

Postgraduate Diploma Web Site Engineering



Postgraduate Diploma Web Site Engineering

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-web-site-engineering

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 20

06

Methodology

p. 28

07

Our Students' Profiles

p. 36

08

Course Management

p. 40

09

Impact on Your Career

p. 44

10

Benefits for Your Company

p. 48

11

Certificate

p. 52

01 Welcome

Today, a company with no Internet presence is one that does not exist for the vast majority of consumers. For this reason, the proliferation of websites is growing steadily, with an increasing demand for qualified engineers who not only provide technical knowledge, but also quality work in their day-to-day practice. These engineers need a leadership figure to help them manage their work well and make the most of their creativity. That is why TECH has developed a complete program in web engineering, to give students the tools to successfully execute projects and lead teams with very specific technical skills.



Postgraduate Diploma in Web Site Engineering
TECH Global University



“

This program will turn your career in the IT world upside down and have you leading specialized engineer teams in no time at all”

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 Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+

executives trained each year

200+

different nationalities



Empowerment

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

500+

collaborative agreements with leading companies



Talent

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

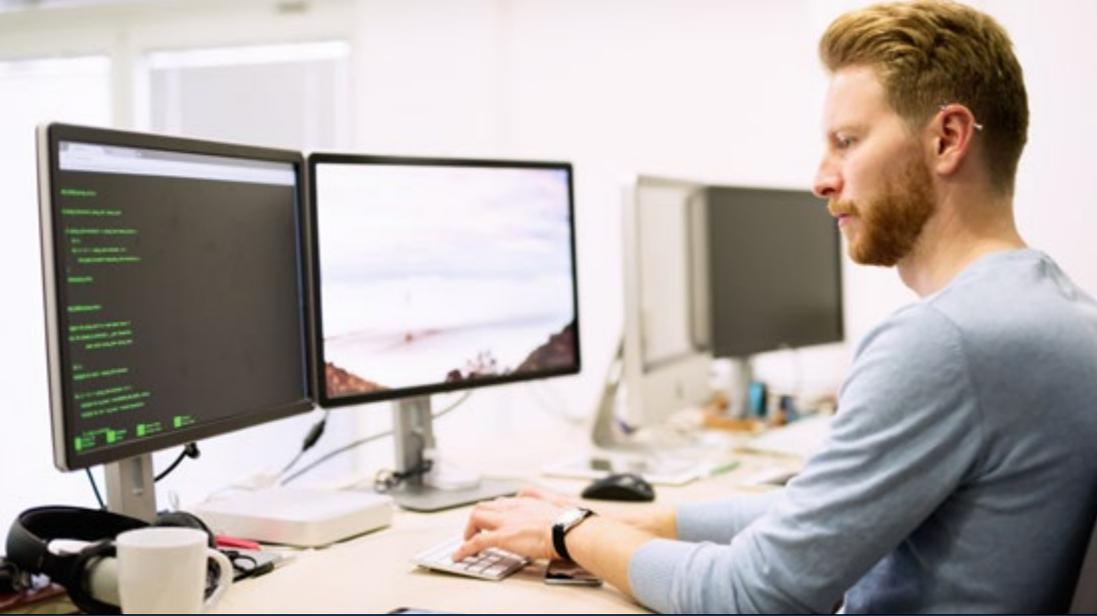
After completing this program, TECH helps students show the world their talent.



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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.



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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 Global University community.

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

04

Objectives

Professionals will find high quality didactic content in this training for an added value in professionalism, not only in terms of expertise, but also in terms of work performance, which will undoubtedly lead them to fulfill their own objectives to improve economic and personal expectations in the field of web site engineering.



“

The management of web engineering IT departments will be within your reach after enrolling in this Postgraduate Diploma at TECH”

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Web Site Engineering prepares students to:

01

Integrate applications developed in PHP with MySQL databases

04

Examine web programming languages and their implementation in development environments

02

Master customer interaction process using forms, cookies and sessions

03

Gain specialized knowledge of web application and web page development, both on the client and server side

05

Analyze the different frameworks and libraries for the main web programming languages



06

Determine the different optimization techniques to be considered during the development of any web project

08

Develop the different types of web architecture, their advantages and suitability



09

Evaluate the stages that make up the web architecture, the correlation between them and their development

07

Examine the three pillars of web architecture to recognize the importance of each when designing and building web projects

10

Optimize the relationship between web architecture and user experience and the relationship between web architecture and SEO

