

# Postgraduate Certificate

## Development of Professional Competencies in Career Guidance



## Postgraduate Certificate

### Development of Professional Competencies in Career Guidance

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

Website: [www.techtute.com/us/education/postgraduate-certificate/development-professional-competencies-career-guidance](http://www.techtute.com/us/education/postgraduate-certificate/development-professional-competencies-career-guidance)

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# 01

# Introduction

The current employment situation and the profound changes in the labor market of the last 10 years require a new approach by teachers to the professional and vocational guidance of their students. It is necessary to bring the reality of work closer to the classroom. A professional reality in which they are successfully integrated after their time in high schools or vocational training centers. An 11% school failure rate and more than 79% of students who reach the end of high school without knowing which specialization to opt for, are sufficient reasons to consider a new paradigm within guidance. A different approach focused on individual decision making and the development of emotional intelligence and employability skills as pillars for the future professional development of students.



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*This Postgraduate Certificate in Development of Professional Competencies in Career Guidance will generate a sense of confidence in the performance of your profession, which will help you grow personally and professionally”*

Individualized decision making requires a different approach not only because of the complexity of the decision but also because of the degree of maturity of today's students, who are less familiar with the world of work. The guidance department can develop both skills that prepare them for the future and a new methodology and activities that affect their personal maturity.

Aspects such as socioeconomic differences, disabilities or differences in learning have to be addressed with special interest and in an innovative way through guidance. We propose a different and effective model to help in the pre-university stages based on our experience with a large sample of adolescents and that can be implemented in a simple way with guarantees.

This Postgraduate Certificate is aimed at active high school and vocational teachers, counselors, and Psychology or Psychopedagogy postgraduates who want to delve deeper their knowledge into this field. The recommended ratios of 1 counselor for every 250 students are far from the reality throughout Europe opening a job opportunity for professionals in this field.

The specialization in this online program format will allow the participant to be open to different approaches and models of mentoring, new ideas and resources to access in a simple and agile way. They will acquire new skills in the classroom and a new perspective on how to approach guidance.

The resources that the teacher or postgraduate will find in the program will allow them to obtain better results in the medium and long term both in vocational decisions and in the preparation for the working life of their students.

Both the activities proposed and the innovative approaches to guidance that you will encounter will enable the student to improve their professional skills and the results of their department in the center.

This **Postgraduate Certificate in Development of Professional Competencies in Career Guidance** contains the most complete and up-to-date program on the market. The most important features of the program include:

- ♦ More than 75 practical cases presented by experts in Development of Professional Competencies in Career Guidance. The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ The latest developments in Development of Professional Competencies in Career Guidance
- ♦ It contains practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Special emphasis on evidence-based methodologies in Development of Professional Competencies in Career Guidance
- ♦ 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



*Update your knowledge through the Postgraduate Certificate in Development of Professional Competences in Career Guidance"*

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*This Postgraduate Certificate is the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge in Development of Professional Competencies in Career Guidance, you will also obtain a Postgraduate Certificate endorsed by the educational institution of TECH - Technological University”*

