

Postgraduate Diploma Management



Postgraduate Diploma Management

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

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-management

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01 Welcome

The management of an organization is a vitally important issue, as business success depends to a large extent on the talent of key management positions. In addition, competition for these positions in recent years has been fierce, as professionals with higher qualifications and more specific knowledge in the areas of management, communication, operations and finance are increasingly in demand. TECH offers a comprehensive program in which the professional interested in learning about leadership can obtain the best knowledge in this regard, ensuring their chances of success when applying for management positions of greater prestige and better remuneration.



Postgraduate Diploma in Management.
TECH Technological University



“

*You will master the most advanced
business leadership strategies to be at the
forefront of your industry”*

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 studies in the academic community"



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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

The objective of this Postgraduate Diploma in Management at TECH is to provide its students with the managerial knowledge they need to be able to climb the professional ladder within their field of work. Therefore, we will work on aspects of management and leadership that will be fundamental and decisive when assuming management positions in any field of work.



“

Having great leadership, management, financial and marketing skills are requirements that you will more than fulfill after completing this Postgraduate Diploma”

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

The **Postgraduate Diploma in Management** enables the student to:

01

Know the most advanced personnel management systems

04

Provide a macro view of ongoing trends and changes in markets

02

Recognize talent and its suitability on organizational charts

05

Present the best tools for researching market dynamics and market factors

03

Conflict resolution and negotiation in the field of human resources organization

06

Acquire basic financial knowledge and skills

07

Know the main techniques and tools of finance

10

Know the growing importance of the operational and logistical aspects in modern business

08

Understand the financial plan of the markets

11

Study global trends that are affecting supply chains

09

Understand the relationship between the economy and its effect on the financial markets

12

Analyze new tools, approaches and methodologies in the operational management of an organization: new technologies, just in time, industry 4.0.

05

Structure and Content

The Postgraduate Diploma in Management at TECH Technological University has been developed taking into account the student's own needs and obligations, so all the teaching content is available once the enrollment is completed. In addition, it is a 100% online training, so there is no obligation to attend classes or fixed schedules, and the student can perfectly combine the course load with their daily commitments.



“

You are supported by a team of true experts in the field who will support you at all times to help you reach the top of your professional field”

Syllabus

The teaching material available in the TECH Postgraduate Diploma in Management brings together the key knowledge to be a successful manager, backed by the initiative and professionalism of the faculty that has developed it. You will learn how to be a great leader from experts in finance, personnel management and communication.

In addition, the teaching is full of case studies and real examples of possible conflicts that the future director or manager may encounter, being able to understand the contents explained in real contexts. All this is taught over 600 hours of study supported by a large amount of audiovisual material to make the teaching load lighter.

A degree that will undoubtedly mark a before and after in the professional career of all those interested in reaching management positions in their respective fields of work.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1 / People and Talent Management

Module 2 / Marketing

Module 3 / Operations

Module 4 / Finances



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Management completely online. Over the course of 6 months, 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. People and Talent Management

1.1. Organizational Behavior

- 1.1.1. Organizational Theory
- 1.1.2. Key Factors for Change in Organizations
- 1.1.3. Corporate Strategies, Types, and Knowledge Management

1.2. Strategic People Management

- 1.2.1. People Management and Strategic Alignment
- 1.2.2. Human Resources Strategic Plan: Design and Implementation
- 1.2.3. Job Analysis, Design and Personnel Selection
- 1.2.4. Training and Professional Development

1.3. Management and Leadership Development

- 1.3.1. Management Skills: 21st Century Skills and Abilities
- 1.3.2. Non-Managerial Skills
- 1.3.3. Map of Skills and Abilities
- 1.3.4. Leadership and People Management

1.4. Negotiation and Conflict Management

- 1.4.1. Negotiation Objectives: Differentiating Elements
- 1.4.2. Effective Negotiation Techniques
- 1.4.3. Conflicts: Factors and Types
- 1.4.4. Efficient Conflict Management: Negotiation and Communication

1.5. Executive Communication

- 1.5.1. Corporate Strategy and Management Communication
- 1.5.2. Internal Communication: Influence and Impact
- 1.5.3. Interpersonal Communication: Team Management and Skills

1.6. Team Management and People Performance

- 1.6.1. Multicultural and Multidisciplinary Environment
- 1.6.2. Team and People Management

