

Hybrid Master's Degree

MBA in Education Center Management

TECH is a member of:



tech global
university



Hybrid Master's Degree

MBA in Education Center Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Website: www.techtitude.com/us/education/hybrid-master-degree/hybrid-master-degree-mba-education-center-management

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01

Introduction to the Program

School management is a complex process that involves a wide range of skills and responsibilities, from managing resources to creating an inclusive and stimulating learning environment. For this reason, specialists need to have a holistic understanding of the most innovative approaches to optimize school management and ensure equitable and high quality education for all students. In this context, TECH is launching an innovative university program focused on the latest developments in Education Center Management.





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With this Hybrid Master's Degree, you will master the most innovative strategies to improve the quality of education and optimize the resources of Education Centers”

In the last decade, the management of education centers has evolved significantly, largely due to the incorporation of digital technologies. According to a new report by the United Nations World Organization, 70% of education centers worldwide have begun to integrate digital tools in their teaching, which poses new challenges and opportunities for specialists. Faced with this reality, professionals require advanced technical skills to optimize educational management and optimize academic performance.

With this in mind, TECH presents a pioneering Hybrid Master's Degree MBA in Education Center Management. Conceived by leaders in this field, the academic itinerary will delve into areas ranging from the most modern techniques for conflict resolution in the classroom or the management of Information and Communication Technologies to the implementation of quality controls. As a result, graduates will be equipped with the necessary tools to lead and manage Education Centers efficiently. They will also be able to implement innovative strategies to improve academic quality, optimize available resources and promote an inclusive educational culture.

As regards the methodology of this university program, it consists of two parts. The first stage is theoretical and is taught in a convenient 100% online format, allowing students to plan their own schedules. Afterwards, graduates will carry out a practical internship in a prestigious entity related to the academic field. In this way, students will be able to put into practice everything they have learned and perfect their skills.

This **Hybrid Master's Degree MBA in Education Center Management** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by professionals in the field of school management
- ♦ Its graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Furthermore, you will be able to carry out a internship in one of the best companies



You will foster collaborative work and the management of multidisciplinary teams, promoting an inclusive educational environment"

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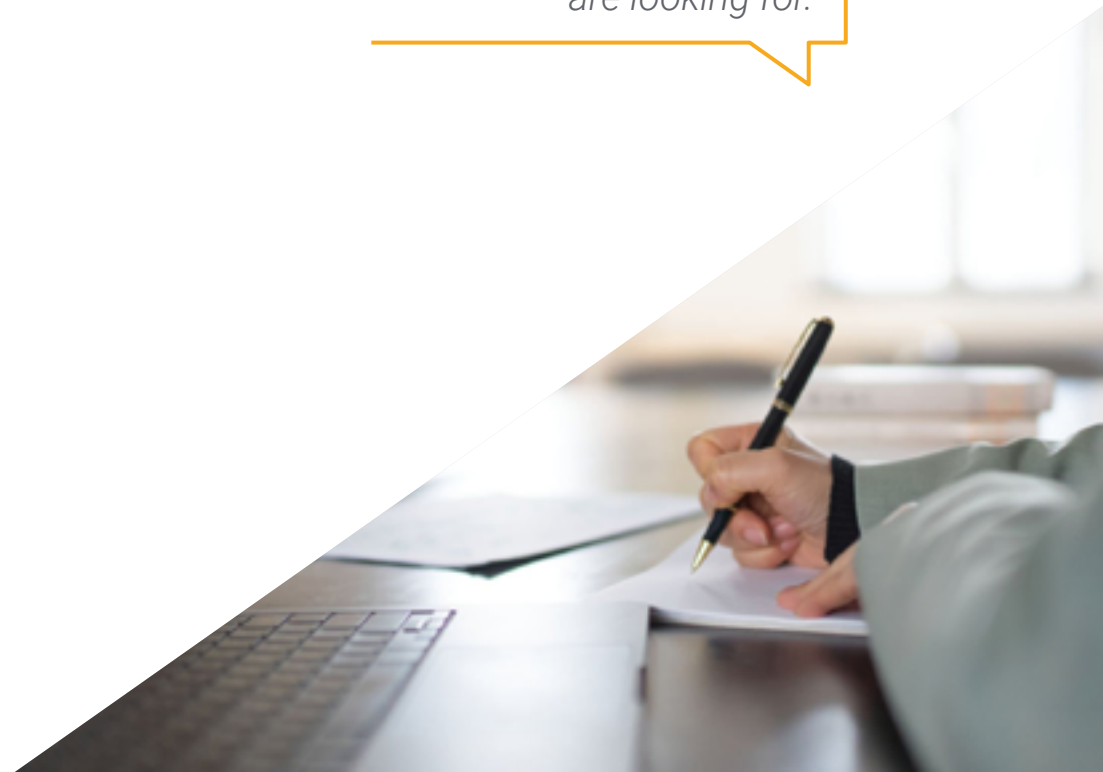
You will carry out an intensive 3-week stay in a prestigious institution, where you will delve into the latest trends in Education Center Management”

In this Master's proposal, of a professionalizing nature and blended learning modality, the program is aimed at updating professionals in the field of Education Center Management. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge into teaching practice.

Thanks to its multimedia content elaborated with the latest educational technology, it will allow the professional of the Education Centers Management a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations. The design of this program is based on Problem-Based Learning, by means of which the student must try to solve the different professional practice situations that arise during the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will gain advanced leadership skills that will enable you to manage Education Centers efficiently.

Thanks to the revolutionary Relearning methodology, you will integrate all the knowledge in an optimal way to successfully achieve the results you are looking for.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.



The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



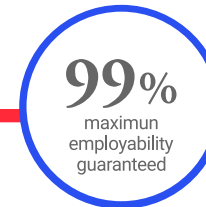
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

The didactic contents that constitute this university program have been elaborated by recognized experts in Education Center Management. Therefore, the curriculum will delve into issues ranging from the strategic management of academic institutions or the most effective dynamics to resolve conflicts in the academic environment to the use of cutting-edge technological tools. In this way, graduates will be prepared to lead and transform Education Centers, implementing innovative strategies that optimize learning, administrative management and the work environment.



