

Postgraduate Diploma

Human Resources Management in Educational Centers





Postgraduate Diploma

Human Resources Management in Educational Centers

- » Modality: online
- » Duration: 6 months.
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/education/postgraduate-diploma/postgraduate-diploma-human-resources-management-educational-centers

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01

Introduction to the Program

The current school environment faces critical challenges related to institutional efficiency and teacher well-being. According to UNESCO (2023), 55% of teachers in Latin America experience high levels of work-related stress, largely due to inadequate human talent management. In response to this context, the program in Educational Center Leadership and Human Resources Management provides key tools for leading teams with strategic vision, addressing areas ranging from recruitment and hiring to work organization, conflict resolution, and the strengthening of organizational culture.





“

You will lead human talent with empathetic leadership, strategic vision, and operational capacity, transforming school environments into sustainable and cohesive spaces”

In a context where more than 60% of teachers show signs of exhaustion and 23% report feeling demotivated due to administrative overload and institutional uncoordination, consolidating a new leadership model has become essential. This program promotes a people-centered approach to leadership, in which the strategic planning of human resources, workplace well-being, and interpersonal communication are fundamental pillars. Through this program, students will develop the skills needed to energize teams, prevent conflicts, implement efficient contractual models, and foster healthy and cooperative educational environments.

TECH Global University has structured this Postgraduate Diploma around three integrative modules. The first focuses on educational leadership and the managerial skills required to guide teams from an emotional, ethical, and strategic perspective. The second explores the leadership and management of human resources, covering recruitment, hiring, and working conditions for both teaching and non-teaching staff. The third module centers on teamwork and conflict resolution, integrating elements such as motivation, co-evaluation, and attention to diversity as key factors for institutional cohesion.

This combination of knowledge ensures that graduates act as agents of change within educational institutions, equipped to implement structural improvements, lead effectively, and align human talent management with pedagogical objectives. Thanks to the Relearning Method and 100% online access, this program enables the immediate application of acquired knowledge to daily managerial practice.

This **Postgraduate Diploma in Human Resources Management in Educational Centers** contains the most complete and up-to-date university program on the market. Its most notable features are:

- ♦ The development of practical case studies presented by experts in educational quality management
- ♦ The graphic, schematic and practical contents with which it is conceived provide scientific and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



Lead educational teams through efficient human-centered management and strategies that promote well-being, cohesion, and institutional performance”

“

You will design high-impact educational centers—from strategic leadership to agile project management—supported by teacher evaluation based on international standards that ensure pedagogical excellence”

Its faculty includes professionals from the field of human resources leadership and management in educational centers, who contribute to this program the expertise derived from their professional practice, along with recognized specialists from leading organizations and prestigious universities.

Its multimedia content, created with the latest educational technology, will provide professionals with situated and contextualized learning—in other words, a simulated environment that offers an immersive study experience designed to prepare them for real-world situations.

This program is designed around Problem-Based Learning, whereby the student 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.

Master the processes of recruitment, hiring, and staff organization in school centers by applying updated models and current regulations.

You will transform your institution's organizational climate through emotional leadership, conflict resolution, and high-impact collaborative work.



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.



