

Advanced Master's Degree

MBA in Nursing Management and Administration

Accreditation/Membership



tech global
university



Advanced Master's Degree MBA in Nursing Management and Administration

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ETCS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/nursing/advanced-master-degree/advanced-master-mba-nursing-management-administration

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01

Introduction to the Program

In today's global healthcare context, marked by a progressively aging population and increasingly complex healthcare systems, the role of Nursing has evolved towards strategic leadership and organizational management functions. According to the World Health Organization (WHO), it is estimated that by 2030, there will be a deficit of more than 10 million healthcare professionals worldwide, with nursing staff being among the most affected. In light of this scenario, this postgraduate program emerges, providing professionals with skills in administration, clinical leadership, decision-making, and strategic planning. All of this is delivered through a 100% online, dynamic, and innovative methodology.



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A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in the Business Graduates Association”

Nursing Management and Administration has become a field of significant relevance for professionals who wish to lead clinical units, drive health policies, and improve the quality of care from an organizational perspective. In an environment marked by resource scarcity and increased healthcare pressure, possessing skills to coordinate teams, plan services, and make strategic decisions is crucial to ensuring effective care.

Based on this reality, TECH presents this Advanced Master's Degree in Nursing Management and Administration, which will enhance the professional profile of those aspiring to leadership positions within the healthcare sector. Throughout the academic journey, essential aspects such as human resources management, quality care, healthcare legislation, service auditing, and patient safety will be thoroughly explored. In this way, graduates will gain a comprehensive understanding of the administrative, financial, and operational processes that support both hospital and community activities.

Additionally, this university qualification offers a 100% online modality, providing total flexibility to study from anywhere and at any time. Thanks to the innovative Relearning methodology, the content will be presented repetitively and interactively, promoting a deeper and more lasting understanding. Finally, access to exclusive and complementary Masterclasses will be provided, led by a high-level International Guest Director. Ultimately, TECH will ensure an experience tailored to the needs of active professionals, without compromising academic excellence.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **MBA Nursing Management and Administration** contains the most complete and up-to-date university program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Nursing Management and Administration
- ♦ 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
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Nursing Management and Administration
- ♦ 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



The innovative and exclusive Masterclasses of this university program are led by a prestigious International Guest Director, with many years of experience in the healthcare sector"



With the most advanced teaching materials, you will be able to make strategic decisions that change lives”

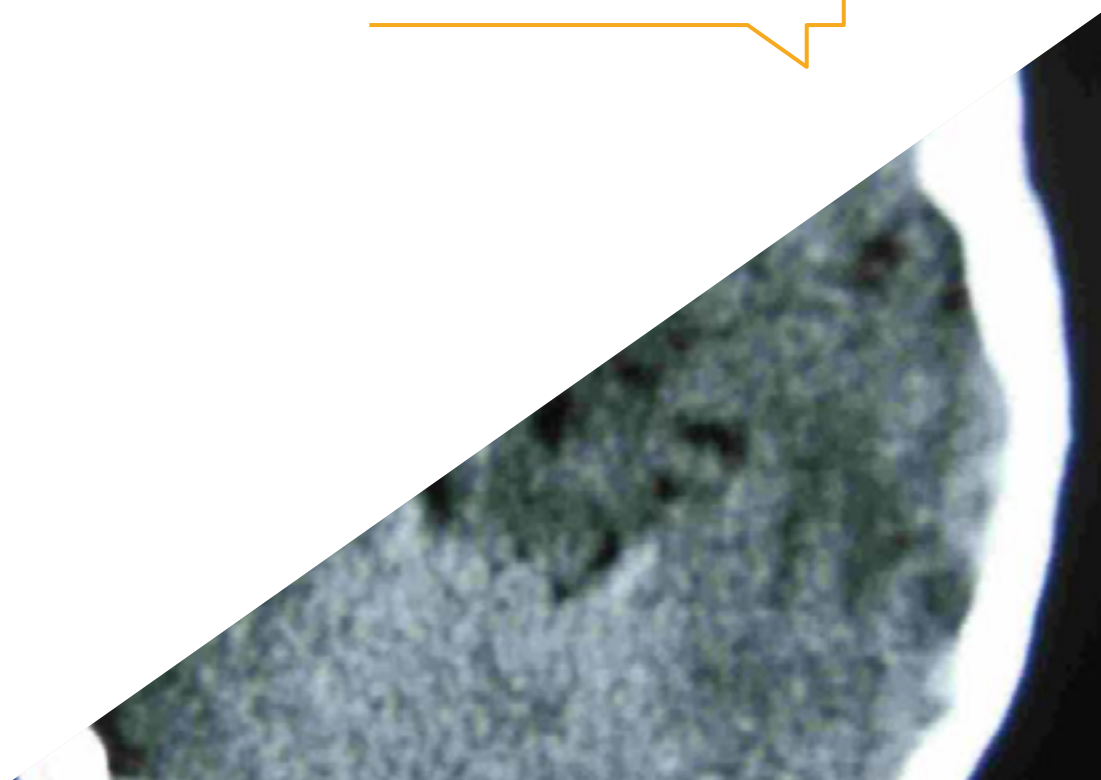
The teaching staff includes professionals from the field of Nursing Management and Administration, who contribute their work experience to this program, as well as recognized specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life 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.