- 1.6.3. Coaching and People Performance
- 1.6.4. Executive Meetings: Planning and Time Management

Module 2. Marketing

2.1. Introduction to Marketing Research

- 2.1.1. The Markets
- 2.1.2. The Market-Driven Company Concept

2.2. CRM and Loyalty

- 2.2.1. Relationships with Clients
- 2.2.2. Tools for Loyalty
- 2.2.3. Architecture of a CRM System

2.3. Strategic Marketing

- 2.3.1. Marketing and their Limits
- 2.3.2. Market Strategy Fundamentals
- 2.3.3. Decision-Making in Strategic Management

2.4. Operational Marketing

- 2.4.1. Comparative Analysis of Strategic and Operational Marketing
- 2.4.2. Operational Marketing Tools

2.5. Competitive Intelligence.

- 2.5.1. Organizational Intelligence
- 2.5.2. Types and Characteristics of intelligence
- 2.5.3. The Cycle of Intelligence
- 2.5.4. Methods and Tools of Competitive Intelligence

2.6. Business Intelligence

- 2.6.1. Data Platforms
- 2.6.2. Data Analysis Tools
- 2.6.3. Data Warehouse

2.7. Customer Service

- 2.7.1. Customer Service and its Diagnosis
- 2.7.2. Customer Service and Quality

2.8. Product Management

- 2.8.1. Importance, Value and Complexity of the Product
- 2.8.2. Evolution of the Role of the *Project Manager*

2.9. International Marketing

- 2.9.1. Effects of Globalization on Marketing
- 2.9.2. Specifics of International Marketing

2.10. Future Tendencies

- 2.10.1. Changes in Demand
- 2.10.2. New Marketing Tools: Virtual Reality, Augmented Reality, Platforms, etc.

Module 3. Operations

3.1. Introduction to Operation Research

- 3.1.1. Specificity of Operations in Industrial Companies
- 3.1.2. Specificity of Operations in Commercial and Service Companies

3.2. Operations Fundamentals

- 3.2.1. The Value Chain and its Transformation
- 3.2.2. Challenges in Contemporary Operations Environment and Operations
- 3.2.3. Environment and Operations

3.3. Focus on Quality

- 3.3.1. Academic Definitions of Quality
- 3.3.2. Historical Evolution of the Phenomenon of Quality
- 3.3.3. Quality Regulation, Management Systems and Costs

- 3.3.4. Comprehensive Quality
- 3.3.5. Planning and Quality Management
- 3.3.6. Quality Tools

3.4. Just in Time and Lean Manufacturing

- 3.4.1. Tackling Waste and Inefficiencies
- 3.4.2. Just in Time
- 3.4.3. Lean Manufacturing

3.5. Supply Chain Management SCM

- 3.5.1. Logistics and Production
- 3.5.2. Production Planning
- 3.5.3. Logistical Phenomenon

- 3.5.4. Integrated Supply Chain Management Strategies
- 3.5.5. SCM Tools: Chain Assessment, Sourcing, ECR, Strategic Inventories, etc.

3.6. Service Operation

- 3.6.1. Service Companies
- 3.6.2. Commercial Business
- 3.6.3. Supply and Demand Mismatches
- 3.6.4. Adjustment Strategies

3.7. Industry 4.0

- 3.7.1. Evolution and Industrial History
- 3.7.2. Factors of the Fourth Revolution
- 3.7.3. Digital Transformation
- 3.7.4. Manufacturing Intelligence
- 3.7.5. Security Challenges and Others

3.8. Industrial Technology

- 3.8.1. ERPs
- 3.8.2. PLMS
- 3.8.3. Additive Manufacturing
- 3.8.4. Robotics

3.9. Outsourcing

- 3.9.1. The Phenomenon of *Outsourcing* in Operations
- 3.9.2. Advantages and Disadvantages
- 3.9.3. Outsourcing in the Public Sector

3.10. Future Tendencies

- 3.10.1. Cloud and Infrastructure Virtualization
- 3.10.2. Environmental Emergency
- 3.10.3. Rapid Product Development

Module 4. Finances

4.1. Introduction to Finances Research

- 4.1.1. Financial Information and Information Asymmetry
- 4.1.2. Uses and Utilities of Accounting Information and Economic-Financial Information