“

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

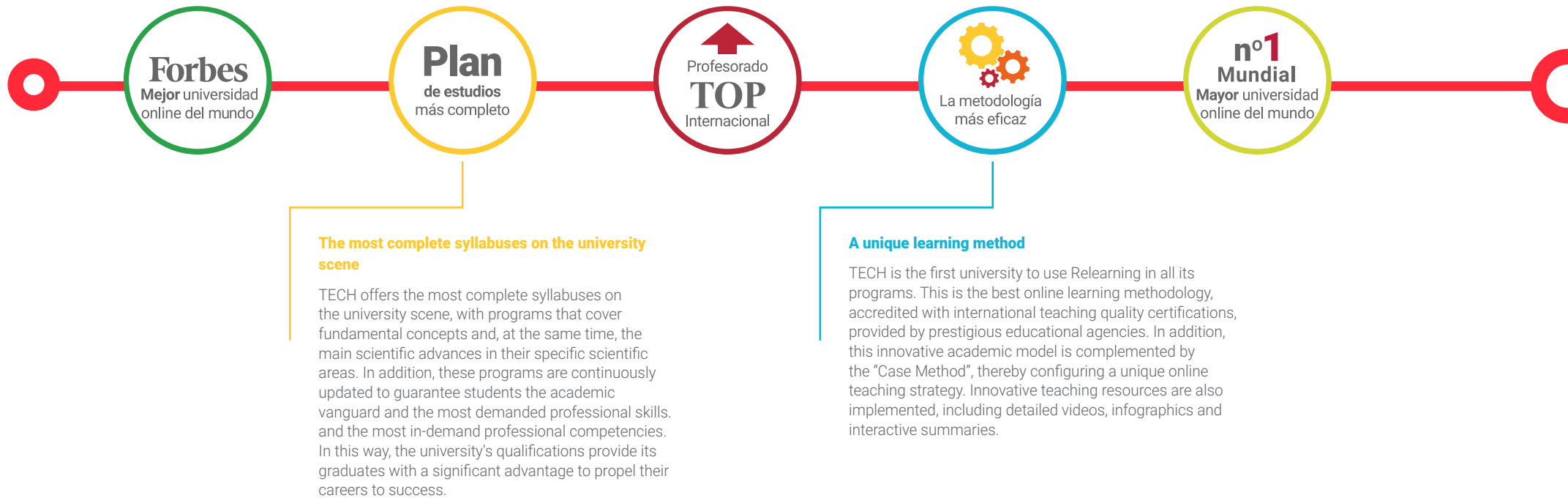
The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer 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 Wistuba, 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 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 teaching materials of this Postgraduate Diploma, developed by specialists in human talent management within educational environments, offer an in-depth examination of key aspects of managerial leadership, human resources administration, and the resolution of school conflicts. Through a practical and up-to-date approach, graduates will develop competencies to lead teams, manage recruitment and hiring processes, and apply strategies that strengthen institutional culture. They will also acquire tools to foster motivation, improve coexistence, and build high-performance teams.



“

*You will drive institutional growth through
the strategic management of human talent
and the cohesion of the teaching staff”*

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. Human Resources Management. Interpersonal Communication

- 2.1. Organization and Management of HR
- 2.2. Management of an Education Center
- 2.3. The Middle Management Team
- 2.4. Teaching Human Resources
- 2.5. The Selection Process for Teaching Staff
- 2.6. Teacher Training
- 2.7. Non-Teaching Human Resources
- 2.8. The Selection Process for Non-Teaching Staff
- 2.9. Contracting Models
- 2.10. Fundamental Basics of Safety and Security at Work



Module 3. Teamwork, Group Dynamics and Conflict Resolution

- 3.1. The Differences Between Group and Teamwork
- 3.2. Characteristics of a High-Performance Team
- 3.3. The Role of the Leader in the Efficient Working of a Team
- 3.4. The Different Roles of a Team and Their Correct Management
- 3.5. Motivation in Work Teams
- 3.6. Values as an Element of Cohesion in a Team
- 3.7. Dynamics
- 3.8. How to Achieve Learning from Dynamics. Sharing
- 3.9. Conflict Resolution
- 3.10. Practical Applications. Creating a High-Performance Team

“

You will update human talent management through efficient organizational models, sustainable work structures, and strategies that respond to the real needs of today's school environment”

04

Teaching Objectives

The contents of this Postgraduate Diploma have been designed by specialists in human talent leadership and management with extensive experience in the educational field. Thanks to this practical and up-to-date approach, professionals in the school sector will develop competencies to lead teaching and non-teaching teams, manage recruitment and hiring processes, and apply efficient organizational models. They will master tools to foster collaborative work, prevent conflicts, strengthen the institutional climate, and improve interpersonal communication. Likewise, they will be equipped to promote motivation, performance evaluation, and the implementation of professional development plans aligned with the objectives of the educational center.