11

Consider potential user disabilities to provide an accessible environment

14

Establish the relationship between user experience and organic positioning (SEO)

12

Offer an intuitive browsing experience to users



13

Have a vision of UX *Writing* beyond writing

15

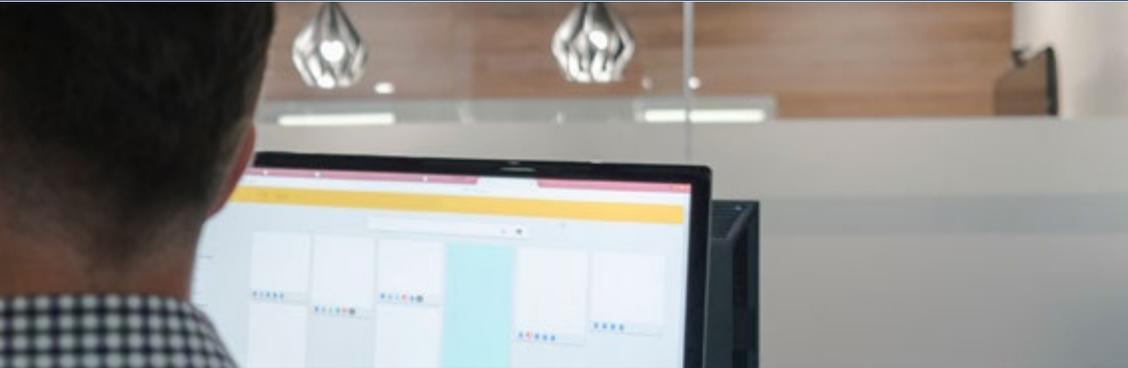
Determine the objectives and the process to develop style guides

16

Determine key elements in business cases, product vision and user stories

18

Gather and prioritize requirements for agile projects



19

Calculate cost and schedule performance indicators for agile projects

17

Plan iterations based on team speed and iteration length

20

Analyze the keys to contracting for agile projects

05

Structure and Content

The professionals who have developed the teaching materials for this Postgraduate Diploma in Web Site Engineering are aware of the high demands of students, so they have put all their effort into making the learning experience as useful as possible for them to see an improvement in their job performance almost immediately, even during the completion of the program itself.



“

You will gain a global understanding of website development, including all its difficulties and technicalities, which will undoubtedly lead you to become a reference among your employees and colleagues”

Syllabus

The Postgraduate Diploma in Web Site Engineering at TECH Global University prepares students for the complex reality of creating a website, from the initial idea or outline to ultimately launching the site, complementing these teachings with specific security systems and web application development methodologies.

Throughout 600 hours of study, a multitude of practical cases and real problems that students may encounter when developing a website are also studied, which helps them to understand the knowledge they are acquiring in a updated and authentic context.

All this with the aim of boosting student

careers toward the most specialized direction in website engineering, with advanced knowledge in programming languages and web architecture so students can best solve different problems in their own work environment, greatly revaluing their professional contribution.

The program lasts six months and is divided into four modules:

- Module 1** Web Programming Languages
- Module 2** Web Site Engineering and Architecture
- Module 3** Web Site Security Systems
- Module 4** Methodologies for Web Application Development



Where, When and How is it Taught?

TECH offers its students the opportunity to take this program completely online. Throughout the six months of training, they will be able to access all the program contents at any time, allowing them to self-manage their own study time.

Delve into the study of cybersecurity and successfully prevent computer attacks in your company.

Module 1. Web Programming Languages

1.1. Web Programming

- 1.1.1. The Web
- 1.1.2. Web Design
- 1.1.3. Web Development
- 1.1.4. Types of Languages
- 1.1.5. Framework vs. Library
- 1.1.6. Development Environments (IDE - Integrated Development Environment)
- 1.1.7. Browsers

1.2. HTML

- 1.2.1. HTML
- 1.2.2. Labels
- 1.2.3. Documents Structure
- 1.2.4. Semantic Components
- 1.2.5. Text Content
- 1.2.6. Blocks
- 1.2.7. Hyperlinks
- 1.2.8. Embedded Content
- 1.2.9. Tables
- 1.2.10. Forms

1.3. CSS

- 1.3.1. CSS
- 1.3.2. Style Applications
- 1.3.3. Rules
- 1.3.4. Style Collisions
- 1.3.5. Selectors
- 1.3.6. Combiners
- 1.3.7. Pseudo Classes
- 1.3.8. Pseudo Components
- 1.3.9. Box Models
- 1.3.10. Attributes
- 1.3.11. Measuring Units
- 1.3.12. Positioning
- 1.3.13. Colors
- 1.3.14. Variables:
- 1.3.15. Animation