4.2. Financial Bases

- 4.2.1. Finances Decision-Making
- 4.2.2. Financial Elements of a Business
- 4.2.3. Financial Analysis.
- 4.2.4. Economic Valuation Methods

4.3. Accounting Fundamentals

- 4.3.1. History of Accounting
- 4.3.2. Types of Accounting
- 4.3.3. The Accounting Cycle
- 4.3.4. Financial Statements
- 4.3.5. International Accounting

4.4. Fundamentals of Economy

- 4.4.1. Economic Science
- 4.4.2. Goods, Factors and Productive Agents
- 4.4.3. Economy and Business: Business Agent
- 4.4.4. Main Economic Problems

4.5. Management Control

- 4.5.1. The Control Process
- 4.5.2. Design of a Control System
- 4.5.3. Control Indicators and Dashboards
- 4.5.4. Benchmarks

4.6. Financial Risks

- 4.6.1. Concept of Risk and its Management
- 4.6.2. Components and Risk Languages
- 4.6.3. Main Market, Financial and Operational Risks

4.7. Capital Markets

- 4.7.1. Types of Capital Markets and Traded Products
- 4.7.2. Functions of Capital Markets
- 4.7.3. Efficient Markets

4.8. Financing

- 4.8.1. Financial Structure
- 4.8.2. Traditional Financing
- 4.8.3. Alternative Financing

4.9. Audit

- 4.9.1. Accounting Standards and Control of Accounting Information
- 4.9.2. Internal Control Measures
- 4.9.3. External Auditing

4.10. Future Tendencies

- 4.10.1. Cryptocurrencies
- 4.10.2. The Rise of Private Equity
- 4.10.3. Other Trends

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"



TECH Business School uses the Case Study to contextualize all content

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

“

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



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



Study Material

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

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



Classes

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

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



Management Skills Exercises

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



07

Our Students' Profiles

This Postgraduate Diploma in Management is aimed at all business and finance professionals who want to acquire specific knowledge of financial management, with which to distinguish themselves in a remarkable way in their field of work.





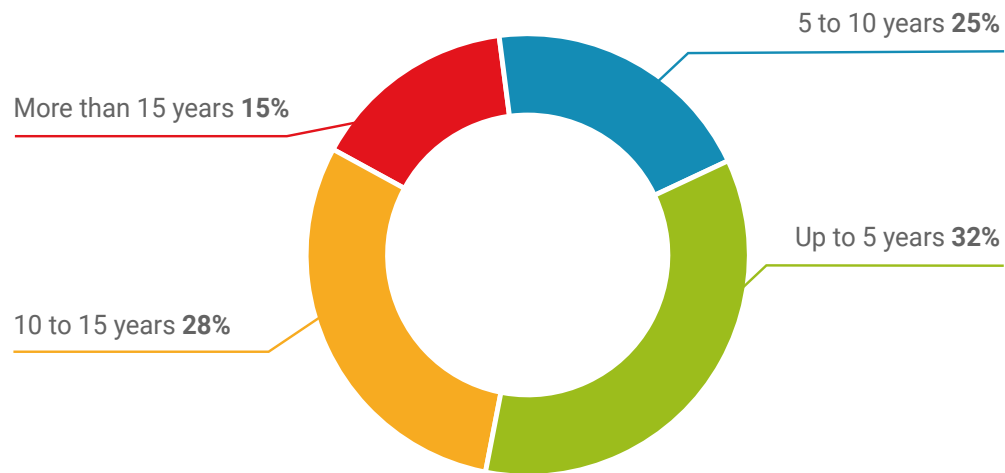
“

If you want to improve your career path in the world of management while maintaining your job responsibilities, this is the program you've been looking for”