“

You will transform human talent management with efficiency criteria, emotional leadership, and a firm commitment to continuous improvement in school settings”



General Objectives

- ♦ Identify the organizational structure of educational institutions and the main management challenges they face
- ♦ Analyze contemporary models of educational leadership to respond to changing contexts and current demands
- ♦ Recognize emerging challenges in the educational system and design strategic responses aligned with quality and innovation
- ♦ Examine models and processes of internal and external organization in institutions across different educational levels
- ♦ Understand the operational structure and administrative processes that sustain the functioning of a educational center
- ♦ Differentiate leadership profiles, styles, and approaches applicable to diverse educational systems
- ♦ Plan, coordinate, and supervise the development and implementation of effective institutional management plans.
- ♦ Define and develop institutional educational projects that promote quality, inclusion, coexistence, and conflict prevention
- ♦ Describe the functions and responsibilities of both individual and collegiate governing bodies involved in decision-making
- ♦ Analyze organizational change dynamics and implement strategies to manage internal and external resistance
- ♦ Manage processes of interaction, institutional communication, and conflict resolution within educational teams
- ♦ Apply tools to foster collaborative work, effective negotiation, and the reconciliation of interests within the school community
- ♦ Integrate principles of ethics, social responsibility, and sustainability into the strategic management of educational institutions
- ♦ Employ technological resources, marketing strategies, and management tools to optimize institutional competitiveness



You will optimize human resources management, ensuring the efficiency and transparency required for educational sustainability”



Specific Objectives

Module 1. Educational Leadership and Managerial Skills

- ♦ Understand the specific role and responsibilities of the director in managing an educational center
- ♦ Analyze the tasks, commitments, and duties of various institutional leadership bodies
- ♦ Promote the development of oral communication as a key competency within the educational environment
- ♦ Develop skills in emotional intelligence, leadership, and management for effective school leadership

Module 2. Human Resources Management. Interpersonal Communication

- ♦ Organize recruitment and selection processes for teaching and non-teaching staff
- ♦ Manage teams, fostering training and job safety
- ♦ Coordinate interpersonal communication strategies to strengthen internal relationships
- ♦ Evaluate the impact of HR management on the quality of education within the institution

Module 3. Teamwork, Group Dynamics and Conflict Resolution

- ♦ Differentiate between the characteristics and roles of high-performance workgroups and teams
- ♦ Apply group dynamics to strengthen cohesion and institutional values
- ♦ Develop strategies to resolve conflicts within educational teams
- ♦ Design practical plans to create and consolidate effective teams

05

Career Opportunities

This program from TECH Global University trains specialists in the strategic management of human talent in educational centers, equipping them with the skills to lead teams, coordinate resources, and strengthen the organizational climate. Graduates will be able to work in areas related to recruitment, leadership, motivation, and professional development of teaching and non-teaching staff, as well as in conflict resolution and the promotion of school coexistence. This Postgraduate Diploma broadens professional opportunities in an educational environment that demands leaders with strategic vision and the ability to transform institutional culture.





“

You will promote educational environments where human development, collaboration, and organizational efficiency become pillars of school success”

Graduate Profile

As a graduate of the Postgraduate Diploma in Human Resources Management in Educational Centers at TECH Global University, you will be prepared to engage in all processes related to personnel administration within educational institutions. You will be able to identify suitable profiles for specific roles, design efficient work schedules, apply appropriate hiring models, and manage resources with transparency. You will also acquire key competencies in leadership, emotional intelligence, and teamwork, strengthening the participation of management bodies and promoting the peaceful resolution of conflicts within the school community.

You will lead human teams with an ethical, strategic, and continuous-improvement-oriented vision, strengthening institutional cohesion and professional well-being in educational centers.

- ♦ **Human Talent Management in Education:** ability to organize, direct, and evaluate teaching and non-teaching teams, aligning their functions with institutional objectives.
- ♦ **Recruitment and Hiring of Personnel:** mastery of criteria, processes, and hiring models to ensure the proper integration of human talent within the educational environment.
- ♦ **Managerial Skills and Educational Leadership:** development of competencies to exercise leadership with emotional intelligence, manage interpersonal relationships, and optimize communication in school settings.
- ♦ **Teamwork and Conflict Resolution:** implementation of collaborative dynamics, motivation strategies, and violence-prevention plans that promote coexistence and collective performance.
- ♦ **Strategic Human Resources Management:** in-depth knowledge of work schedule configuration, teacher training, and workplace safety, with a focus on efficiency and regulatory compliance.





