

# Postgraduate Diploma Operative Strategy and Management Methodologies





## Postgraduate Diploma Operative Strategy and Management Methodologies

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

Website: [www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-operative-strategy-management-methodologies](http://www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-operative-strategy-management-methodologies)

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# 01 Welcome

Logistics is a highly relevant procedure in the supply chain. In this sector, it is necessary to adapt quickly to changes in the environment and, to this end, professionals in this area must develop functional and appropriate operational strategies to obtain the best possible results. There are different tools that make it possible to develop the most effective working methods, so the specialization of professionals in this field is essential to achieve the competitive advantage that companies demand so much. With this program, students are offered that specialized knowledge that will mark a before and after in their qualification and will allow them to increase their employability options.



Postgraduate Diploma in Operative Strategy and Management Methodologies.  
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 center for intensive managerial skills education.



“

*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 balances 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.

**+100000**

executives prepared 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.



### Analysis

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

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



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

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

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





“

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

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

**01**

### A Strong Boost to Your Career

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

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

**02**

### Develop a strategic and global vision of the company

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### You will be part of an exclusive community

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

*We give you the opportunity to study 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 will be equipped to make global decisions with an innovative perspective and an international vision.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”*



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

The Postgraduate Diploma in Operative Strategy and Management Methodologies will train the student to:

01

Develop strategies to optimize customer service and improve the profitability in the national and international market

02

Develop an international vision of the supply chain

03

Apply Lean Management concepts throughout the supply chain





04

Implementing tools for operational and economic control of operations

05

Describe the procedures for establishing decision criteria for process outsourcing, RFQs and signing of logistics service contracts

06

Compete through processes innovation

05

# Structure and Content

The Postgraduate Diploma in Operative Strategy and Management Methodologies from TECH -Technological University 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 Operative Strategic Management using effective communication.



“

*Design the most appropriate strategies to improve your company's operational productivity”*

## Syllabus

The content of the Postgraduate Diploma in Operative Strategy and Management Methodologies is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 375 hours, the student analyzes a plethora of practical cases through individual work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with different areas operational and of the company and it designed to train Management who understand and the operations 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 field of strategic of operations management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which 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 three modules:

### Module 1

Operative Strategy and Management Methodologies

### Module 2

International Operations Applying Lean Logistics

### Module 3

Innovation, e-Logistics and Supply Chain Technology





### 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.

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

**Module 1. Operations Strategy and Management Methodologies**

**1.1. Lean Management**

- 1.1.1. Lean Management
- 1.1.2. Improvement and Problem-Solving Groups
- 1.1.3. New Forms of Maintenance and Quality Management

**1.2. Process Improvement and Rapid Response Manufacturing (RRM) Techniques**

- 1.2.1. Kaizen, Soifuku, Ishikawa
- 1.2.2. Smed, Shoninka, Shojinka
- 1.2.3. Jidoka, Kanban, Heijunka

**1.3. Total Quality Management and Advanced Project Management**

- 1.3.1. TQM (Total Quality Management)
- 1.3.2. Six Sigma as a Business Management System
- 1.3.3. EFQM Model

**1.4. Lean Manufacturing Diagnosis**

- 1.4.1. Operations Strategy and Lean manufacturing
- 1.4.2. Quantitative Diagnosis
- 1.4.3. Qualitative Diagnosis
- 1.4.4. Assessment Tool Lean

**1.5. Lean Manufacturing Tools**

- 1.5.1. Quality Improvement Tools
- 1.5.2. Cost Improvement Tools
- 1.5.3. Deadline Improvement Tools
- 1.5.4. Tools for Improving Personnel Involvement

**1.6. Policy Deployment Hoshin Kanri**

- 1.6.1. Policy Deployment
- 1.6.2. Management Control
- 1.6.3. Balanced Scorecard
- 1.6.4. Management Indicators

**Module 2. International Operations Applying Lean Logistics**

**2.1. Global Supply Chain**

- 2.1.1. Global Supply Chain Planning
- 2.1.2. Global Supply Chain Management: Logistics and International Markets
- 2.1.3. The Triple Axis of the Supply Chain

**2.2. Import Management**

- 2.2.1. Customs, Export and Import processes
- 2.2.2. International Commerce Institutions and Agreements
- 2.2.3. Customs Legislation
- 2.2.4. Plant Management and International Purchasing

**2.3. International Logistics Distribution**

- 2.3.1. International Logistics Platforms
- 2.3.2. International Transport Operator
- 2.3.3. Hubs and Distribution

**2.4. Incoterms and International Document Management**

- 2.4.1. Exportation or Implantation
- 2.4.2. Agency, Distribution and International Sales and Purchase Agreements
- 2.4.3. Industrial and Intellectual Property
- 2.4.4. Taxes and Tariffs Classification