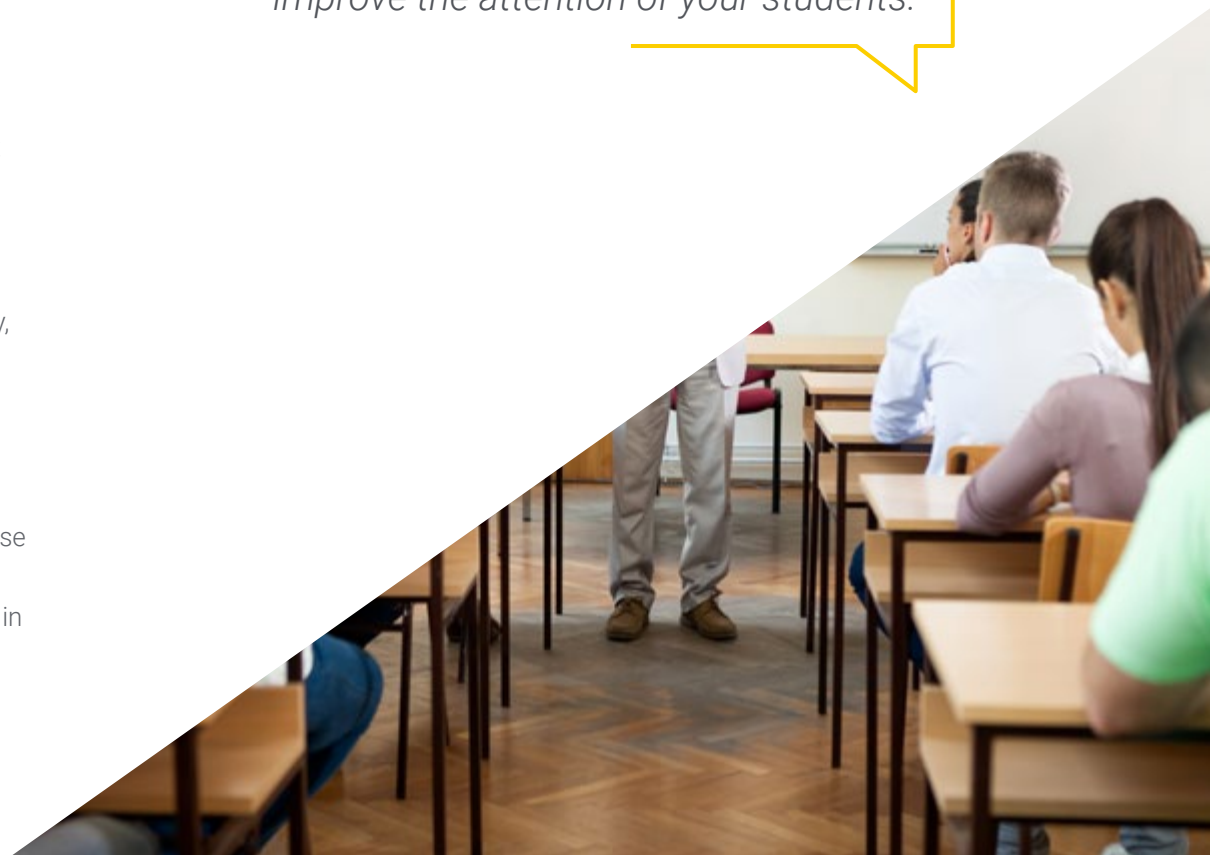
It includes in its teaching staff professionals belonging to the field of Development of Professional Competencies in Career Guidance, who bring to this program their work experience, in addition to recognized specialists belonging to reference societies and prestigious universities.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Development of Professional Competencies in Career Guidance.

*Increase your decision-making confidence by updating your knowledge through this program.*

*Take the opportunity to learn about the latest advances in the Development of Professional Competencies in Career Guidance and improve the attention of your students.*



02

# Objectives

The Postgraduate Certificate in Development of Professional Competencies in Career Guidance is oriented to facilitate the performance of the professionals dedicated to work with adolescents and/or to guide them in their professional future.







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*This Postgraduate Certificate is designed for you to update your knowledge of Development of Professional Competencies in Career Guidance with the use of the latest educational technology to contribute quality and confidence to decision making and monitoring student progress”*



## General Objectives

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- ♦ Give a new vision of professional and vocational guidance focused on the individual
- ♦ Teach about the latest classroom trends in vocational and professional guidance with effective and practical resources
- ♦ Enhance the role of the guidance counselor as a facilitator of the transition to the current labor market
- ♦ Specialize in various inclusion techniques for different individual profiles
- ♦ Promote the use and knowledge of ICTs in the centers
- ♦ Awaken in the student the sensibility towards a new guidance model based on successful cases both in organizational aspects and classroom implementation



