. Mobile Applications and ASO
2.5.1. Types of Applications
2.5.2. Key Concepts
2.5.3. ASO Positioning

2.6. Paid Campaigns
2.6.1. Paid Media Strategy
2.6.2. Google ads
2.6.3. Facebook Ads

2.7. Affiliate Marketing
2.7.1. Affiliate Marketing Analysis
2.7.2. Affiliate Marketing Types
2.7.3. Key Aspects

2.8. Programmed Advertising
2.8.1. Programmed Advertising
2.8.2. Fundamental Actors
2.8.3. Benefits of Programmed Advertising
2.8.4. Real *Time Bidding* (RTB)

2.9. Loyalty Programs
2.9.1. Loyalty Programs
2.9.2. Importance of Gamification
2.9.3. Types of Loyalty Programs

2.10. Co-Branding vs.
2.10.1. Co-Branding Campaign
2.10.2. Co-Branding Types
2.10.3. Co-Branding vs. Co-Marketing

Module 3. New Behavior in the Digital Transformation of Companies

3.1. New Adopted Behaviors
3.1.1. Social Distancing
3.1.2. A-commerce
3.1.3. Mentor-to-Protége (M2P)

3.2. Trends in Communication
3.2.1. Inclusive and Social Marketing
3.2.2. Ecology and Proximity
3.2.3. Humanization
3.2.4. Differentiation.

3.3. Evolution of the Contents
3.3.1. Evolution of Fast Content
3.3.2. Immediate Content
3.3.3. From Storytelling to Storydoing
3.3.4. The Increase in Premium Content

3.4. The Evolution of Searches
3.4.1. The Intention of Searches
3.4.2. Voice Marketing
3.4.3. Visual Search
3.4.4. Interactive Search

3.5. Support Advances
3.5.1. OOH Digital Advertising
3.5.2. Connected TV and Over-the-Top (OTT) Video
3.5.3. Podcasting and Online Audio
3.5.4. Streaming

3.6. *Customer Centric*
3.6.1. Customer Centric vs Customer Experience vs. Product Centric
3.6.2. User Generated Content
3.6.3. Share of Voice
3.6.4. Personalization

3.7. The Evolution of E-commerce
3.7.1. Evolution and Perspectives
3.7.2. System Types
3.7.3. E-Commerce Types

3.8. Behavioral Economics
3.8.1. Behavioral Economics
3.8.2. Types of Biases and Nudges
3.8.3. CRO
3.8.4. UX vs. UI

3.9. Digital Transformation: Physical and Digital
3.9.1. Era of Digitalization
3.9.2. Social, Location and Mobile (SoLoMo)
3.9.3. Evolution of Payment Methods
3.9.4. New Challenges for Retail

3.10. Evolution of Sectors in the Digital environment
3.10.1. Tourism
3.10.2. Mobility
3.10.3. Health

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%
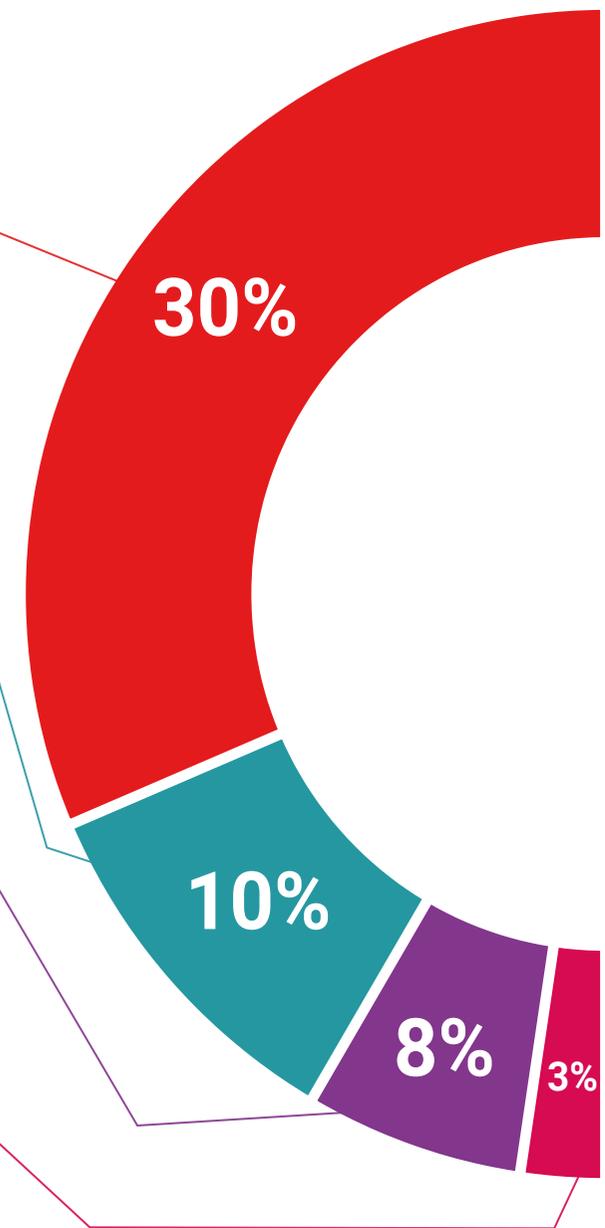
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