1.4. JavaScript

- 1.4.1. JavaScript
- 1.4.2. Code Inclusion in HTML
- 1.4.3. Syntax
- 1.4.4. Types of Data
- 1.4.5. Variables and Areas
- 1.4.6. Operators
- 1.4.7. Flow Control Structures
- 1.4.8. Functions
- 1.4.9. Document Object Model (DOM) Manipulation
- 1.4.10. Events
- 1.4.11. Object Oriented Programming
- 1.4.12. AJAX

1.5. PHP

- 1.5.1. PHP
- 1.5.2. Documents Structure
- 1.5.3. Generating HTML Content
- 1.5.4. Constants and Variables
- 1.5.5. Operators
- 1.5.6. Types of Data
- 1.5.7. Flow Control Structures
- 1.5.8. Functions
- 1.5.9. Forms, Cookies and Sessions

1.6. MySQL

- 1.6.1. MySQL
- 1.6.2. Databases
- 1.6.3. Characters Codification
- 1.6.4. Types of Data
- 1.6.5. Users and Privileges
- 1.6.6. Accessing Databases
- 1.6.7. Creating and Manipulating Databases
- 1.6.8. Clauses
- 1.6.9. Queries

1.7. HTML and CSS Libraries and Frameworks

- 1.7.1. Bootstrap
- 1.7.2. Foundation
- 1.7.3. Skeleton
- 1.7.4. Bulma
- 1.7.5. Materialize
- 1.7.6. PureCSS
- 1.7.7. TailwindCSS
- 1.7.8. Susy
- 1.7.9. Ulkit

1.8. JavaScript Frameworks and Libraries

- 1.8.1. Angular
- 1.8.2. jQuery
- 1.8.3. React
- 1.8.4. Meteor
- 1.8.5. Polymer
- 1.8.6. Mithril
- 1.8.7. Aurelia
- 1.8.8. Vue.js
- 1.8.9. Ember.js
- 1.8.10. Node.js
- 1.8.11. Backbone.js

1.9. PHP Libraries and Frameworks

- 1.9.1. Laravel
- 1.9.2. Symfony
- 1.9.3. Zend
- 1.9.4. CodeIgniter
- 1.9.5. FuelPHP
- 1.9.6. CakePHP
- 1.9.7. Phalcon
- 1.9.8. Yii
- 1.9.9. Slim

1.10. Web Programming Techniques

- 1.10.1. Beautify
- 1.10.2. Minimizing Code
- 1.10.3. Image Optimization
- 1.10.4. Code Normalization and Compatibility between Browsers
- 1.10.5. Code Debugging and Validation
- 1.10.6. Bundling
- 1.10.7. Repository and Version Control

Module 2. Web Site Engineering and Architecture

<p>2.1. Web Site Engineering and Architecture</p> <p>2.1.1. Website Architecture</p> <p>2.1.2. Uses and Applications</p>	<p>2.2. The Pillars of Web Architecture</p> <p>2.2.1. Public</p> <p>2.2.2. Contents</p> <p>2.2.3. Context</p>	<p>2.3. Horizontal Web Architecture</p> <p>2.3.1. Advantages</p> <p>2.3.2. Examples</p>	<p>2.4. Vertical Web Architecture</p> <p>2.4.1. Advantages</p> <p>2.4.2. Examples</p>
<p>2.5. Web Architecture Phases</p> <p>2.5.1. Taxonomy</p> <p>2.5.2. Labeling</p> <p>2.5.3. Site Map</p>	<p>2.6. Web Architecture and Web Design</p> <p>2.6.1. Types of Pages</p> <p>2.6.2. Component Presence</p> <p>2.6.3. Linking Needs</p>	<p>2.7. Web Architecture and Web Browsing</p> <p>2.7.1. Structure</p> <p>2.7.2. Categorization</p> <p>2.7.3. Marking</p> <p>2.7.4. Usability</p>	<p>2.8. Web Architecture and SEO</p> <p>2.8.1. Benchmark</p> <p>2.8.2. Keyword Research</p> <p>2.8.3. URLs</p> <p>2.8.4. Internal Links</p> <p>2.8.5. Cannibalization</p>
<p>2.9. Web Architecture Tools</p> <p>2.9.1. Mind Maps Using Mindmeister</p> <p>2.9.2. Analyzing URLs Screaming Frog SEO Spider</p> <p>2.9.3. Analyzing Web Traffic Using Google Analytics</p>	<p>2.10. Google Search Console</p> <p>2.10.1. Keyword Analysis</p> <p>2.10.2. Opportunity Keywords</p> <p>2.10.3. Website Performance</p>		