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You will implement educational innovation strategies, applying emerging technologies to improve their performance”

Module 1. Educational Leadership and Managerial Skills

- 1.1. Definition, Evolution and Approaches to Leadership
- 1.2. The Role of the Director as an Educational Leader and Figure of Authority
- 1.3. Managerial Skills: Definition and Types of Skills. What Are Managerial Skills?
- 1.4. Techniques for Developing Managerial Skills
- 1.5. Emotional Intelligence, Leadership and Managerial Skills
- 1.6. Psychology of Leadership and Managerial Skills
- 1.7. The Importance of Attitude in a Manager as Leader
- 1.8. The Structure of Power in an Education Center
- 1.9. Institutional Culture

Module 2. Organization and Strategic Management in Educational Institutions

- 2.1. The Teaching Center as an Organization: Managerial Function and Institutional Documentation
- 2.2. Project-Based Center Management
- 2.3. Value Creation in Education Centers
- 2.4. Functions and Responsibilities of Management and the Management Team
- 2.5. Internal Organization (1): Governing Bodies
- 2.6. Internal Organization (2): Coordination Bodies
- 2.7. Internal Organization (3): Participation Bodies
- 2.8. Management of Center as an Education Organization: Curricular Models, Teacher Training, Educational Innovation, Networking
- 2.9. Evaluation of Teaching Practice

Module 3. Direction and Management of Administrative Resources and Economics

- 3.1. Administrative Process Applied to an Education Center. Planning and Organization
- 3.2. Administrative Process Applied to an Education Center. Management and Control
- 3.3. Administrative Management of an Education Center
- 3.4. Administrative Process Applied to Economic Factors. Planning and Organization
- 3.5. Administrative Process Applied to Economic Factors. Management and Control
- 3.6. The Importance of the Budget
- 3.7. The Importance of Investments
- 3.8. The Importance of Promotion
- 3.9. Management of Human Resources
- 3.10. Transparency in Administrative Management

Module 4. Direction and Management of Human Resources. Interpersonal Communication

- 4.1. Organization and Management of HR
- 4.2. Management of an Education Center
- 4.3. The Middle Management Team
- 4.4. Teaching Human Resources
- 4.5. The Selection Process for Teaching Staff
- 4.6. Teacher Training
- 4.7. Non-Teaching Human Resources
- 4.8. The Selection Process for Non-Teaching Staff
- 4.9. Contracting Models
- 4.10. Fundamental Basics of Safety and Security at Work

Module 5. Regulatory Framework and Implementation Strategies in Educational Centers

- 5.1. Institutional Documents of a Center
- 5.2. Theoretical-Practical Justification of Its Design
- 5.3. Application Standards and Regulation of Institutional Documents
- 5.4. Structure of Each One of the Institutional Documents
- 5.5. Application and Design Strategies
- 5.6. Dissemination of Each of the Documents. Techniques and Procedures
- 5.7. Assessment and Monitoring of Each Institutional Document
- 5.8. Shortfall Detection and Adjustment Procedures
- 5.9. Specific Training for Management Teams in Relation to the Design of Institutional Plans
- 5.10. Validity, Insufficiency and Quality of Documents

Module 6. Educational Innovation and Research. Comparative Analysis of Education Models

- 6.1. Advantages and Disadvantages of the Use of Technology in Education
- 6.2. Educational Neurotechnology
- 6.3. Programming in Education
- 6.4. Introduction to the Flipped Classroom
- 6.5. Introduction to Gamification
- 6.6. Introduction to Robotics
- 6.7. Introduction to Augmented Reality
- 6.8. How to Develop Your Own Apps in AR
- 6.9. Samsung's Virtual School Suitcase
- 6.10. Tips and Examples of Use in the Classroom

Module 7. Quality Management. Evaluation of Plans to Improve the Center. Designing Excellence Plans

- 7.1. Nature and Evolution of the Concept of Quality
- 7.2. Quality in Education: Dimensions and Components
- 7.3. First Level of Action: Direction of the Center
- 7.4. Second Level of Action: Product Creation
- 7.5. Third Level of Action: Design and Development
- 7.6. Fourth Level of Action: Measurement, Analysis and Improvement
- 7.7. Quality Management Systems: ISO 9000 Standards
- 7.8. Designing Excellence Plans
- 7.9. Interpretation of the Criteria for Excellence in Education Centers
- 7.10. Action Plans for Improvement

Module 8. Educational Marketing, Commercial Management and External Promotion

- 8.1. What Is Promotion?
- 8.2. What Is the Promotional Mix?
- 8.3. The Importance of Competitive Advantage in Promotion
- 8.4. The Marketing Mix in the Education Center
- 8.5. The Client in the Education Center
- 8.6. Branding Elements for Education Centers
- 8.7. The Brand in the Education Center
- 8.8. The Disney Model in the Education Center
- 8.9. Promotion Campaign
- 8.10. What Really Matters These Days in the Education Market

Module 9. ICT as a Management and Planning Tool

- 9.1. ICT Tools in the Center
- 9.2. Communication
- 9.3. E-Mail
- 9.4. Document Generation
- 9.5. Task Management Tools
- 9.6. Schedules
- 9.7. Social Networks
- 9.8. Introduction and Parameter Setting of Alexia Classrooms
- 9.9. Licensing and Administrative Management in Alexia Classrooms
- 9.10. Alexia. Teacher Education

Module 10. Teamwork, Group Dynamics and Conflict Resolution

- 10.1. The Differences Between Group and Teamwork
- 10.2. Characteristics of a High-Performance Team
- 10.3. The Role of the Leader in the Efficient Working of a Team
- 10.4. The Different Roles of a Team and Their Correct Management
- 10.5. Motivation in Work Teams
- 10.6. Values as an Element of Cohesion in a Team
- 10.7. Dynamics
- 10.8. How to Achieve Learning from Dynamics. Sharing
- 10.9. Conflict Resolution
- 10.10. Practical Applications. Creating a High-Performance Team

Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
 - 11.1.1. Governance and Corporate Governance
 - 11.1.2. The Fundamentals of Corporate Governance in Companies
 - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Cross Cultural Management
 - 11.2.1. Cross Cultural Management Concept
 - 11.2.2. Contributions to Knowledge of National Cultures
 - 11.2.3. Diversity Management
- 11.3. Business Ethics
 - 11.3.1. Ethics and Morality
 - 11.3.2. Business Ethics
 - 11.3.3. Leadership and Ethics in Companies
- 11.4. Sustainability
 - 11.4.1. Sustainability and Sustainable Development
 - 11.4.2. The 2030 Agenda
 - 11.4.3. Sustainable Companies
- 11.5. Corporate Social Responsibility
 - 11.5.1. International Dimensions of Corporate Social Responsibility
 - 11.5.2. Implementing Corporate Social Responsibility
 - 11.5.3. The Impact and Measurement of Corporate Social Responsibility

- 11.6. Responsible Management Systems and Tools
 - 11.6.1. CSR: Corporate Social Responsibility
 - 11.6.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.6.4. CSR Tools and Standards
- 11.7. Multinationals and Human Rights
 - 11.7.1. Globalization, Multinational Corporations and Human Rights
 - 11.7.2. Multinational Corporations and International Law
 - 11.7.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.8. Legal Environment and Corporate Governance
 - 11.8.1. International Rules on Importation and Exportation
 - 11.8.2. Intellectual and Industrial Property
 - 11.8.3. International Labor Law