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

- 1. Human Resources Manager in Educational Centers:** professional responsible for managing recruitment, hiring, evaluation, and development processes for teaching and non-teaching staff.
- 2. Work Climate and School Coexistence Coordinator:** expert in implementing strategies to improve communication, prevent conflicts, and promote a healthy school environment.
- 3. Educational Personnel Management Consultant:** advisor specialized in designing efficient organizational structures, applying personnel policies, and optimizing the internal management of educational institutions.
- 4. Teaching Team Facilitator:** specialist trained to energize work teams, promote shared leadership, and generate improvement processes based on cooperation.
- 5. Performance Evaluation and Continuous Improvement Technician:** professional who collaborates with management bodies to implement evaluation systems, professional development programs, and institutional improvement strategies.
- 6. Educational Human Resources Management Auditor:** responsible for verifying compliance with labor regulations, ensuring the appropriate distribution of functions, and assessing the administrative efficiency of the center.

“*Become a reference in human talent management within the school environment and lead the organizational transformation of educational centers with excellence and ethical commitment*”

06

Study Methodology

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

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



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*TECH prepares you to face new challenges
in uncertain environments and achieve
success in your career”*

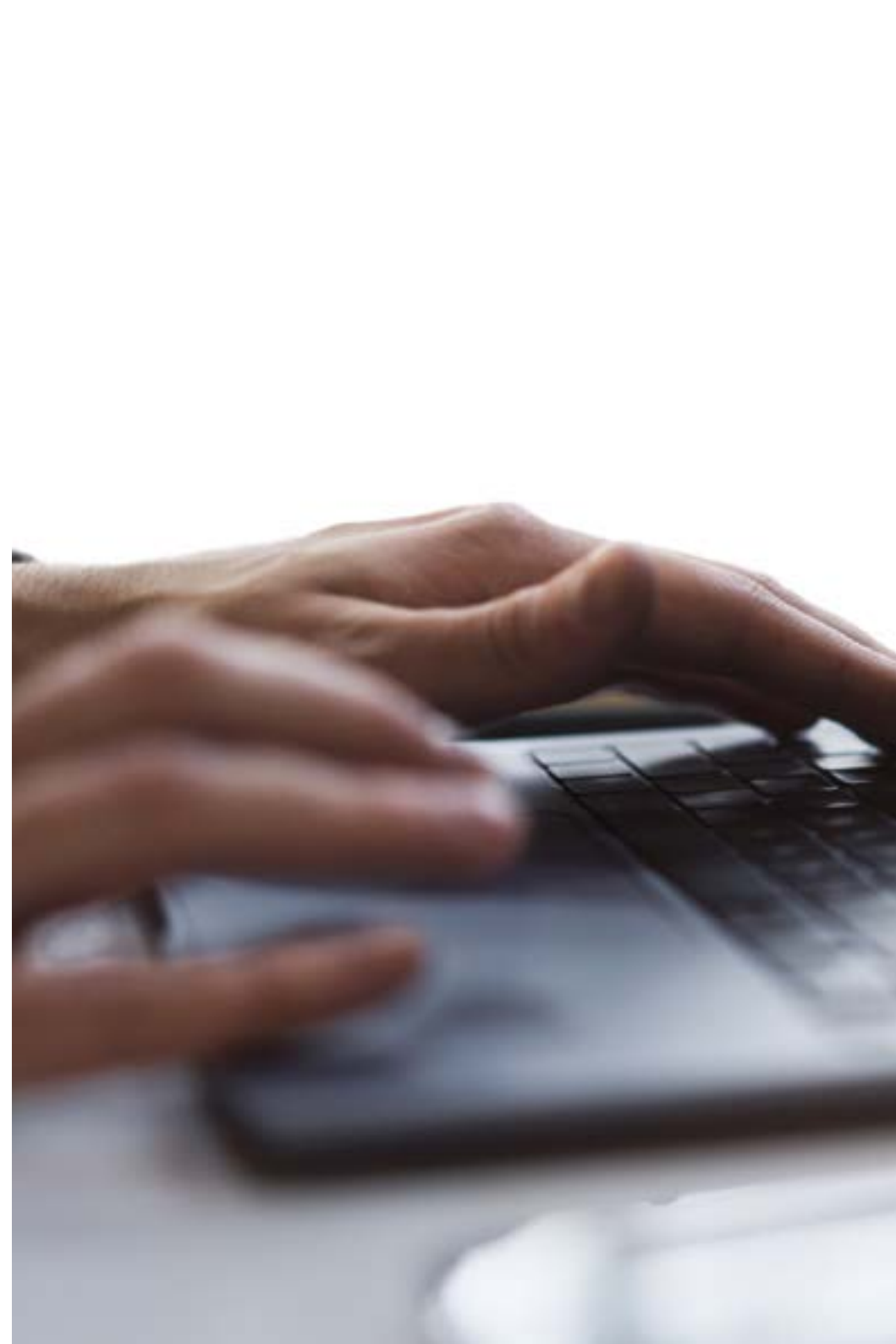
The student: the priority of all TECH programs