Module 3. Web Site Security Systems

<p>3.1. Perimeter Security</p> <p>3.1.1. Network Firewall</p> <p>3.1.2. Demilitarized Zone (DMZ)</p> <p>3.1.3. Load Balancers</p> <p>3.1.4. Web Application Firewall (WAF)</p>	<p>3.2. Encrypted Web Communications</p> <p>3.2.1. SSL Certified</p> <p>3.2.2. Protocols</p> <p>3.2.3. Cipher Suit</p> <p>3.2.4. Vulnerabilities</p>	<p>3.3. Vulnerability Analysis</p> <p>3.3.1. XXS (Cross Site Scripting)</p> <p>3.3.2. SQL Injection</p> <p>3.3.3. CSRF</p> <p>3.3.4. Code Injection</p> <p>3.3.5. DoS</p>	<p>3.4. Security Headers</p> <p>3.4.1. X-Frame Options</p> <p>3.4.2. X-XSS-Protection</p> <p>3.4.3. X-Content-Type-Options</p> <p>3.4.4. Referrer Policy</p> <p>3.4.5. HTTPS Strict Transport Security (HSTS)</p>
<p>3.5. Authentication and Authorization</p> <p>3.5.1. HTTP Authentication</p> <p>3.5.2. Protocols and Standards</p>	<p>3.6. Web Auditing</p> <p>3.6.1. Auditing Technique</p> <p>3.6.2. OWASP Methodology</p> <p>3.6.3. Bug Bounty</p>	<p>3.7. Application Programming Interface (API) Security</p> <p>3.7.1. Types of APIs</p> <p>3.7.2. Attacks and Risks</p> <p>3.7.3. Traffic Analysis</p>	<p>3.8. Content Management System (CMS) Security Management</p> <p>3.8.1. Wordpress</p> <p>3.8.2. Joomla</p> <p>3.8.3. Drupal</p> <p>3.8.4. Magento</p>
<p>3.9. Secure Application Development</p> <p>3.9.1. Secure Software Development Life Cycle</p> <p>3.9.2. Risk Assessment</p> <p>3.9.3. Security Tests</p> <p>3.9.4. Good Practices</p>	<p>3.10. Crisis Management and Resilience</p> <p>3.10.1. Crisis Management and Incident Response</p> <p>3.10.2. Security Incident Response Process</p> <p>3.10.3. Backup Copies</p>		

Module 4. Methodologies for Web Application Development

4.1. Agile Project Management: Basis for Web Application Development

- 4.1.1. The Agile Approach
- 4.1.2. Agile Values and Principles
- 4.1.3. Traditional Project Management and Agile
- 4.1.4. Agile Project Management Models
- 4.1.5. Agile Methodologies

4.2. Using Agile Approach for Web Application Development

- 4.2.1. Myths and Realities Regarding Agility
- 4.2.2. Agile Practices
- 4.2.3. Selecting Agile Practices for a Project
- 4.2.4. Developing an Agile Mentality
- 4.2.5. Implementing and Communicating Adopting Agile Principles

4.3. Agile Methodologies for Web Application Development

- 4.3.1. Lean Development
- 4.3.2. Extreme Programming (XP)
- 4.3.3. Crystal Methods
- 4.3.4. Feature Driven Development (FDD)
- 4.3.5. Dynamic Systems Development Method (DSDM) and Unified Agile Processes

4.4. Agile Methodologies for Advanced Web Application Development

- 4.4.1. Kanban Method
- 4.4.2. Scrum and Scrumban
- 4.4.3. DA Disciplined Agile
- 4.4.4. Hybrid Methodologies
- 4.4.5. Comparing Agile Methodologies

4.5. Web Development Projects: Planning Process

- 4.5.1. Starting an Agile Project
- 4.5.2. Agile Planning Process
- 4.5.3. Gathering Requirements and User History
- 4.5.4. Establishing Project Scope Using Agile Methods: Product Backlog
- 4.5.5. Agile Tools to Prioritize Requirements

4.6. Stakeholders in Agile Projects for Web Application Development

- 4.6.1. Stakeholders in Agile Projects
- 4.6.2. Fomenting Effective Participation among Stakeholders
- 4.6.3. Participatory Decision-Making
- 4.6.4. Agile Knowledge Sharing and Gathering

