

Postgraduate Diploma Strategic Development Modalities





Postgraduate Diploma Strategic Development Modalities

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in economics and financial areas

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-strategic-development-modalities

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01 Welcome

The strategies that a company carries out to achieve its objectives can be very varied, so managers must know the main existing modalities that can help them for business development, both internally and externally. Your role as an organizational leader can make the difference between implementing successful or unsuccessful ideas, so your specialization in this field will be essential for the growth of your business. This program focuses on the study of strategic alliances, corporate entrepreneurship, strategic innovation or investment policies, among other fundamental issues that will be essential to manage an organization with guarantees of success.



Postgraduate Diploma in Strategic Development Modalities.
TECH Technological University



“

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

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

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

500+ | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH you will have access to Harvard Business School case studies"



Analysis

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



Academic Excellence

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



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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

This program is designed to strengthen the management and leadership skills of business professionals in the field of strategic business development. To this end, they are offered a complete syllabus with which they can test their knowledge and learn all those new techniques that they will have to apply in their professional development, in order to improve all the procedures of their company, solving possible problems more effectively.



“

Analyze the potential of your company and apply the appropriate strategies to achieve a gradual growth”

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

The Postgraduate Diploma in Strategic Development Modalities will enable students to:

01

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

03

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



02

Analyze the strategic behavior of operations at different levels

04

Define the basic relationships of the company with its environment

05

Analyze the influence of Stakeholders on the company

07

Develop the ability to detect, analyze and solve problems



06

Identify the different growth paths that companies can choose to pursue

08

Describe the characteristics, problems and human, economic, political, legal and organizational implications of the different modalities of strategic development

05

Structure and Content

The Postgraduate Diploma in Strategic Development Modalities is a program that is taught in a 100% online format so that students can perfectly balance their learning in this area of knowledge with the rest of their daily obligations. Therefore, throughout 3 modules, the student will delve into managerial skills, management and strategic development, through a very well-structured syllabus that will facilitate self-guided learning.



“

Develop the skills you need to manage the development of your company efficiently notice benefits in the short term”

Syllabus

The Postgraduate Diploma in Strategic Development Modalities of TECH Technological University aims to facilitate the learning of business professionals through a completely new syllabus, essential in the CV of managers and people in positions of responsibility, as it opens the doors of knowledge to a new way of understanding the development of companies.

Throughout 375 hours of study, students will analyze a multitude of practical cases, thanks to which they will be able to understand in a more effective way all those tasks that they will have to put into practice during the course of their career. Specifically, the program aims to develop those managerial skills that should be applied to manage your project or business more efficiently.

This Postgraduate Diploma deals in depth with the strategic areas of the company and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed with the main objective of developing the skills of students, to make them more competitive in today's labor market and, therefore, has a comprehensive syllabus that covers issues of great interest for their professional development. An educational program that understands the needs of students and, therefore, gives them the facility to self-manage their time as best suits them, as it is offered in a 100% online format.

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

- Module 1.** Managerial Skills
- Module 2.** Management and Strategy
- Module 3.** Strategic Development Modalities



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Strategic Development Modalities 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. Managerial Skills

1.1. Public Speaking and Spokesperson Education

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

1.2. Communication and Leadership

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

1.3. Personal Branding

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

1.4. Team Management

- 1.4.1. Work Teams and Management Meetings
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

1.5. Negotiation and Conflict Resolution

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

1.6. Emotional Intelligence

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

1.7. Relational Capital: Coworking

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

1.8. Time Management

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

Module 2. Management and Strategy

2.1. Strategic Thinking

- 2.1.1. The Strategy and its Purpose
- 2.1.2. Strategic Thinking and Strategist Skills
- 2.1.3. Lateral Thinking and Blue Ocean Strategy
- 2.1.4. Neuroscience Applied to Strategy

2.2. Strategic Decisions and Decision Makers

- 2.2.1. Corporate Governance
- 2.2.2. Management Teams
- 2.2.3. Creating Value

2.3. Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

2.4. Corporate Strategy

- 2.4.1. Driving Corporate Strategy
- 2.4.2. Pacing Corporate Strategy
- 2.4.3. Framing Corporate Strategy

2.5. Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization

2.6. Strategy Implementation

- 2.6.1. Indicator Systems and Process Approach
- 2.6.2. Strategic Map
- 2.6.3. Differentiation and Alignment