**2.5. Strategic Sourcing**

- 2.5.1. Payment Method Selection
- 2.5.2. Documentary Credit
- 2.5.3. Bank Guarantee and Documentary Credit

**2.6. International Lean Logistics**

- 2.6.1. Lean Basis with Application in International Logistics
- 2.6.2. Logistics Waste Elimination Strategies
- 2.6.3. Main Implications and Requirements
- 2.6.4. Other Methodologies to Improve the Process

**2.7. Lean Operational**

- 2.7.1. Lean Decisions
- 2.7.2. Lean Tools
- 2.7.3. Lean and Continued Improvement in SCM

**2.8. Creating Value**

- 2.8.1. Definition of International Logistics Strategies
- 2.8.2. Economic Value Added
- 2.8.3. International Projects



**Module 3. Innovation, e-Logistics and Technology in the Supply Chain**
**3.1. Process Engineering and Product Engineering**

- 3.1.1. Innovation Strategies
- 3.1.2. Open Innovation
- 3.1.3. Innovative Organization and Culture
- 3.1.4. Multifunctional Teams

**3.2. Information Technology Strategic Planning**

- 3.2.1. The Process of Strategic Planning
- 3.2.2. Formulating the Yes Strategy
- 3.2.3. Strategy Implementation Plan
- 3.2.4. Supply Chain Optimization and e-Logistics Strategy

**3.3. Launch and Industrialization of New Products**

- 3.3.1. Design of New Products
- 3.3.2. Lean Design
- 3.3.3. Industrialization of New Products
- 3.3.4. Manufacture and Assembly

**3.4. Emerging technologies and Information Systems**

- 3.4.1. Company and Industry Sector Analysis
- 3.4.2. Online Business Models
- 3.4.3. The Value of IT in a Company

**3.5. Digital E-Commerce Management**

- 3.5.1. New e-Commerce Business Models
- 3.5.2. Planning and Developing an e-Commerce Strategic Plan
- 3.5.3. Technological Structure in e-Commerce

**3.6. e-Commerce Operations and Logistics**

- 3.6.1. Digital Point-of-Sale Management
- 3.6.2. Contact Center Management
- 3.6.3. Automation in Management and Monitoring Processes

**3.7. E-Logistics. B2C and B2B**

- 3.7.1. E-Logistics
- 3.7.2. B2C: e-Fulfilment, the Last Mile
- 3.7.3. B2B: e-Procurement. Marketplaces

**3.8. Digital Pricing**

- 3.8.1. Online Payment Methods and Payment Gateways
- 3.8.2. Electronic Promotions
- 3.8.3. Digital Price Timing
- 3.8.4. e-Auctions

**3.9. Legal Aspects of e-Commerce**

- 3.9.1. Data Protection
- 3.9.2. Fiscal Aspects of e-Commerce
- 3.9.3. General Sales Conditions

**3.10. The Warehouse in e-Commerce**

- 3.10.1. Peculiarities of the Warehouse in e-Commerce
- 3.10.2. Warehouse Design and Planning
- 3.10.3. Infrastructures. Fixed and Mobile Devices
- 3.10.4. Zoning and Locations

**3.11. Designing an Online Store**

- 3.11.1. Design and Usability
- 3.11.2. Most Common Functionalities
- 3.11.3. Alternative Technologies

**3.12. Supply Chain Management and Future Trends**

- 3.12.1. Future of e-Business
- 3.12.2. The Current and Future Reality of E-Commerce
- 3.12.3. SC Operating Models for Global Companies



*Learn about the particularities of e-commerce and the operational processes involved*

# 06

# Methodology

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

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







“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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





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

## A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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





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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Diploma in Operative Strategy and Management Methodologies is a program aimed at professionals related to Logistical La and Operation who want to update their knowledge, discover new ways of Management Supplies management and advance in their professional career.





“

*If you have experience in the logistics sector, and are looking for an interesting career boost while continuing to work, then this is the program for you”*