4.7. Launch Plan and Estimate Creation

- 4.7.1. Launch Plan
- 4.7.2. Estimating User History Size
- 4.7.3. Estimating Speed
- 4.7.4. Agile Estimation Techniques
- 4.7.5. User History Prioritization

4.8. Iterations Planning and Monitoring

- 4.8.1. Iteration and Progressive Development
- 4.8.2. Iteration Planning Process
- 4.8.3. Creating Iteration Backlog
- 4.8.4. Buffers and Agile Schedule
- 4.8.5. Iteration Progress Monitoring
- 4.8.6. Monitoring and Release Progress Report

4.9. Team Leadership in Web Application Development

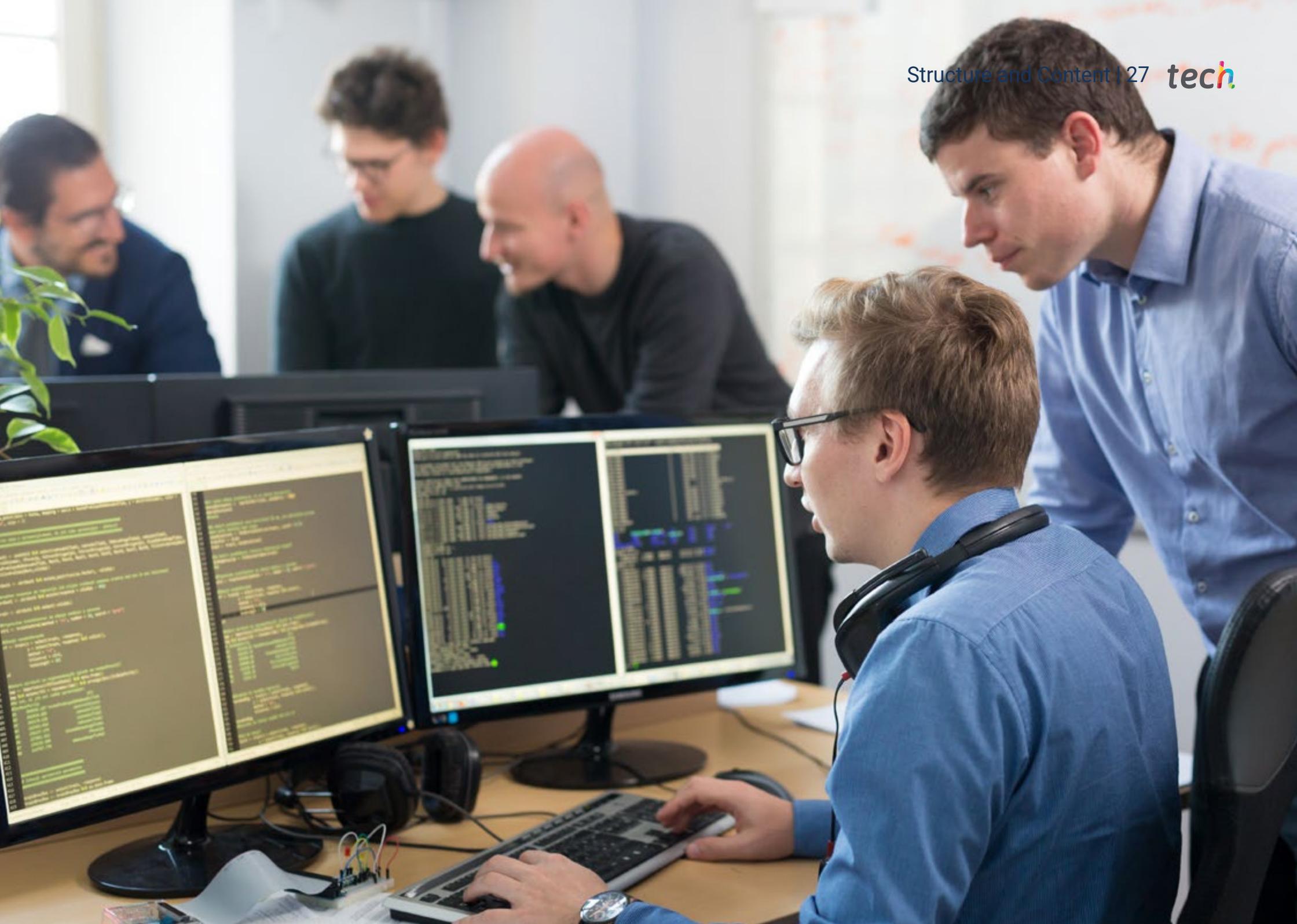
- 4.9.1. Agile Teams
- 4.9.2. Agile Project Leader
- 4.9.3. The Agile Team
- 4.9.4. Virtual Agile Team Management
- 4.9.5. Coaching for Team Performance Improvement