Module 12. Economic and Financial Management

- 12.1. Economic Environment
 - 12.1.1. Macroeconomic Environment and the National Financial System
 - 12.1.2. Financial Institutions
 - 12.1.3. Financial Markets
 - 12.1.4. Financial Assets
 - 12.1.5. Other Financial Sector Entities
- 12.2. Executive Accounting
 - 12.2.1. Basic Concepts
 - 12.2.2. The Company's Assets
 - 12.2.3. The Company's Liabilities
 - 12.2.4. The Company's Net Worth
 - 12.2.5. The Income Statement
- 12.3. Information Systems and Business Intelligence
 - 12.3.1. Fundamentals and Classification
 - 12.3.2. Cost Allocation Phases and Methods
 - 12.3.3. Choice of Cost Center and Impact

- 12.4. Budget and Management Control
 - 12.4.1. The Budget Model
 - 12.4.2. The Capital Budget
 - 12.4.3. The Operating Budget
 - 12.4.4. Treasury Budget
 - 12.4.5. Budget Monitoring
- 12.5. Financial Management
 - 12.5.1. The Company's Financial Decisions
 - 12.5.2. Financial Department
 - 12.5.3. Cash Surpluses
 - 12.5.4. Risks Associated with Financial Management
 - 12.5.5. Financial Administration Risk Management
- 12.6. Financial Planning
 - 12.6.1. Definition of Financial Planning
 - 12.6.2. Actions to Be Taken in Financial Planning
 - 12.6.3. Creation and Establishment of the Business Strategy
 - 12.6.4. The Cash Flow Table
 - 12.6.5. The Working Capital Table
- 12.7. Corporate Financial Strategy
 - 12.7.1. Corporate Strategy and Sources of Financing
 - 12.7.2. Financial Products for Corporate Financing
- 12.8. Strategic Financing
 - 12.8.1. Self-Financing
 - 12.8.2. Increase in Equity
 - 12.8.3. Hybrid Resources
 - 12.8.4. Financing Through Intermediaries
- 12.9. Financial Analysis and Planning
 - 12.9.1. Analysis of the Balance Sheet
 - 12.9.2. Analysis of the Income Statement
 - 12.9.3. Profitability Analysis
- 12.10. Analyzing and Solving Cases/Problems
 - 12.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 13. Commercial and Strategic Marketing Management

- 13.1. Commercial Management
 - 13.1.1. Conceptual Framework of Commercial Management
 - 13.1.2. Business Strategy and Planning
 - 13.1.3. The Role of Sales Managers
- 13.2. Marketing
 - 13.2.1. The Concept of Marketing
 - 13.2.2. Basic Elements of Marketing
 - 13.2.3. Marketing Activities of the Company
- 13.3. Strategic Marketing Management
 - 13.3.1. The Concept of Strategic Marketing
 - 13.3.2. Concept of Strategic Marketing Planning
 - 13.3.3. Stages in the Process of Strategic Marketing Planning
- 13.4. Digital Marketing and E-Commerce
 - 13.4.1. Digital Marketing and E-Commerce Objectives
 - 13.4.2. Digital Marketing and Media Used
 - 13.4.3. E-Commerce. General Context
 - 13.4.4. Categories of E-Commerce
 - 13.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce
- 13.5. Digital Marketing to Reinforce a Brand
 - 13.5.1. Online Strategies to Improve Your Brand's Reputation
 - 13.5.2. Branded Content and Storytelling
- 13.6. Digital Marketing to Attract and Retain Customers
 - 13.6.1. Loyalty and Engagement Strategies through the Internet
 - 13.6.2. Visitor Relationship Management
 - 13.6.3. Hypersegmentation
- 13.7. Managing Digital Campaigns
 - 13.7.1. What Is a Digital Advertising Campaign?
 - 13.7.2. Steps to Launch an Online Marketing Campaign
 - 13.7.3. Mistakes in Digital Advertising Campaigns
- 13.8. Sales Strategy
 - 13.8.1. Sales Strategy
 - 13.8.2. Sales Methods

- 13.9. Corporate Communication
 - 13.9.1. Concept
 - 13.9.2. The Importance of Communication in the Organization
 - 13.9.3. Type of Communication in the Organization
 - 13.9.4. Functions of Communication in the Organization
 - 13.9.5. Elements of Communication
 - 13.9.6. Communication Problems
 - 13.9.7. Communication Scenarios
- 13.10. Digital Communication and Reputation
 - 13.10.1. Online Reputation
 - 13.10.2. How to Measure Digital Reputation?
 - 13.10.3. Online Reputation Tools
 - 13.10.4. Online Reputation Report
 - 13.10.5. Online Branding

Module 14. v14.1. General Management

- 14.1.1. The Concept of General Management
- 14.1.2. The Role of the CEO
- 14.1.3. The CEO and Their Responsibilities
- 14.1.4. Transforming the Work of Management
- 14.2. Manager Functions: Organizational Culture and Approaches
 - 14.2.1. Manager Functions: Organizational Culture and Approaches
- 14.3. Operations Management
 - 14.3.1. The Importance of Management
 - 14.3.2. Value Chain
 - 14.3.3. Quality Management
- 14.4. Public Speaking and Spokesperson Education
 - 14.4.1. Interpersonal Communication
 - 14.4.2. Communication Skills and Influence
 - 14.4.3. Communication Barriers
- 14.5. Personal and Organizational Communications Tools





- 14.5.1. Interpersonal Communication
- 14.5.2. Interpersonal Communication Tools
- 14.5.3. Communication in the Organization
- 14.5.4. Tools in the Organization
- 14.6. Communication in Crisis Situations
 - 14.6.1. Crisis
 - 14.6.2. Phases of the Crisis
 - 14.6.3. Messages: Contents and Moments
- 14.7. Preparation of a Crisis Plan
 - 14.7.1. Analysis of Possible Problems
 - 14.7.2. Planning
 - 14.7.3. Adequacy of Personnel
- 14.8. Emotional Intelligence
 - 14.8.1. Emotional Intelligence and Communication
 - 14.8.2. Assertiveness, Empathy and Active Listening
 - 14.8.3. Self-Esteem and Emotional Communication
- 14.9. Personal Branding
 - 14.9.1. Strategies for Personal Brand Development
 - 14.9.2. Personal Branding Laws
 - 14.9.3. Tools for Creating Personal Brands
- 14.10. Leadership and Team Management
 - 14.10.1. Leadership and Leadership Styles
 - 14.10.2. Leader Capabilities and Challenges
 - 14.10.3. Managing Change Processes
 - 14.10.4. Managing Multicultural Teams

04

Teaching Objectives

The design of this Hybrid Master's Degree MBA in Education Center Management will enable students to acquire key skills in management, leadership and educational innovation. Through a practical and strategic approach, the university program will boost their professional development in a dynamic sector, guiding them towards excellence in the management of educational institutions.