In TECH's study methodology, the student is the absolute protagonist. The pedagogical 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 the student who chooses the time they spend studying, 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 attend live classes, which many times they cannot attend. The learning activities will be done when it is convenient for them. You will always be able to decide when and from where to study.

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



The most comprehensive academic programs worldwide

TECH is distinguished by offering the most complete academic pathways within the higher education landscape. This level of comprehensiveness is achieved through the development of curricula that not only encompass essential knowledge but also integrate the latest innovations in each area of study.

By being constantly updated, 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 preparation that provides them with a notable competitive advantage to advance in their careers.

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

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

Case Studies or Case Method

The case method has been the learning system most used by the best business schools in the world. 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 solve them. In 1924 it was established as a standard teaching method at Harvard.

With this teaching model, it is the student who builds their professional competence through strategies such as Learning by Doing or Design Thinking, which are 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, argue 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 Method

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, they are able to review and reiterate the key concepts of each subject and learn to apply them in a real environment.

Along the same lines, and according to multiple scientific researches, repetition 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 more performance, involving you more in your specialization, developing a critical spirit, defending arguments and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

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 reiteration, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neurosciences 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 for long-term retention. This is a model called Neurocognitive Context-Dependent E-Learning that is consciously applied in this university program.

Furthermore, in order to maximize tutor-student contact, a wide range of communication possibilities are provided, both in real time and deferred (internal messaging, discussion forums, telephone answering service, e-mail contact with the technical secretary, chat and videoconferencing).

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, in accordance with their accelerated professional updating.



The online mode of study of this program will allow you to organize your time and your 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 best rated by its students

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

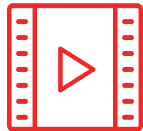
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution has become the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is up to date with the technological and pedagogical vanguard.

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



Therefore, 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 skills and abilities in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the context of the globalization in which we live.



Interactive Summaries

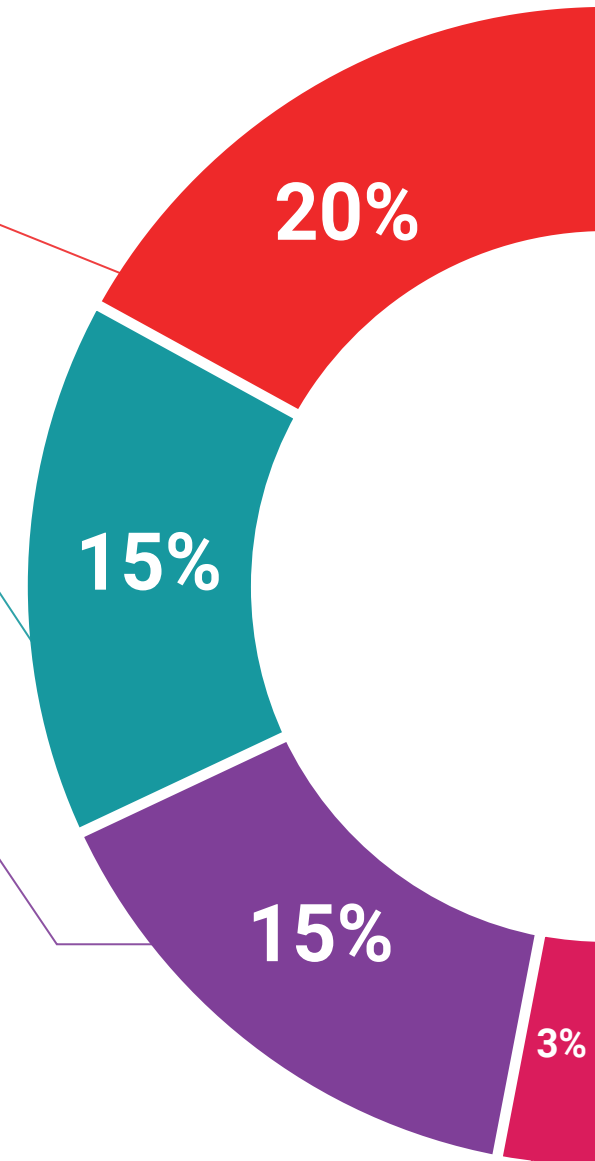
We present the contents in an attractive and dynamic way in multimedia pills that include audio, videos, images, diagrams and concept maps in order to reinforce knowledge.