2.7. Strategic Analysis Models

- 2.7.1. Internal Analysis
- 2.7.2. External Analysis
 - 2.7.2.1. Sources of Competitive Advantage in the Sector
 - 2.7.2.2. Advantages, Disadvantages and Effectiveness of Strategic Analysis

2.8. Total Quality Management and Advanced Project Management

- 2.8.1. TQM (Total Quality Management)
- 2.8.2. Six Sigma as a Business Management System
- 2.8.3. EFQM Model

2.9. Lean Management

- 2.9.1. The Basic Principles of Lean Management
- 2.9.2. Improvement and Problem-Solving Groups
- 2.9.3. New Forms of Maintenance and Quality Management

2.10. Ethics and Strategic Management

- 2.10.1. Integration of Ethics and Strategy
- 2.10.2. Human Motivation and Ethics
- 2.10.3. Ethical Quality of Organizations

Module 3. Strategic Development Modalities**3.1. Strategic Partnerships**

- 3.1.1. Joint Ventures
- 3.1.2. Export Consortiums
- 3.1.3. Purchasing Centers
- 3.1.4. Other Types of Cooperation

3.2. Corporate Enterprise

- 3.2.1. Exploration of New Business Opportunities
- 3.2.2. Prototyping and In-house Development
- 3.2.3. Agents of Internal Change
- 3.2.4. Emerging Projects and Disruption

3.3. Strategic Innovation

- 3.3.1. Open Innovation and Triple Helix
- 3.3.2. Innovation Success and Failure Factors
- 3.3.3. Impact of Innovation Management on Business Performance
- 3.3.4. Creative Thinking and Design Thinking

3.4. Investment Policies

- 3.4.1. Company Valuation Methods
- 3.4.2. Strategy and Risk Control
- 3.4.3. Sources of Financing

3.5. Mergers and Acquisitions

- 3.5.1. Financial and Organizational Implications of Mergers and Acquisitions
- 3.5.2. Analysis and Evaluation of Synergies
- 3.5.3. Negotiation Techniques and Approaches

3.6. Diversification Strategies

- 3.6.1. Specialization vs. Diversification
- 3.6.2. Choice of Diversification Entry Mode
- 3.6.3. Business Diversification and Results
- 3.6.4. Business Portfolio Restructuring Strategies



Reach the professional elite thanks to the completion of this program"

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

The Postgraduate Diploma in Strategic Development Modalities is a program aimed at professionals related to the management function, business development and business activity in general, who want to update their knowledge, discover new ways to manage their company and advance in their career. Undoubtedly, a program designed for those who understand the importance of updating their knowledge in order to improve their job position or expand their employability options.





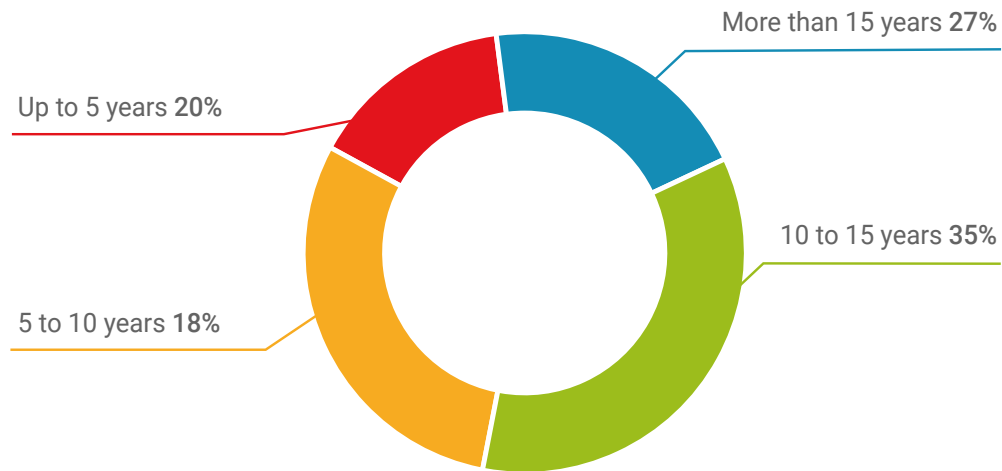
“

If you want to improve your Business Development techniques, this program will provide you with the keys to achieve it"