*Make the most of the opportunity and take the step to get up to date on the latest developments in the management of the Development of Professional Competencies in Career Guidance”*





## Specific Objectives

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- ♦ Know the theoretical level of multiple intelligences and have the tools to transfer them to the classroom
- ♦ Apply a new model of vocational guidance based on self-knowledge and the search for external information
- ♦ Have resources to help in self-knowledge in the classroom through personality, talent and aptitudes
- ♦ Have a methodology for the search of relevant information for vocational decision making
- ♦ Understand the sequence and variables to investigate for vocational decision making

# 03

# Course Management

The faculty is made up of leading specialists in Development of Professional Competencies in Career Guidance, who bring their professional experience to this program. Additionally, other recognized specialists participate in its design and preparation, which means that the program is developed in an interdisciplinary manner.





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*Learn about the latest advances in  
Development of Professional Competencies in  
Career Guidance, from leading professionals”*

## Management



### Ms. Jiménez Romero, Yolanda

- ◆ Psychopedagogue specialized in Neurolinguistics
- ◆ Educational psychologist
- ◆ Degree in Primary Education with English
- ◆ Educational psychologist
- ◆ Master's Degree in Neuropsychology of High Intellectual Abilities
- ◆ Master's Degree in Emotional Intelligence
- ◆ Specialized Teacher in High Intellectual Ability
- ◆ Co-director, Author and Teacher in Different University Educational Projects



## Professors

### Ms. García Camarena, Carmen

- ♦ Manager of Step by Step, a vocational guidance company for all professional stages
- ♦ Psychologist and Master's Degree in Business Administration, CAP at the Alfonso X el Sabio University
- ♦ Specialization in FOL and Master's Degree in HR and group techniques
- ♦ Creator of a methodology adapted to high school stages

### Mr. Maroto, María José

- ♦ Computer Engineer
- ♦ Consultant specialized in Coaching, Change Management, Motivation, Emotional Intelligence and Leadership. Professor specialized in Innovation and BigData processes
- ♦ Expert in learning, lecturer and writer of articles and publications related to his areas of expertise

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*Our teaching team will provide you with all their knowledge so that you are up to date with the latest information on the subject”*

# 04

# Structure and Content

The contents have been designed and structured by a team of professionals from the best educational centers and universities in the nation, who are aware of the relevance of current education to be able to intervene in educating and assisting high capacity students, and who are committed to quality teaching through new educational technologies.





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*This Postgraduate Certificate in Development of Professional Competencies in Career Guidance contains the most complete and up-to-date scientific program on the market”*