07

Our Students' Profiles

This program is aimed at professionals and people interested in the field of technology, especially those with a relation to the digital transformation of organizations. Our student profile is varied and can offer a great opportunity to strengthen networking ties

Your experience in the technology sector will be key for your development as a successful manager thanks to this Postgraduate Diploma"

Average Age

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

Years of Experience

More than 15 years **21%**

Up to 5 years **18%**

5 to 10 years **32%**

10 to 15 years **29%**

Training

Business **23%**

Economics **27%**

Engineering **18%**

Social Sciences **12%**

Other **20%**

Academic Profile

Construction **23%**

Transportation **18 %**

Industry **25 %**

Trade **10%**

Other **14%**
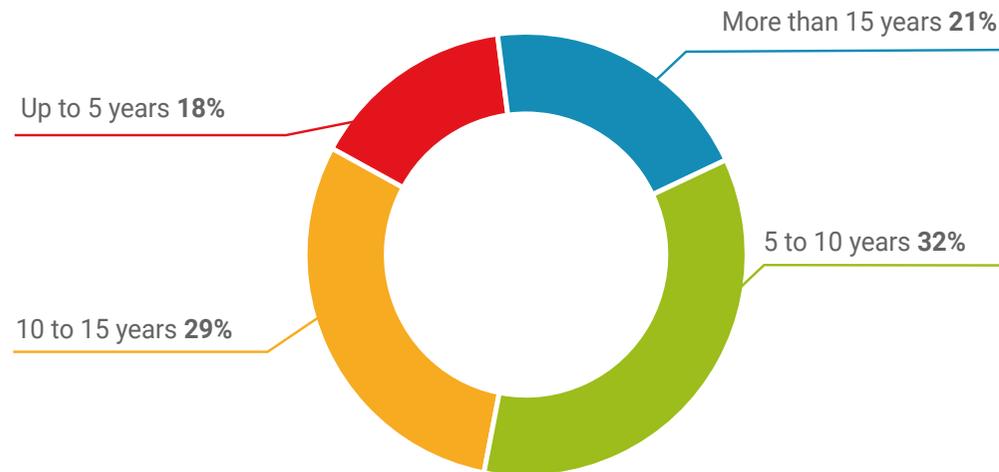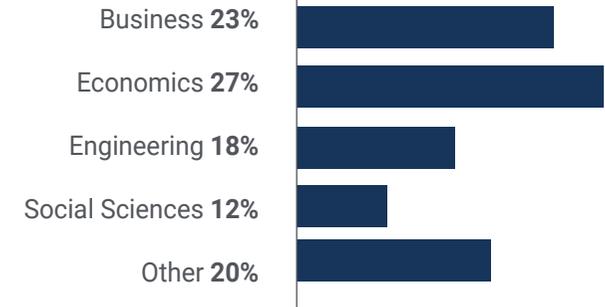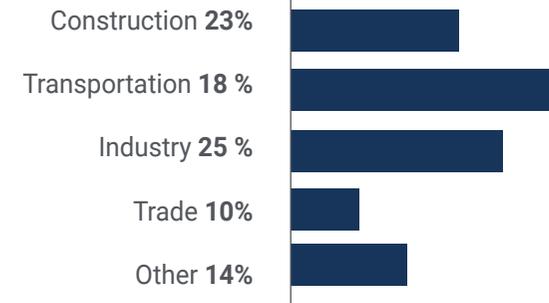
Geographical Distribution