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This program gives you the opportunity to update your knowledge in a real scenario, with the maximum scientific rigor of an institution at the forefront of technology”



General Objective

- The objective of this university program is for professionals in the education sector to acquire a comprehensive and practical vision of school management. Through experiences in high quality educational environments, graduates will learn to lead and optimize administrative, pedagogical and financial processes, with the support of experts, to improve educational quality and meet the challenges of the current environment.



You will master the most modern strategies for the digitalization of educational and administrative processes”





Specific Objectives

Module 1. Educational Leadership and Managerial Skills

- ♦ Get to know the functions of a school principal
- ♦ Know the functions, the obligations and the responsibilities of the center's governing bodies
- ♦ Demonstrate how oral expression is skill to develop in the classroom
- ♦ Acquire emotional intelligence, leadership and managerial skills
- ♦ Understand the importance of attitude in the manager as leader

Module 2. Organization and Strategic Management in Educational Institutions

- ♦ Know the different components of an educational center
- ♦ Analyze the different education systems of different countries
- ♦ Evaluate the education center as an institution and an organization
- ♦ Reflect on the constitutive dimensions of school organization
- ♦ Show the different models of education organizations
- ♦ Discover the different focuses of education centers
- ♦ Reflect on the School as a Learning Organization
- ♦ Examine the management criteria of the educational community as a whole
- ♦ Learn how to analyze the representational systems of teachers and students

Module 3. Direction and Management of Administrative Resources and Economics

- ♦ Establish the management criteria of the material and non-material resources
- ♦ Identify the administrative process applied to the educational center
- ♦ Understand the importance of budgeting and investments
- ♦ Examine what transparency in administrative management should look like
- ♦ Understand how an educational center should be administratively managed

Module 4. Direction and Management of Human Resources. Interpersonal Communication

- ♦ Identify the appropriate profiles of teachers for the different positions in the management department
- ♦ Describe the nature, objectives and resources of the center
- ♦ Determine the criteria for the configuration of the working day for the teachers
- ♦ Identify and understand the different types of hiring models

Module 5. Regulatory Framework and Implementation Strategies in Educational Centers

- ♦ Know the legal framework of an educational center
- ♦ Analyze the School as an Institution and as an Organization
- ♦ Highlight the school- family binomial as important pillars of education
- ♦ Analyze the different types of institutional documents of a center
- ♦ Master the different application and design strategies

Module 6. Educational Innovation and Research. Comparative Analysis of Education Models

- ♦ Present the characteristics of the schools of the future
- ♦ Develop an Educational Innovation Project
- ♦ Examine the key factors of education innovation
- ♦ Elaborate a technological innovation development plan
- ♦ Present the new paradigm of education
- ♦ Show the teaching transmission processes
- ♦ Define the concept of Neurolinguistic Programming (NLP)
- ♦ Explain the fundamentals of NLP
- ♦ Explain the cerebral hemispheres and their relationship to learning

Module 7. Quality Management. Evaluation of Plans to Improve the Center. Designing Excellence Plans

- ♦ Define a Management Project
- ♦ Present collaborative work as a means for attention to diversity and inclusive education
- ♦ Establish the principles of attention to diversity
- ♦ Reflect on the creation of programs according to the needs of the education center
- ♦ Acquire knowledge on High Intellectual Abilities students
- ♦ Analyze the importance of initial, continuous and final evaluation of learning

Module 8. Educational Marketing, Commercial Management and External Promotion

- ♦ Understand the importance of competitive advantage in promotion
- ♦ Analyze and apply different elements of branding for educational centers
- ♦ Delve into the application of the Disney model in the educational center
- ♦ Identify how to carry out a promotional campaign
- ♦ The figure of the customer in an educational center

Module 9. ICT as a Management and Planning Tool

- ♦ Encourage the participation of the entire education community in digital chats and forums
- ♦ Learn how to work with ICT resources in the classroom
- ♦ Delve into the use of social networks in the classroom
- ♦ Identify the different task management tools
- ♦ Master the Alexia application and its implementation in the educational center

Module 10. Teamwork, Group Dynamics and Conflict Resolution

- ♦ Justify motivation in the classroom as a motor for learning
- ♦ Develop the basis of collaborative work
- ♦ Incorporate co-evaluation for groups and individuals
- ♦ Develop a plan for the prevention of violence in the classroom
- ♦ Establish measures for the peaceful resolution of conflicts
- ♦ Focus on individual differences as an initial and final objective
- ♦ Direct and supervise the digital forums

Module 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate social responsibility
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business



Module 12. Economic and Financial Management

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define the information systems and Business Intelligence for financial decision-making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtain business financing

Module 13. Commercial and Strategic Marketing Management

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

Module 14. Executive Management

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of managers in organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

05

Internship

After passing the online theoretical period, the curriculum includes a period of practical training in a reference company. During this phase, students will have at their disposal the support of a tutor who will accompany them throughout the process, both in the preparation and in the development of the internship. Thanks to this, graduates will get the most out of this immersive experience.



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You will carry out your internship in a recognized institution specialized in the Management of Education Centers”

The Internship Program consists of a practical training period in a reputable institution, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training with an assistant specialist. This internship will allow students to develop advanced management skills, improve their decision-making capacity and strengthen their leadership in the administration of educational centers.

In this completely practical training proposal, the activities are aimed at developing and perfecting the necessary skills for the Management of Education Centers.

It is undoubtedly an opportunity to learn by leading in the educational center of the future, where strategic management, pedagogical innovation and digitalization of academic processes are the axis of its organizational culture. This is a new way of understanding and leading education, integrating technological tools and models of excellence in institutional management.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Education Center Management (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and its realization will be subject to the center's own availability and workload, being the proposed activities the following:





Module	Practical Activity
Leadership in the Educational Environment	Define and communicate the vision of the educational institution, ensuring that all members of the institution work towards the same strategic goals and objectives
	Implement and lead change processes within the educational institution, such as adopting new technologies, modifying pedagogical methodologies or restructuring teams
	Make informed and well-founded decisions on key aspects of the school, such as resource allocation, evaluation of academic performance and implementation of new policies
	Establish methods and criteria for evaluating the performance of students, teaching staff and educational programs, and use these data to implement improvements and adjustments in educational strategy
Quality Control	Establish clear and measurable indicators to evaluate the quality of education in various aspects, such as academic performance, student and faculty satisfaction
	Conduct periodic evaluations of the institution to identify areas for improvement, collecting data on processes, results and perceptions of those involved (students, teaching staff, administrative staff, etc.)
	Develop concrete strategies and actions to improve the aspects identified in the quality diagnosis, with clear goals, responsibilities and defined deadlines
	Implement specific activities to correct detected deficiencies and prevent possible future problems
Key Processes in Educational Marketing	Create advertising campaigns in social networks, search engines and media
	Optimize educational offerings based on market trends and academic demand
	Strengthen the brand identity and reputation of the educational center through public relations strategies
	Develop customer management systems to track prospects and enrolled students
Use of Technological Tools	Integrate Information and Communication Technologies to track academic and administrative performance
	Create interactive dashboards with tools such as Power BI or Google Data Studio to monitor key indicators
	Implement cybersecurity protocols to protect the institution's information and student data
	Develop internal regulations and policies on the use of technology in the educational environment

Civil Liability Insurance

The university's main concern is to guarantee the safety of the interns, other collaborating professionals involved in the internship process at the center. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, the university commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements..