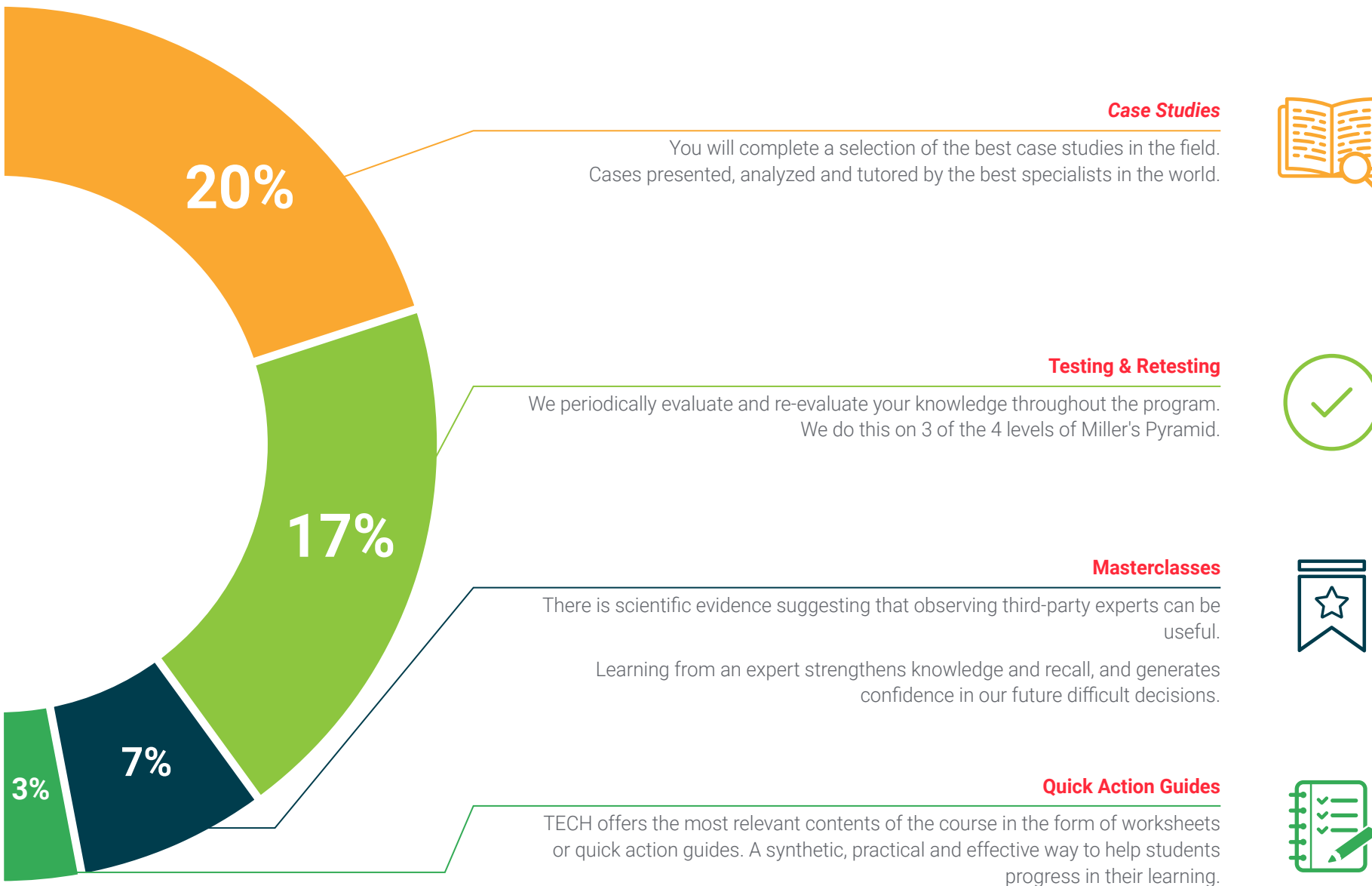
This unique educational system for the presentation of multimedia content was awarded by Microsoft as "Successful Case in Europe."