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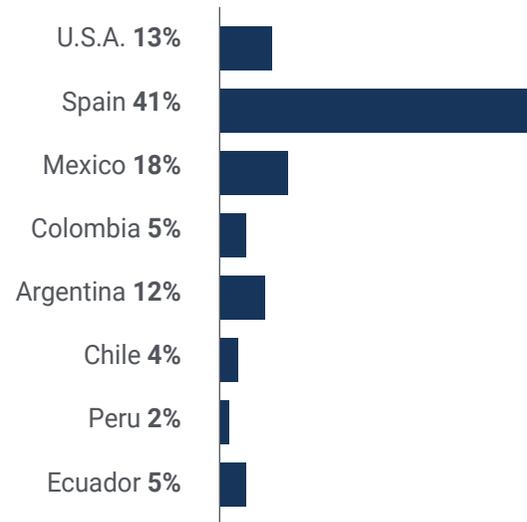
Ricardo Rodio

Project Manager

"This qualification has provided me with all the necessary tools which I can implement within my department. This did not go unnoticed by my superiors, who decided to give me a position of greater responsibility shortly after completing the training."

Course Management

The program's teaching staff includes leading experts in Banking and Financial Markets who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student

A high-level teaching staff to teach professionals who seek excellence"

Management

Barrientos, Giancarlo

- Information Systems Engineer
- Specialization in Software Engineering from U.S.A.L, Buenos Aires, Argentina. He started his professional experience focusing on different markets in Latan America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet Gmbh and Grupo Clarín
- Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- He is currently IT Manager at Assist-365

Mr. Nieto-Sandoval González- Nicolás, David

- Industrial Technical Engineer by the E.U.P of Málaga.
- Industrial Engineer by the E.T.S.I.I. of Ciudad Real.
- Data Protection Officer (DPO), Antonio Nebrija University
- Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels.
- Writer of technological training content for both public and private entities.
- Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Ms. García Salvador, Laura

- Degree in Public Relations, Administration and Business Management

- Master's Degree in Digital Marketing in ESIC (Spain)

- Started her professional experience in the CONTRAPUNTO BBDO advertising agency, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hotels (Enchanting Quality Hotels Club)

Impact on Your Career

This degree must lay the foundations for positive growth and change in the student's professional career, which is why TECH puts all its efforts into achieving the greatest impact and benefits for its students. The graduate will be supported at all times to undertake successful future projects and achieve well-deserved recognition in the field of digital transformation

"

Enrol now in this Postgraduate Diploma with TECH and don't wait any longer to become the professional you want to be"

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

The Postgraduate Diploma in Digital Transformation of Organizations of TECH Technological University prepares its students for the main challenges faced by digital work teams, all with the help of the best professionals in the field

A unique opportunity to improve your job prospects.

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

When the change occurs

During the program
19%

During the first year
51%

After 2 years
30%

Type of change

Internal Promotion **47%**

Change of Company **35%**

Entrepreneurship **8%**
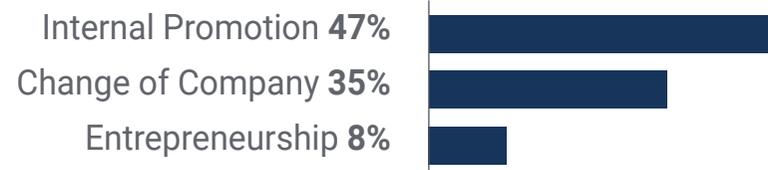
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**
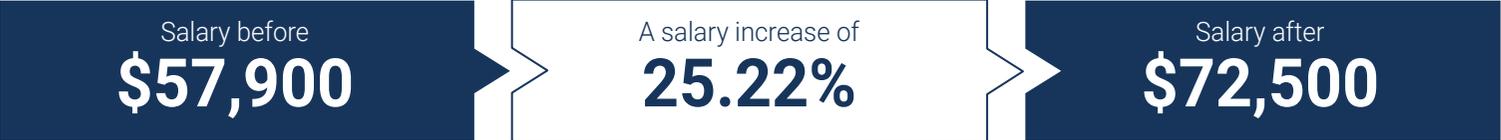
10
Benefits for Your Company

There are multiple benefits for a company with a professional who has recently graduated from this degree. With a complete understanding of how to communicate with the public in the new digital era, the professional will be able to implement successful marketing strategies in any organization, always with an avant-garde and modern approach

It's time to take the professional leap you have wanting to take and become a reputable project manager focused on digital transformation"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional 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.

Project Development

(05)

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

Increased competitiveness

(06)

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

Certificate

The Postgraduate Diploma in Digital Transformation of Organizations guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Digital Transformation of Organizations** 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 Digital Transformation of Organizations**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Digital Transformation of Organizations

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

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

June 17, 2020

Tere Guevara Navarro
Dean

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

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

tech *technological university*

Postgraduate Diploma
Digital Transformation
of Organizations

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

Postgraduate Diploma
Digital Transformation
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