3. ABSENCE: If the student does not show up on the start date of the Hybrid Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

06

Internship Centers

This Hybrid Master's Degree program includes a practical internship in a prestigious institution, where the student will put into practice everything they have learned in the field of Education Center Management. In this sense, and to bring this program closer to more professionals, TECH offers the student the opportunity to take it in different centers geographically. In this way, this institution strengthens its commitment to quality and affordable education for all.



“

*You will do a practical internship in
a reference entity in the Education
Centers Management”*

The student will be able to complete the practical part of this Hybrid Master's Degree at the following centers:



Educational

Instituto Rambla Barcelona

Country	City
Spain	Barcelona

Address: Rambla de Catalunya, 16, 08007 Barcelona

Rambla Instituto offers a wide variety of high quality of high quality training programs in a variety of areas of study

Related internship programs:

- Digital Education, E-Learning and Social Media



Educational

Instituto Rambla Madrid

Country	City
Spain	Madrid

Address: C/ Gran Vía, 59, 10A, 28013 Madrid

Rambla Instituto offers a wide variety of high quality of high quality training programs in a variety of areas of study

Related internship programs:

- Digital Education, E-Learning and Social Media



Educational

Instituto Rambla Valencia

Country	City
Spain	Valencia

Address: Carrer de Jorge Juan, 17, 46004 València, Valencia

Rambla Instituto offers a wide variety of high quality of high quality training programs in a variety of areas of study

Related internship programs:

- Digital Education, E-Learning and Social Media



Educational

Colegio María Madre-Politecnos

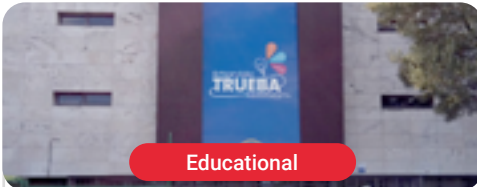
Country	City
Spain	Burgos

Address: Avda Eloy García de Quevedo s/n, 09006 Burgos

Educational institution offering a wide variety of educational programs

Related internship programs:

- MBA in Education Center Management



Educational

Colegio Trueba

Country	City
Spain	Vizcaya

Address: Carretera Artxanda-Santo Domingo Errepidea, 15, 48015 Bilbo, Bizkaia

The College is a worker cooperative dedicated to education and declared a Public Utility

Related internship programs:

- MBA in Education Center Management



Educational

Centro De Educación Infantil Jardylandia

Country	City
Spain	Cordoba

Address: Calle del, C. Platero Pedro Sánchez de Luque, 9, Local, Levante, 14007 Córdoba

Bilingual Early Childhood Education Center from 0 to 3 years old

Related internship programs:

- MBA in Education Center Management



Educational

Centro Infantil Las Perlas

Country	City
Spain	Granada

Address: Antigua carretera de Málaga, nº 73, 18015, Granada

Children's center, adhered to the program of aid to families for the promotion of schooling

Related internship programs:

- MBA in Education Center Management



Educational

Centro De Educación Infantil Travesuras

Country	City
Spain	Malaga

Address: Calle Cuernavaca, nº 28, Polígono San Luis, 29006, Málaga

Private early childhood center for children from 0 to 3 years old, since 2009, we accompany children and families in the adventure of growing and learning

Related internship programs:

- MBA in Education Center Management



Educational

CEIP Dionisio García Barredo

Country City
Spain BORRAR

Address: Avenida de los Castros 62,
39005, Santander

Public school that teaches kindergarten and primary education

Related internship programs:

- MBA in Education Center Management



Educational

Guardería Bahía Blanca

Country City
Spain Cadiz

Address: Calle Tamarindos, nº 14, 11007, Cádiz

Early Childhood Education Center from 0 to 3 years old, a private center, a family environment where all children feel happy

Related internship programs:

- MBA in Education Center Management



Educational

CEIP Santa Quitèria

Country City
Spain Castellón

Address: Calle Drets Humans S/N. 12593

Educational center with kindergarten and primary education

Related internship programs:

- MBA in Education Center Management



Educational

Centro Educativo Infantil Parrulos

Country City
Spain Pontevedra

Address: Vía Fermin Bouza Brey, nº 1, bajo,
36004, Pontevedra

Early childhood education center from 0 to 3 years old, specialized in the Doman Method.

Related internship programs:

- MBA in Education Center Management



Educational

Centro Infantil Retaquinos

Country City
Spain Asturias

Address: Calle Isolina Banciella, 1-3 bajo,
33010, Colloto

Early Childhood Center from 0 to 3 years old, daycare with plenty of space and very well equipped

Related internship programs:

- MBA in Education Center Management



Educational

Escuela Infantil Nemomarlín Paseo de Sagasta Zaragoza

Country City
Spain Zaragoza

Address: Calle de la Paz, nº 8,
50008, Zaragoza

Early Childhood Center from 0 to 3 years old, that is committed to the safety of their facilities, trust and transparency

Related internship programs:

- MBA in Education Center Management



Educational

Escola Bressol El Niuet

Country City
Spain Barcelona

Address: Muntanya de Sant Per Xalet, nº15, Sant
Pere I Sant Pau, 43007, Tarragona

Early Childhood School from 0 to 3 years old specialized in the Aucouturier Psychomotor Practice.