4.10. Value Management and Delivery in Web Development Projects

- 4.10.1. Delivery Processes Focused on Value
- 4.10.2. Product Quality
- 4.10.3. Quality Agile Practices
- 4.10.4. Risk Management
- 4.10.5. Agile Contracts
- 4.10.6. Value Gained Management in Agile Projects



You will broaden your horizon of possibilities in the IT world by specializing with TECH in Web Site Engineering”



06

Methodology

This training program offers 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"

At TECH Business School we use the Harvard case method

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

“

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



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



A learning method that is different and innovative

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this area, both nationally and internationally.

We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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

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

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

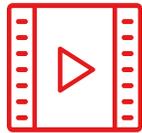
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



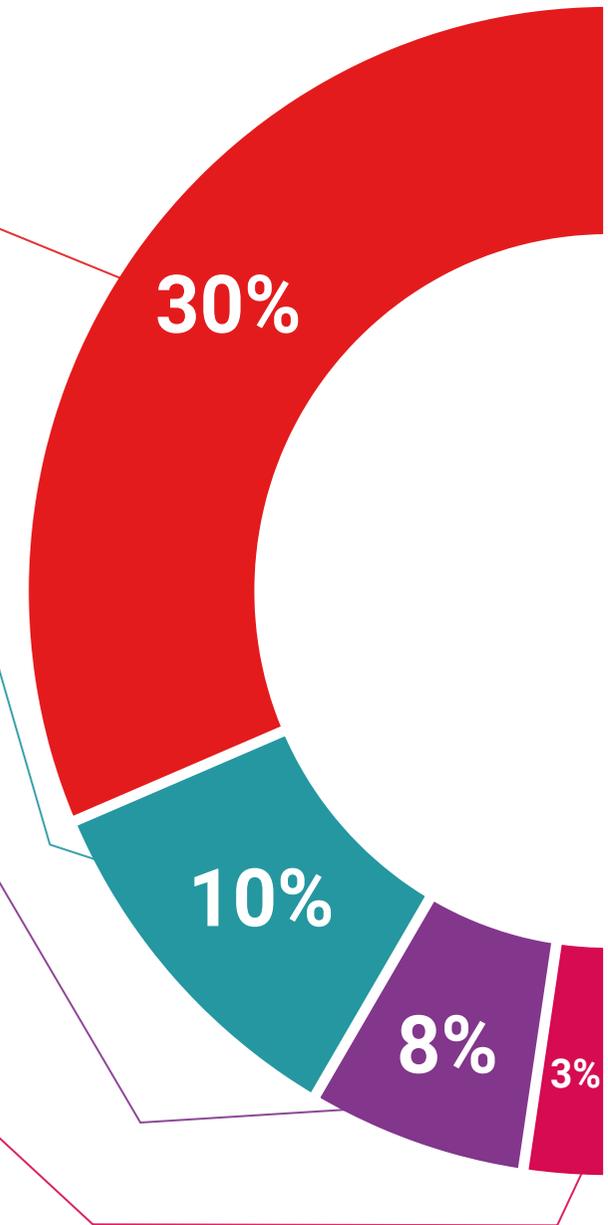
Management Skills Exercises

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

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



Interactive Summaries

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

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



Testing & Retesting

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



07

Our Students' Profiles

The Postgraduate Diploma in Web Engineering is aimed at professionals in the area of web design who are looking for a boost in their careers, providing them with a set of knowledge to stand out among their peers and reach positions of greater responsibility and prestige.