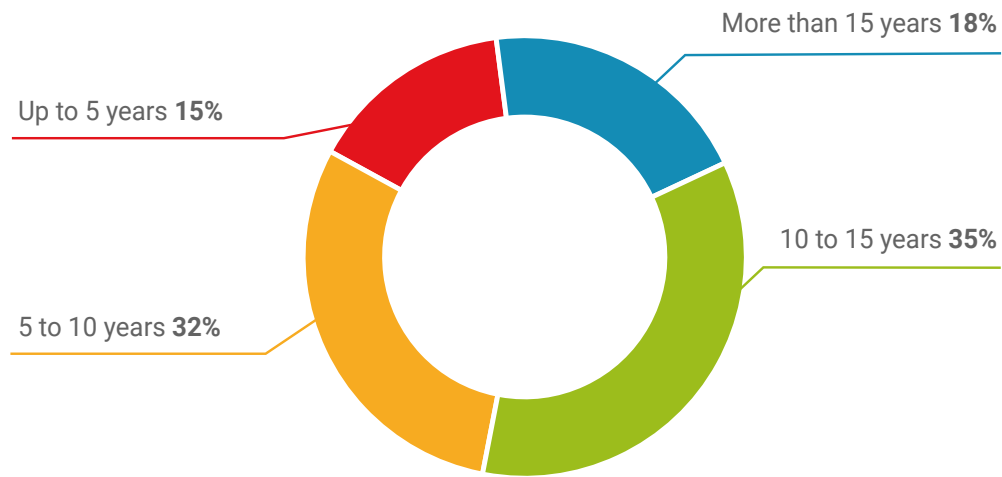
### Average Age

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

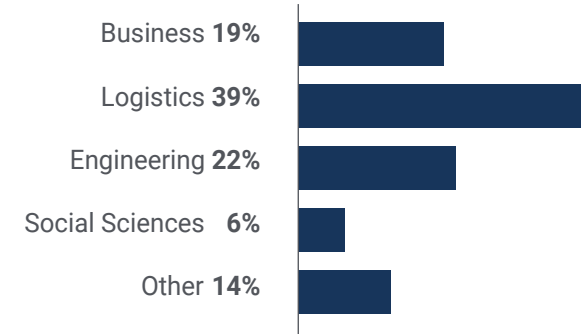
### Years of Experience

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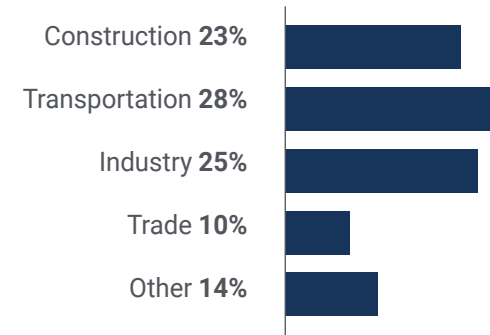
### Training

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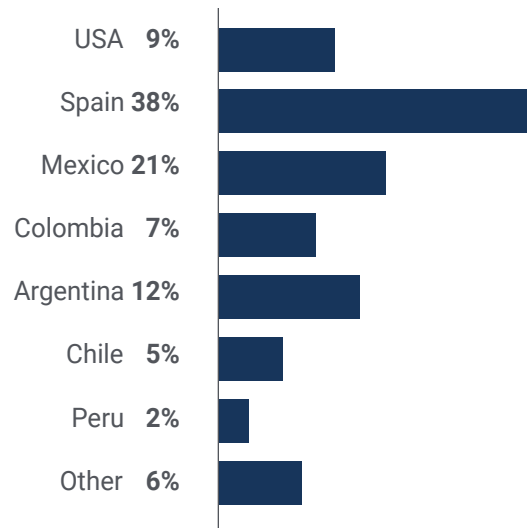
### Academic Profile

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## Geographical Distribution

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## Luis Sánchez Ortiz

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### Logistics Manager

*"Managing the logistics operations of large companies is a complex task and, even more so, if to traditional purchases must be added those made through digital channels. This program has been fundamental in my training, by providing me with the specific knowledge to implement operational strategies that are more appropriate for my company"*

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



### Mr. Bassoumi, Shukri

- ♦ General Manager of Exos Solutions
- ♦ Telecommunications Engineer
- ♦ Has developed his professional career in the field of consultancy
- ♦ Experience in Purchasing, Logistics and Operations, managing a large number of projects
- ♦ Currently General Manager of Exos Solutions, Engineering Consultant, specializing in the project, team and strategy management



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. To this end, TECH offers its students the most complete educational program on the market.







“

*The completion of this program be  
fundamental for to give a boost to your career”*



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

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

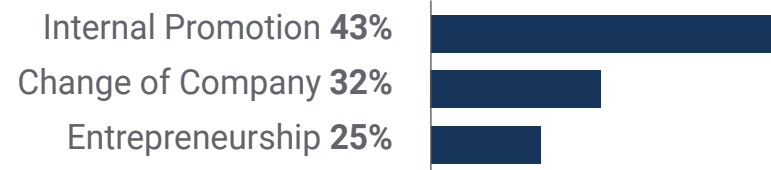
*Improve your qualifications and gain access to a wide range of job opportunities, with more responsible and better paid positions.*

*This program will open the doors to senior management in the logistics sector.*

### Time of Change



### Type of Change



### Salary Increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Operative Strategy and Management Methodologies will help raise the organization's talent to its maximum potential by creating high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*Bring a new working vision to your daily practice and achieve greater benefits for you and your company”*

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

01

### **Growth of talent and intellectual capital**

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





05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development 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 Operative Strategy and Management Methodologies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

*After passing this program, you will receive a qualification that will enhance your CV”*

This **Postgraduate Diploma in Operative Strategy and Management Methodologies** 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 Operative Strategy and Management Methodologies**

Official N° of Hours: **375 h.**



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



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