Related internship programs:

- MBA in Education Center Management



Educational

Colegio Alemán 'Alberto Durero' de Sevilla

Country City
Spain Seville

Address: Av. de Altamira s/n Esquina,
C. Cueva del Gato, 41020 Sevilla

School specialized in Spanish and German pedagogy

Related internship programs:

- MBA in Education Center Management



Educational

Colegio El Valle Alicante

Country City
Spain Alicante

Address: Avenida de la Condomina,
65, 03540, Alicante

The school bases its educational project to facilitate the responsible development of the student's physical, ethical and intellectual potential

Related internship programs:

- MBA in Education Center Management



Educational

Col·legi Mare de Déu del Carme

Country City
Spain Barcelona

Address: Calle del Dr. Robert, 5, 9,
08820 El Prat de Llobregat, Barcelona

More than 100 years educating people of integrity and transformers of society

Related internship programs:

- MBA in Education Center Management



Educational

Col·legi Les Neus

Country City
Spain Barcelona

Address: Rambla del Fondo, 50, 08922
Santa Coloma de Gramenet, Barcelona

At the Center there is a common orientation in the transmission of values, made explicit both at the theoretical and practical levels

Related internship programs:

- MBA in Education Center Management



Educational

Colegio María Madre de la Iglesia

Country City
Spain Seville

Address: C. Bami, 18, 41013 Sevilla

María Madre de la Iglesia School is working with enthusiasm in the new school of the 21st century.

Related internship programs:

- MBA in Education Center Management



Educational

Green Stone British International School

Country City
Spain Madrid

Address: C. Carlos López Quesada, 2, 28250
Torrelodones, Madrid

A small family school, where the entire educational community (parents, children and teachers) are fundamental members

Related internship programs:

- MBA in Education Center Management



Educational

Highlands School Los Fresnos

Country City
Spain Madrid

Address: C. de la Comunidad Canaria, 8,
28660 Boadilla del Monte, Madrid

They offer students and families an environment of integral formation, accompanying them in the development of their talents to achieve excellence.

Related internship programs:

- MBA in Education Center Management



Educational

Colegio Nuestra Señora del Pilar Escolapios Soria

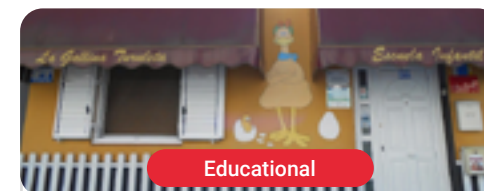
Country City
Spain Soria

Address: C/ Frentes, 4, 42005, Soria

Nuestra Señora del Pilar Soria stands as a bastion of integral and innovative education

Related internship programs:

- MBA in Education Center Management



Educational

Escuela Infantil La Gallina Turuleta

Country City
Spain Las Palmas

Address: Carr. Gral. A Tamaraceite, 63, 35018
Tamaraceite, Las Palmas

Nursery school from 0 to 3 years old, very welcoming with a familiar and professional treatment

Related internship programs:

- MBA in Education Center Management



Educational

Princess Margaret School

Country

Spain

City

Barcelona

Address: Passeig de la Font d'en Fargas, 15,
17, Horta-Guinardó, 08032 Barcelona

The school was founded in 1967 as an English school, committed to an international scenario with English as a language from day one.

Related internship programs:

- MBA in Education Center Management

07

Career Opportunities

This TECH university program represents a unique opportunity for all professionals in the educational field who seek to improve their management skills and master the most innovative management tools applied to the administration of education centers. Through a practical approach based on excellence, graduates of this program will be able to expand their job opportunities, standing out as leaders in the transformation and modernization of the education sector.



“

Are you looking to work as a Director of Education Centers? This university program will give you the keys to achieve it in just 12 months”

Graduate Profile

Graduates of this Hybrid Master's Degree MBA in Education Center Management will be highly qualified professionals to manage and transform academic institutions, applying innovative strategies and digital tools in educational administration. They will have the skills to design, implement and evaluate strategic plans that optimize resource management, enhance academic quality and strengthen institutional sustainability. In addition, they will be prepared to lead multidisciplinary teams, manage teaching talent and develop educational innovation strategies, ensuring compliance with regulations and quality standards.

You will manage the most sophisticated marketing strategies to increase student loyalty.

- ♦ **Strategic Leadership in Educational Management:** Ability to design and implement Management strategies that optimize the administration of Education Centers, fostering innovation and organizational efficiency
- ♦ **Data-Driven Decision Making:** Ability to analyze institutional performance indicators and use Business Intelligence tools for continuous improvement of educational quality
- ♦ **Digital Transformation in Education:** Competence to integrate emerging technologies and digital platforms in academic and administrative management, driving the modernization of the educational system
- ♦ **Educational Innovation and Quality:** Skill to develop and evaluate academic programs under international quality standards, ensuring the constant improvement of institutional performance





After completing the program, you will be able to use your knowledge and skills in the following positions:

1. **Director of Education Centers:** Responsible for the integral management of an academic institution, leading innovation, planning and resource optimization strategies to guarantee its development and sustainable growth.
2. **Educational Innovation Manager:** Specialized in the incorporation of new methodologies, technologies and pedagogical models that optimize teaching and learning in Education Centers.
3. **Coordinator of Digital Transformation in Education:** In charge of the digitization of administrative and academic processes in educational institutions, ensuring their effective integration.
4. **Director of Educational Quality and Accreditation:** Responsible for the supervision and improvement of quality standards in educational institutions, ensuring compliance with national and international regulations.
5. **Educational Marketing and Communication Manager:** Designs and executes marketing and institutional positioning strategies to increase student recruitment and loyalty.
6. **Coordinator of Financial Management in Educational Institutions:** Specialized in budget planning and administration, ensuring the economic viability of Education Centers.
7. **Consultant in Management of Education Centers:** Advises academic institutions in the implementation of management and leadership models, optimizing their organization and performance.
8. **Specialist in Organizational Change Management in Education:** Leads transformation processes in academic institutions, adapting them to the new challenges of the educational sector.

08

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

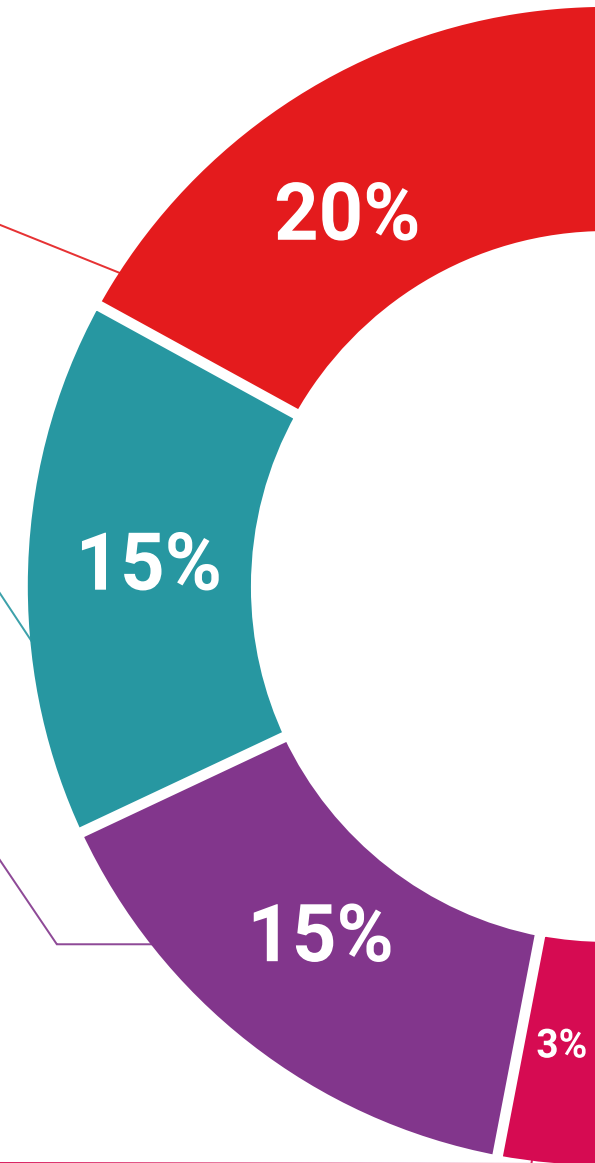
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