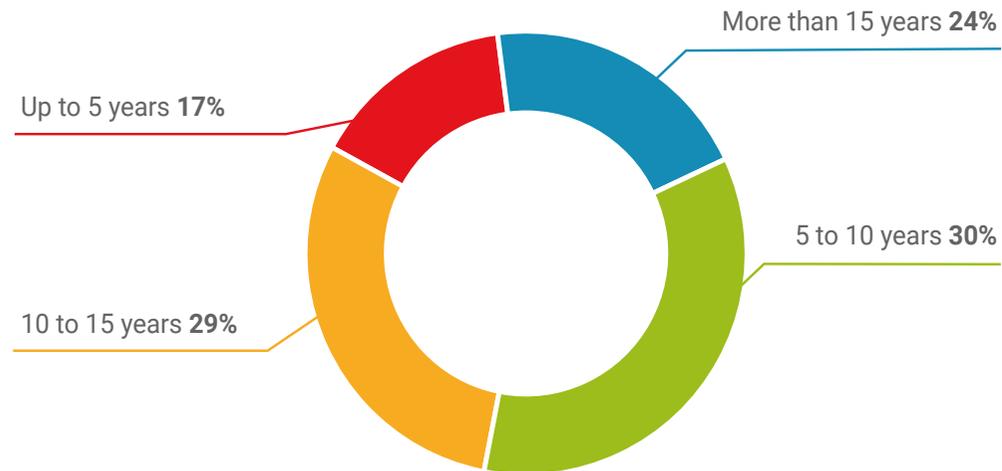
“

You will be surrounded by professionals who are looking for the same thing as you, with whom you can build bonds and even carry out future projects together”

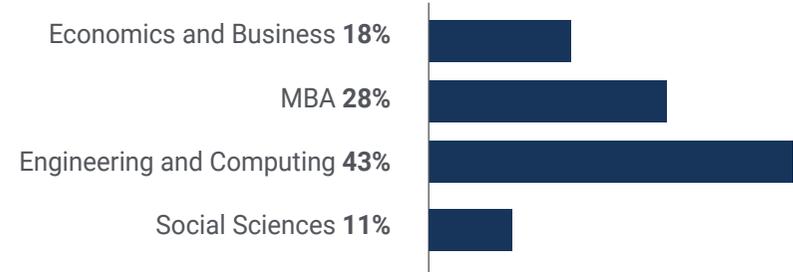
Average Age

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

Years of Experience



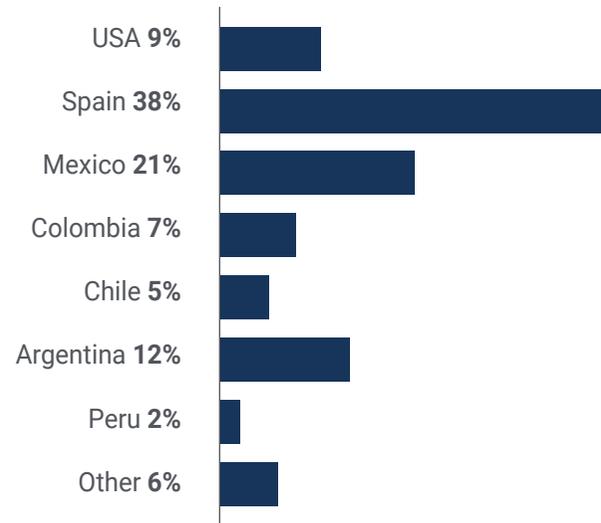
Training



Academic Profile



Geographical Distribution



Pablo Jiménez

Manager at a multinational company

"Doing my specialization with TECH has been a complete success since I've been able to incorporate the latest developments in web engineering to my company. Websites are indispensable nowadays so it's necessary to be constantly updated, not only to improve the brand and increase sales, but also to know all the legal aspects that must be taken into account when creating a web platform"

08

Course Management

The specialization our professors have in this field means they have the necessary qualifications to offer students a complete and high-quality study on subjects that will be useful in their daily work in the business environment. Undoubtedly, people who believe in higher education as a method to advance in their profession and improve the competitiveness of their business.



“

Renowned professionals will be your tutors throughout this high-intensity training. A unique opportunity to achieve professional excellence”

Management



Mr. Gris Ramos, Alejandro

- ♦ Director of Persatrace, web development and digital marketing agency
- ♦ Director of Club de Talentos
- ♦ Computer Engineer UNED
- ♦ Master's Degree in Digital Teaching and Learning Tech Education
- ♦ Master's Degree in High Abilities and Inclusive Education
- ♦ Business Development Director at Alenda Golf
- ♦ Director of Web Applications Engineering Department at Brilogic
- ♦ Web programmer at Grupo Ibergest
- ♦ Software/web programmer at Reebok Spain