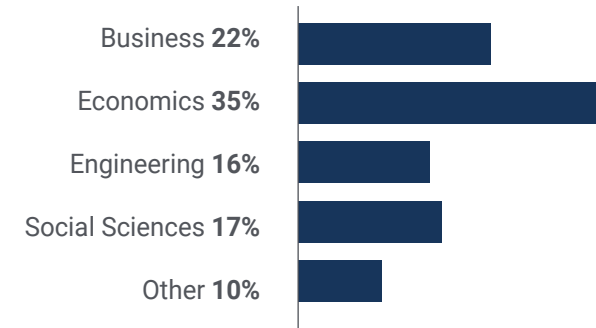
Average Age

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

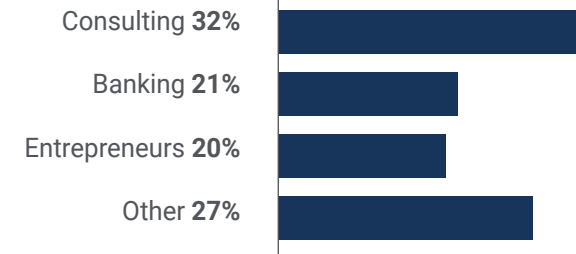
Years of Experience



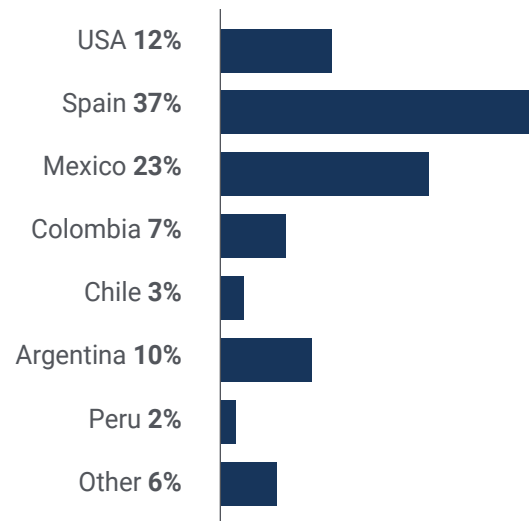
Training



Academic Profile



Geographical Distribution



Rosa Pérez

Business Consultant

"I had not been able to pursue the specialization I wanted in Marketing and Strategics because I found it impossible to combine it with my work. However, with this Postgraduate Diploma I have found it easy and comfortable, which has allowed me to complete it efficiently"

08

Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. 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.





“

We have the best teaching team to help you to specialize in a highly demanded field”

Management



Dr. de Angelis, Ignacio

- ◆ Visiting Professor at the Department of Applied Economics - Economic Structure, University of Valencia, Spain
- ◆ Center for Interdisciplinary Studies on International and Local Issues. Project Management Scientific and Technical Publications National University of the Center of the Province of Buenos Aires. Tandil, Argentina
- ◆ Ibero-American Union of Municipalists (UIM). Participant in the project on the international financial insertion of municipalities. Granada,
- ◆ Banco Hipotecario S.A. Marketing and management of mortgage banking. Manpower Argentina. Tandil, Argentina
- ◆ PhD in Economic Science National University of Matanza, Buenos Aires, Argentina
- ◆ Master's Degree in Technology Science and Society National University of Quilmes, Buenos Aires, Argentina
- ◆ Degree in International Relations National University of the Center of the Province of Buenos Aires. Tandil, Argentina

09

Impact on Your Career

TECH is aware of the difficulties that a student may face in pursuing a program of this nature, so all efforts are focused on the student to obtain the professional improvement they crave, giving them the best possible conditions such as a fully online program with the best team of teachers in the field.



“

The main challenge at TECH is to help you generate a positive change in your career. That's why this is the program that will help you make the ultimate leap in management”

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

This program is an unbeatable opportunity for any professional who wants to prove their worth in the world of management, as the knowledge imparted is of the most current relevance and helps the student to advance in their career during the course of the program.

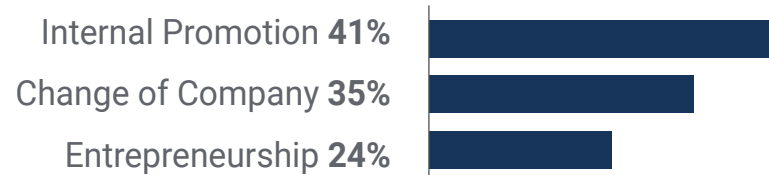
Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

The best way to achieve professional change is to increase your skills. So don't stop studying at TECH.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

This Postgraduate Diploma helps companies to incorporate professionals versed in management who are capable of leading financial work teams and, in turn, improve results in the economic business environment.





“

By enrolling today in this Postgraduate Diploma, you are taking the most important step in your career towards leadership”

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 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 Organisation will come into contact with the main markets in the world economy.



05

Project Development

Be able to work on a real project or develop new projects.

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 Management 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 Certificate in 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 Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Management**

Official N° of Hours: **600 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.



Postgraduate Diploma Management

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

Postgraduate Diploma Management