Additional Reading

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





07

Teaching Staff

TECH firmly upholds its commitment to professional excellence, a principle reflected in the quality of its faculty, composed of highly prestigious specialists. With a solid trajectory in the leadership and management of human resources in educational environments, these professionals provide a practical and strategic perspective. They play a central role in each academic program, selecting updated content and innovative tools. They also design high-quality multimedia resources to ensure that those who complete this Postgraduate Diploma acquire modern skills aligned with the demands of the educational sector and capable of driving continuous improvement within work teams in academic institutions.



“

You will lead educational quality projects with strategic vision, apply innovative standards, and transform processes to ensure academic excellence, all while being supported by distinguished experts”

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50* companies such as NBCUniversal and Comcast. Her background 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 Human Resources 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 occupational 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 Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- 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

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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 in order 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

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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 improvements in vendor risk assessment, resulting in process improvements and workflow management 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, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

“

Choose TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”

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 role, 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**. In turn, 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 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



Faculty

Mr. Martínez Chávez, Edgar Adrián

- ♦ Administrative Manager at Cumbres de Valencia School
- ♦ Administrative Manager of the Semper Altius School Network
- ♦ Academic Coordinator of the Doctorate in Interdisciplinary Research at Anáhuac University
- ♦ Bachelor's Degree in Business Administration
- ♦ MBA from Anáhuac University, accredited by AMBA
- ♦ International Master's Degree in University Management from the University of Alcalá
- ♦ Expert in Emotional Intelligence, Coaching, and Leadership from CEU Cardenal Herrera University

Mr. Romero Monteserín, Jose María

- ♦ Academic Director at the Spanish Language School of the University of Salamanca in Lisbon
- ♦ Collaborator in several ELE-USAL in Management
- ♦ External Professor at the CIESE-Comillas Foundation in Management of Educational Centers and Training
- ♦ Online Trainer in Management of Educational Centers at Fundación CIESE-Comillas
- ♦ Degree in Teaching at the Complutense University of Madrid
- ♦ Master's Degree in Management of Educational Centers from the Antonio de Nebrija University
- ♦ Master's Degree in Secondary School Teacher Training from CEU Cardenal Herrera University
- ♦ Postgraduate Degree in School Organization
- ♦ Higher University Technician in Human Resources
- ♦ Higher Technician in In-Company Training
- ♦ Expert in Project Management

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 Catholic University of Valencia San Vicente Mártir
- ♦ University Expert in Social Inclusion and Inclusive Education from the CEU Cardenal Herrera University
- ♦ Expert in Intervention with Families at Risk and Minors with Antisocial Behavior



Dr. Mármol Pérez, Rafael

- ♦ Pedagogical Director and Training Director of the Owner's Team at the Franciscan Educational Foundation of Montpellier
- ♦ Doctor in Education from Complutense University of Madrid
- ♦ Quality Director and Responsible for the ACCEDE Program at Santa María del Carmen School
- ♦ Contributor in Authoring and Reviewing Educational Materials at Grupo SM
- ♦ Collaborator in the Educational Innovation Commission at the Spanish Association for Quality
- ♦ Master's Degree in HR Management and Direction from Formaselect Consulting
- ♦ Bachelor's Degree in Pedagogy from Complutense University of Madrid
- ♦ Diploma in Education from Complutense University of Madrid
- ♦ Diploma in Foreign Language (English) from Camilo José Cela University

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Certificate

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