Professors

Mr. Méndez Martínez, Brandon

- ♦ Web design and development - HIADIS Graduated in Multimedia Engineering, University of Alicante
- ♦ Natural Language Processing (NLP) - GPLSI (University of Alicante)
- ♦ "Analysis of gamification techniques to learn complex subjects through collaborative applications" - Technical Committee on Learning Technology Bulletin
- ♦ "Grama: a web application for learning and generating creative language" - INTED2017 Proceedings
- ♦ Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

Mr. Herrero Garcia, Diego

- ♦ Computer Applications Analyst, Manager and Developer
- ♦ Industrial Technical Engineer, University of La Rioja
- ♦ Industrial Engineer, University of La Rioja
- ♦ Expert Diploma in Innovation Management, University of La Rioja



09

Impact on Your Career

The completion of this Postgraduate Diploma in Web Site Engineering adds a quality boost to student resumes, an essential component on the path toward management or higher positions of responsibility. This guarantees a positive impact on student careers in a short period of time.



“

Enroll now in this Postgraduate Diploma and reach the managerial position you aspire to in the field of web engineering”

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

This Postgraduate Diploma in Web Site Engineering from TECH Global University is a great opportunity for students to weave professional networks to build future IT projects while vastly improving their web building skills.

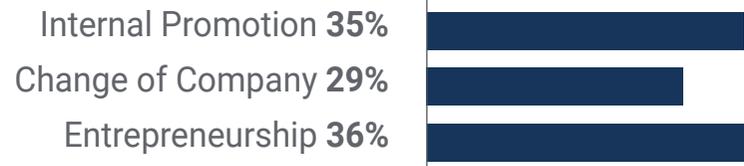
The completion of this Postgraduate Diploma will allow students to acquire the necessary competitiveness to make a radical change in their careers.

A program of high academic standing to lead your career to success.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Diploma in Web Site Engineering elevates corporate talent by equipping students with useful knowledge for IT project timelines and deliverables. Moreover, with the leadership and management skills acquired, companies are also gaining a unique and reliable managerial profile to lead the most ambitious website projects.





“

A must-have program for business professionals who want to monitor and manage potential Web Site Engineering problems”

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

01

Intellectual Capital and Talent Growth

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 manager and opens new avenues for professional growth within the company.

03

Building agents of change

Professionals 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 be in contact with the main markets of the world economy.



05

Project Development

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their 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 Web Site Engineering guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Global University.



“

Successfully complete this training and receive your university degree without travel or laborious paperwork”

This program will allow you to obtain your **Postgraduate Diploma in Web Site Engineering** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

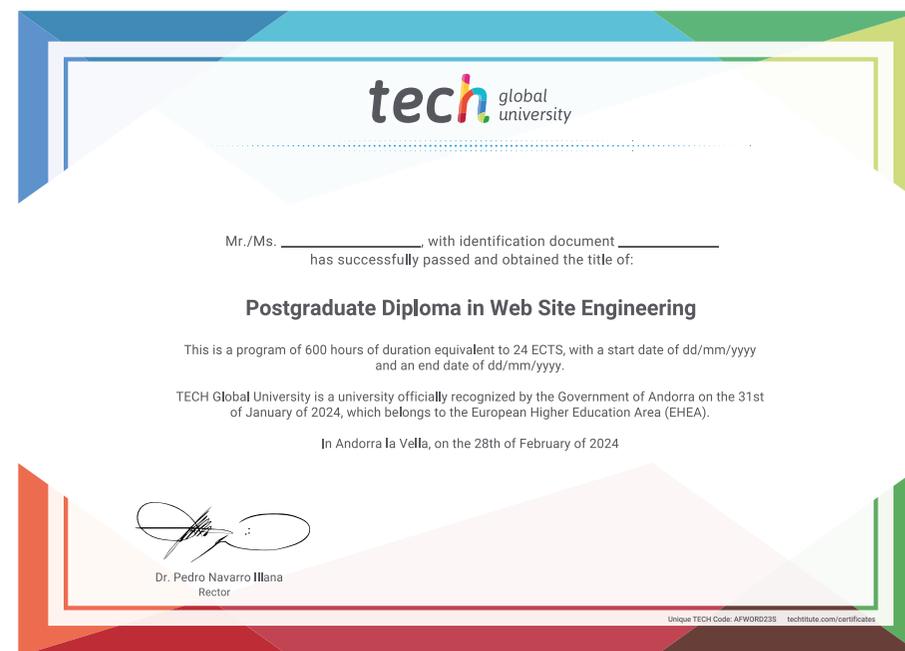
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Web Site Engineering**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



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



Postgraduate Diploma Web Site Engineering

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma Web Site Engineering