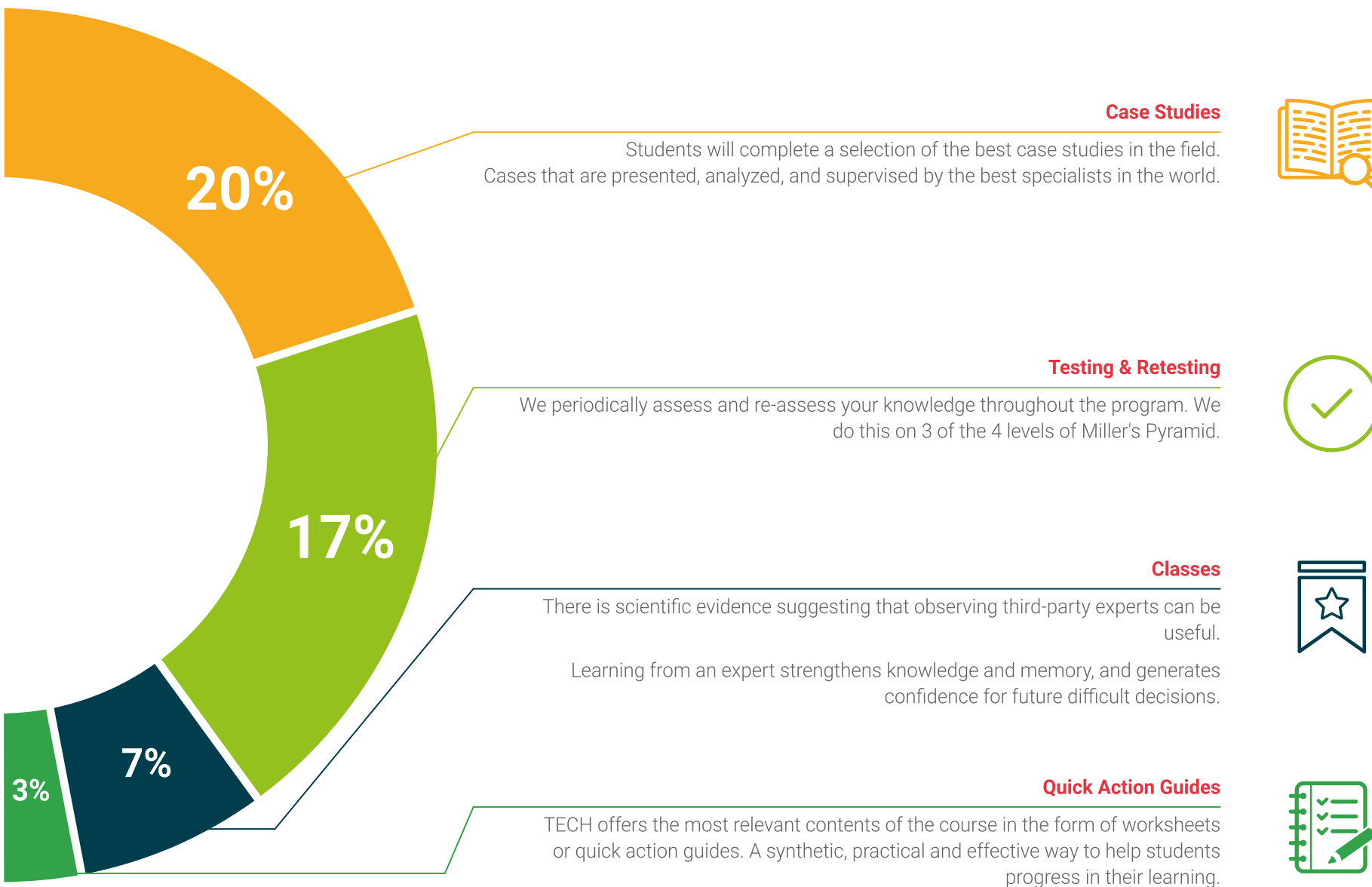
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





09

Teaching Staff

TECH's philosophy is based on making available to anyone the most complete and updated university programs in the academic panorama, which is why it carefully selects its teaching staff. For the delivery of this Hybrid Master's Degree, TECH has enlisted the services of authentic references in the field of Education Center Management. In this way, they have created multiple didactic contents that stand out for their high quality and for adapting to the demands of the current labor market. As a result, graduates will enjoy an immersive experience that will significantly broaden their employment horizons.



“

*You will enjoy an academic itinerary
designed by recognized experts in
Education Center Management”*

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 500** companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to build **diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand and value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting** a “**cost-effective decarbonization**” and **overhauling** a fragmented **data, digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce**.



Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an experienced **data management** professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity**, **vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing**, **media analytics**, **measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic** and **political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All of this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this position, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments.

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaigns. He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge skill. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers*.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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Management



Dr. Borrás Sanchís, Salvador

- ♦ Psychologist, Teacher and Speech Therapist
- ♦ Educational Counselor in the Valencian Government, Department of Education
- ♦ Specialist in Abile Educativa
- ♦ Partner at Avance SL
- ♦ Pedagogical Advisor and External Collaborator at Aula Salud
- ♦ Pedagogical Director at iteNlearning
- ♦ Author of *Guide for the Reeducation of Atypical Swallowing and Associated Disorders*
- ♦ Pedagogical Director at the Instituto DEIAP (Institute for Comprehensive Development and Psychoeducational Care)
- ♦ Bachelor's Degree in Psychology
- ♦ Hearing and Speech Teacher
- ♦ Certified in Speech Therapy

