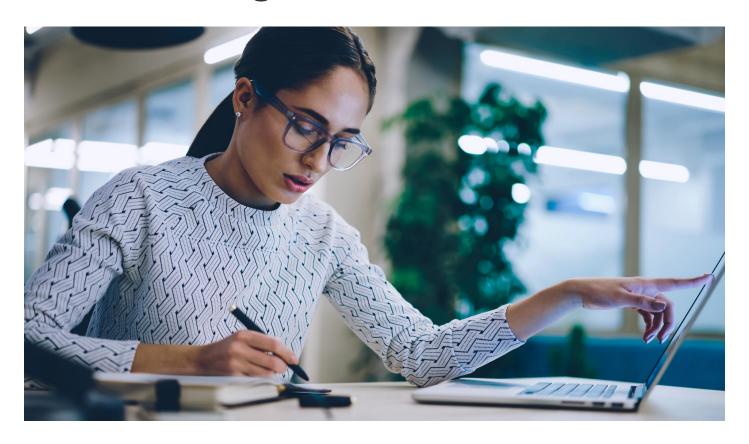
Are you a Tec graduate? You can get online training for free



Personal finance, team leadership, and quality of service are some of the online courses that Tec de Monterrey offers you at no cost if you're a graduate of this institution.

Noemí Villarreal, Director of Further Digital Education at the Vice-Rector's Office for Academic Affairs and Educational Innovation, pointed out that these programs were chosen to strengthen links with graduates.

"These are training or update programs, either in graduates' areas of specialization or in areas they wish to reinforce," she added.



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6 COURSES FOR TEC GRADUATES

Villarreal said that Tec graduates can enroll in units called *Pathways (Trayectos)*, which consist of four or five courses.

The Pathways you can take for free are:

1. Leading high-performance teams

- Teams and synergy
- Forming a team
- Stages of team development
- How to lead work teams effectively
- High performance teams

2. Personal Finance

- Time value of money concepts

- Investment and savings instruments
- Financing instruments
- Insurance and pensions
- Personal finance plans

3. Sales force development, leadership, and motivation

- Introduction: identifying customer types
- Sales force recruitment and selection
- Sales area environment and motivation
- Service synergy and teamwork
- Creativity and disruptive innovation

4. Tools for analyzing and transforming the organizational culture

- Strategic vision
- Values, agreements, and organizational integration
- Empowerment, teamwork, and skills development
- Adaptability, change and organizational learning

5. Quality of customer service

- Fundamentals of quality of service
- Designing service experiences
- Measuring quality of service
- Service systems innovation

6. Marketing and sales techniques

- Negotiating techniques
- Marketing techniques
- Sales cycle
- Sales management



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Each **course** lasts approximately **4 hours**, so to **finish a Pathway** you will need an estimated time of **15 to 20 hours**.

These courses are hosted on the **Success Factors platform**, where you can manage learning at your own pace through texts, infographics, and multimedia content.

If needed, you'll also have **tutorials** and **expert advice** at your fingertips to guide you throughout the course.

Once enrolled, you'll have a **period of 90 calendar days** to complete and pass your courses.

ENROLL BEFORE MARCH 13

You should send an **email** to **egresados.enlinea@servicios.itesm.mx** in order to access the courses and obtain detailed information.

You'll receive a **link** via email to a page where you can **enter your details** and **register** on the platform.

The deadline for enrollment is Friday, March 13.

ADDITIONAL BENEFITS

Villarreal pointed out that these units or **Pathways** are part of a **full diploma**, and you'll obtain a digital certificate when you pass them.

You can use this **certificate** to revalidate courses if you want to obtain the **full diploma**.

As a **Tec graduate**, you're also eligible for a discount if you wish to take the **entire diploma course**.

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