## Module 1. Development of Professional Competencies in Career Guidance

- 1.1. Employability Model
  - 1.1.1. Current Economic Context
  - 1.1.2. Employment in the 21st Century
  - 1.1.3. Self-Knowledge
  - 1.1.4. The Vision
  - 1.1.5. The mission
  - 1.1.6. Definition of Objectives
  - 1.1.7. New Work Models
  - 1.1.8. Roadmap
  - 1.1.9. Personal Brands
- 1.2. Development of Competencies
  - 1.2.1. Characteristics of the Competencies
  - 1.2.2. Capabilities, Skills and Competencies
  - 1.2.3. Competencies that will be in Demand in the 21st Century
  - 1.2.4. Personal Competencies
  - 1.2.5. Professional Competencies
  - 1.2.6. Competency Training
  - 1.2.7. Maturity Levels of a Competency
  - 1.2.8. Assessment of Competencies (Indicators)
- 1.3. Collaborative Work
  - 1.3.1. Teamwork
  - 1.3.2. Characteristics of Collaborative Work
  - 1.3.3. The Power of Teamwork
  - 1.3.4. Structures and Models for Collaborative Work
  - 1.3.5. Communities of Practice
  - 1.3.6. Tools for Collaborative Work
  - 1.3.7. Empathy
  - 1.3.8. Assertiveness
  - 1.3.9. Trust
  - 1.3.10. Self-organized Teams
- 1.4. Project Work
  - 1.4.1. Work Models
  - 1.4.2. Results Oriented
  - 1.4.3. Organization of Work
  - 1.4.4. Project definition
  - 1.4.5. Project Life Cycle
  - 1.4.6. Project Management
  - 1.4.7. The Figure of the Project Manager
  - 1.4.8. Methodologies for Project Management
  - 1.4.9. Difference between Project Development and Product Development
  - 1.4.10. Product Design and Creation
- 1.5. Communication
  - 1.5.1. Basic Characteristics of Communication
  - 1.5.2. Effective Communication
  - 1.5.3. Active Listening
  - 1.5.4. Intrapersonal Communication
  - 1.5.5. Interpersonal Communication
  - 1.5.6. Online Interpersonal Communication (e-mail, Social Networks)
  - 1.5.7. Effective Presentations
  - 1.5.8. Visual Communication
  - 1.5.9. Body Communication (Non-Verbal Language)
  - 1.5.10. Speaking in Public
- 1.6. Adaptation to Change
  - 1.6.1. Context and Basic Concepts
  - 1.6.2. Main Characteristics of Adaptation to Change
  - 1.6.3. Unlearning to Relearn
  - 1.6.4. Flexibility and Versatility
  - 1.6.5. Change Management Process
  - 1.6.6. Factors Favoring Adaptation to Change
  - 1.6.7. Negative Factors or Factors that do not Help Adaptation to Change
  - 1.6.8. Comfort Zone
  - 1.6.9. The Everett Rogers Curve
  - 1.6.10. Moore's Law

- 1.7. Business Models
  - 1.7.1. Definition and Fundamental Concepts
  - 1.7.2. Business Canvas I
  - 1.7.3. Business Canvas II
  - 1.7.4. Examples of Business Model
  - 1.7.5. Innovation
  - 1.7.6. Innovative Business Models
  - 1.7.7. Basic Organizational Models
- 1.8. Entrepreneurship
  - 1.8.1. Personal Business Models
  - 1.8.2. Startups
  - 1.8.3. Strategic Business Planning
  - 1.8.4. Lean Canvas
  - 1.8.5. Lean Startup Method
  - 1.8.6. Internet Strategy (Digital Business, Digital Marketing)
  - 1.8.7. Entrepreneurship Skills
  - 1.8.8. Social Entrepreneurship
  - 1.8.9. Corporate Enterprise
  - 1.8.10. The Concept of Value Contribution
- 1.9. Leadership
  - 1.9.1. What is Leadership?
  - 1.9.2. What Does It Take to Be a Leader?
  - 1.9.3. Types of Leadership
  - 1.9.4. Self-Leadership
  - 1.9.5. Mindfulness
  - 1.9.6. Tribes
  - 1.9.7. Followers
  - 1.9.8. Feedback
  - 1.9.9. Coaching
  - 1.9.10. Emotional Intelligence

- 1.10. Creativity Development
  - 1.10.1. Fundamental Concepts
  - 1.10.2. Factors that Favor the Development of Creativity
  - 1.10.3. Factors that do not Favor Creativity
  - 1.10.4. Lateral Thinking
  - 1.10.5. Exploration and Management of Ideas
  - 1.10.6. Development and Monitoring of Ideas
  - 1.10.7. Divergent Thinking
  - 1.10.8. Convergent Thinking



*A unique, key, and decisive educational experience to boost your professional development"*

05

# 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.





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*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 Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

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

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
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.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### 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".



#### 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.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### 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.



#### 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.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Development of Professional Competencies in Career Guidance guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Development of Professional Competencies in Career Guidance** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Development of Professional Competencies in Career Guidance**

Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom

**tech** technological  
university

**Postgraduate Certificate**  
Development  
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