Professors

Dr. Arroyo Fernández, Alejandro

- ♦ Teacher and expert in Spanish language and culture at the Cervantes Institute
- ♦ Spanish Teacher. Cervantes Institute
- ♦ Spanish Teacher. Adult education center VHS Cologne, Germany
- ♦ Spanish Teacher. Adult education center Frechen, Germany
- ♦ Spanish Teacher. Christian-Albrechts-University of Kiel, Germany
- ♦ Contributor to digital magazines of literary criticism and teacher of Spanish as a Foreign Language In Spain
- ♦ Doctorate in Literary Studies, American Literature. Complutense University of Madrid
- ♦ Bachelor's Degree in English Philology
- ♦ Specialized in Contemporary North American Literature and Victorian Literature
- ♦ Master's Degree in European Literary Studies
- ♦ Master's Degree in Teaching Spanish as a Foreign Language

Ms. Azcunaga Hernández, Amaia

- ♦ Specialist in Language Interpreting and Translation
- ♦ Member of the International Service Team at McKinsey & Company, Poland
- ♦ Teacher of Foreign Languages with teaching experience in various countries and educational fields
- ♦ Degree in Language Interpretation and Translation from the Polytechnic University of Valencia
- ♦ Master's Degree in Teaching Spanish as a Foreign Language
- ♦ Specialist in group dynamics applied to teaching

Mr. Velasco Rico, Guillermo

- ♦ DELE Examiner and Creative Writer
- ♦ Spanish teacher at Just Spanish
- ♦ Contributor to Diario de Burgos
- ♦ Spanish Teacher at the Complutense University of Madrid
- ♦ Content Designer at Deliberate Spanish
- ♦ Academic Coordinator of the Center for Hispanic Studies in Sarajevo
- ♦ University Chair at the Spanish Agency of International Cooperation for Development (AECID)
- ♦ Bachelor's Degree in Hispanic Philology from the Complutense University of Madrid
- ♦ Master's Degree in Spanish as a Foreign Language (SFL) from the Complutense University of Madrid
- ♦ DELE Examiner Certificate from the Cervantes Institute

Ms. Jiménez Romero, Yolanda

- ♦ Pedagogical Advisor and External Educational Collaborator
- ♦ Academic Coordinator of Online University Campus
- ♦ Territorial Director of the Extremadura-Castile La Mancha Institute of High Abilities
- ♦ Creation of INTEF Educational Contents in the Ministry of Education and Science
- ♦ Degree in Primary Education with a specialization in English
- ♦ Psychopedagogue by the International University of Valencia
- ♦ Master's Degree in Neuropsychology of High Abilities
- ♦ Master's Degree in Emotional Intelligence Specialist in NLP Practitioner

Mr. Notario Pardo, Francisco

- ♦ Family and School Mediator and Official Judicial Expert
- ♦ Supervising Officer of the Department in the Valencian Government
- ♦ Social Educator of the Intervention Team of Basic Primary Attention of Social Services in the City Council of Alcoy
- ♦ Official Judicial Expert in Family Courts and Juvenile Prosecutor's Office
- ♦ Interim Social Educator in the Valencian Government
- ♦ Intervention Technician in Foster Care for the Trama Center Association
- ♦ Coordinator of the Foster Care Intervention Center in Alicante
- ♦ Director of the Master's Degree in Inclusive Education for Children at Social Risk
- ♦ Bachelor's Degree in Pedagogy from the University of Valencia
- ♦ Diploma in Social Education from the University of Valencia
- ♦ Diploma in Intervention with Families at Risk and Minors with Antisocial Behavior from the University of Valencia
- ♦ Specialization in Intervention and Therapeutics in Special Educational Needs and Socio-educational Needs by the Official College of Pedagogues and Psychopedagogues of the Valencian Community
- ♦ Official Judicial Expert by the Official College of Pedagogues and Psychopedagogues of the Valencian Community
- ♦ Teacher of Professional Training for Employment by the Servef Center
- ♦ University Certificate in Family and School Mediation from the Catholic University of Valencia San Vicente Mártir
- ♦ Postgraduate Diploma in Social Inclusion and Inclusive Education from the CEU Cardenal Herrera University
- ♦ Postgraduate Diploma in Intervention with Families at Risk and Minors with Antisocial Behavior

Dr. De la Serna, Juan Moisés

- ♦ Independent Psychologist and expert writer in Neurosciences
- ♦ Writer specialized in Psychology and Neurosciences
- ♦ Author of the Open Chair of Psychology and Neurosciences
- ♦ Scientific Disseminator
- ♦ Doctorate in Psychology
- ♦ Bachelor's Degree in Psychology. University of Seville
- ♦ Master's Degree in Neurosciences and Behavioral Biology. Pablo de Olavide University, Seville
- ♦ Expert in Teaching Methodology. La Salle University
- ♦ University Specialist in Clinical Hypnosis, Hypnotherapy. National University of Distance Education - UNED
- ♦ Diploma in Social Graduate, Human Resources Management, Personnel Administration. University of Seville
- ♦ Expert in Project Management, Administration and Business Management. Federation of Services U.G.T
- ♦ Trainer of Trainers. Official College of Psychologists of Andalusia



Dr. Visconti Ibarra, Martín

- ♦ General Director at Academia Europea Guadalajara
- ♦ Former General Director at Academia Europea Bilingual School
- ♦ Expert in Educational Sciences, Emotional Intelligence and Counselor
- ♦ Former Scientific Advisor to the Spanish Parliament
- ♦ Collaborator of the Juegaterapia Foundation
- ♦ Master's Degree in Management and Administration of Educational Centers
- ♦ Online Master's Degree in Learning Difficulties and Cognitive Processes
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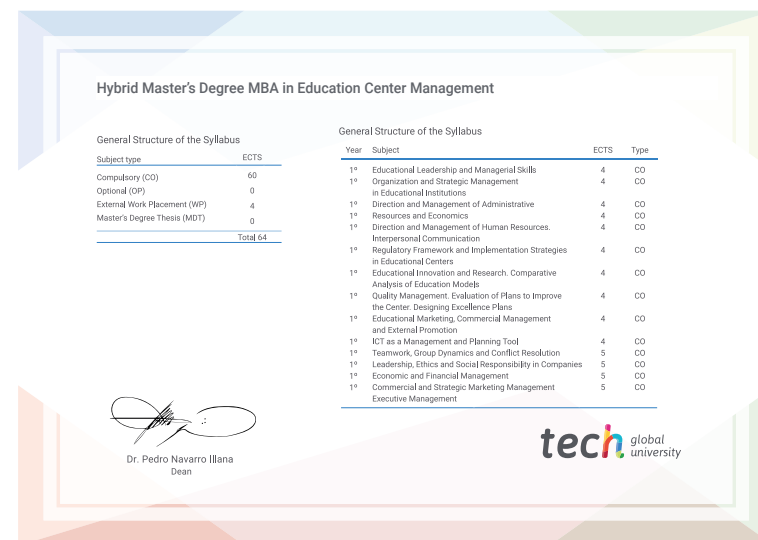


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