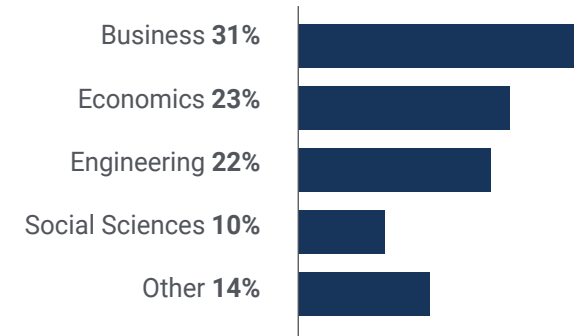
Average Age

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

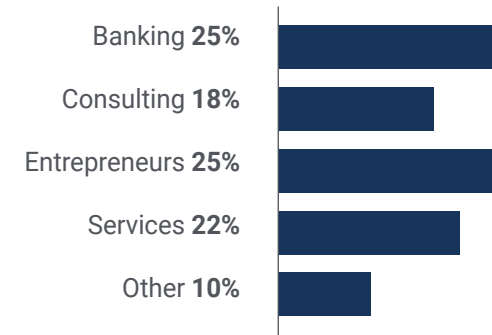
Years of Experience



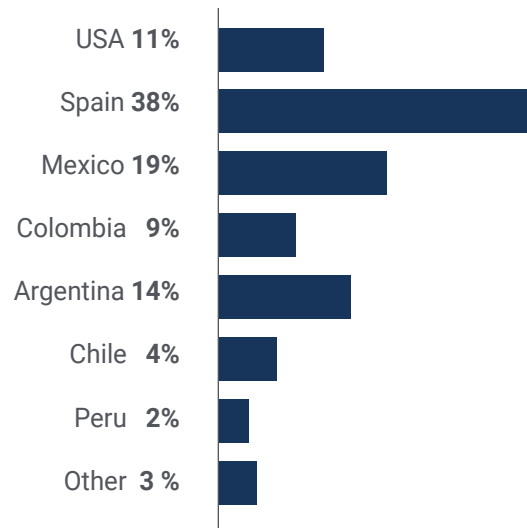
Training



Educational Profile



Geographical Distribution



Luis Sánchez Ortiz

Strategy Director

"With all the new developments that have emerged in recent times in business, I had been noticing for some time that I needed to bring something more to my company to compete more effectively. That's why I decided to specialize in Strategic Development with this program and now I know that I can give much more to my company. Without a doubt, it has been a great decision to take it"

08

Impact on Your Career

This program is designed for all business professionals who wish to give a boost to their careers by improving their skills and qualifications. To this end, they are offered a very complete program in which they will find the most relevant information on Strategic Development Modalities. In addition, by enrolling in this educational institution, they will have access to a first-class network of contacts, with which they will be able to improve their employability options.



“

If you are looking for a better job, don't think twice: enroll in TECH and your employability options will grow rapidly”

Are you ready to take the leap?

Excellent professional development awaits you

The Postgraduate Diploma in Strategic Development Modalities of TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of strategic management.

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

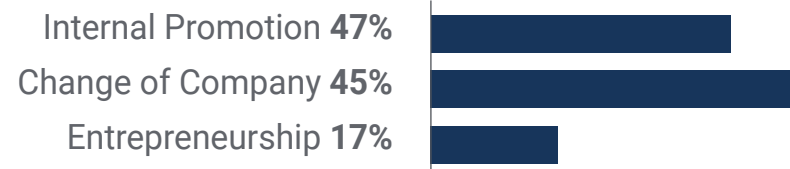
Access positions of greater responsibility and make that qualitative leap in your career.

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

Time of change



Type of change



Salary increase

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



09

Benefits for Your Company

The Postgraduate Diploma in Strategic Development Modalities is a program designed to improve the skills of business professionals in this field, but it will also be essential to promote the growth of the companies in which they work. This is because the student, at the end of this program, will be able to implement new working models and techniques that will allow a more efficient development of the business, achieving its objectives through a more innovative methodology.





“

*Your specialization in this field
will be fundamental to achieve the
strategic growth of your company”*

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

01

Growth of talent and intellectual capital

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

You will 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.

10 Certificate

The Postgraduate Diploma in Strategic Development Modalities 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 Strategic Development Modalities** 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 certificate 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 Strategic Development Modalities**

Official N° of Hours: **375 h.**



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



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

Postgraduate Diploma Strategic Development Modalities