TECH will offer you the opportunity to merge your passion for healthcare with the skills necessary to lead successfully.

With a 100% online methodology and an updated syllabus, this postgraduate program will open doors to new opportunities and challenges in your professional career.



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.

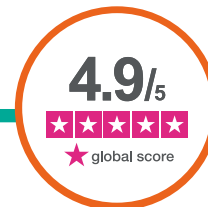
Leaders in employability

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.



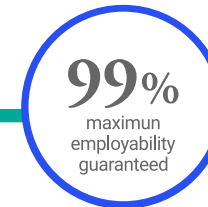
Google Premier Partner

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 university program will cover key areas such as strategic management, human and financial resource management, and the design of effective health policies. Additionally, it will delve into technological innovation, with modules dedicated to the implementation of digital tools. The program will also emphasize continuous improvement in quality and patient safety, providing nurses with the necessary skills to manage multidisciplinary teams and address ethical and legal challenges. With a strong foundation in the development of transformational leadership, the curriculum will foster the ability to make strategic decisions under pressure.



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Thanks to this comprehensive syllabus, you will face the challenges of the healthcare sector with a clear vision, implementing innovative solutions and strong leadership”

Module 1. Leadership, Ethics, and Social Responsibility

- 1.1. Globalization and Governance
 - 1.1.1. Governance and Corporate Governance
 - 1.1.2. The Fundamentals of Corporate Governance in Companies
 - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
 - 1.2.1. Leadership. A Conceptual Approach
 - 1.2.2. Leadership in Companies
 - 1.2.3. The Importance of Leaders in Business Management
- 1.3. *Cross-Cultural Management*
 - 1.3.1. Cross-Cultural Management Concept
 - 1.3.2. Contributions to Knowledge of National Cultures
 - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
 - 1.4.1. Concept of Management Development
 - 1.4.2. Concept of Leadership
 - 1.4.3. Leadership Theories
 - 1.4.4. Leadership Styles
 - 1.4.5. Intelligence in Leadership
 - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
 - 1.5.1. Ethics and Morality
 - 1.5.2. Business Ethics
 - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
 - 1.6.1. Sustainability and Sustainable Development
 - 1.6.2. The 2030 Agenda
 - 1.6.3. Sustainable Companies
- 1.7. Corporate Social Responsibility
 - 1.7.1. International Dimensions of Corporate Social Responsibility
 - 1.7.2. Implementing Corporate Social Responsibility
 - 1.7.3. The Impact and Measurement of Corporate Social Responsibility



- 1.8. Responsible Management Systems and Tools
 - 1.8.1. CSR: Corporate Social Responsibility (CSR)
 - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
 - 1.9.1. Globalization, Multinational Corporations and Human Rights
 - 1.9.2. Multinational Corporations and International Law
 - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
 - 1.10.1. International Rules on Importation and Exportation
 - 1.10.2. Intellectual and Industrial Property
 - 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Conceptual Framework
 - 2.1.2. Key Elements in Organizational Design
 - 2.1.3. Basic Organizational Models
 - 2.1.4. Organizational Design: Typologies
- 2.2. Corporate Strategy
 - 2.2.1. Competitive Corporate Strategy
 - 2.2.2. Types of Growth Strategies
 - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Conceptual Framework
 - 2.3.2. Elements of Strategic Planning
 - 2.3.3. Strategy Formulation: Strategic Planning Process
- 2.4. Strategic Thinking
 - 2.4.1. The Company as a System
 - 2.4.2. Organization Concept
- 2.5. Financial Diagnosis
 - 2.5.1. Concept of Financial Diagnosis
 - 2.5.2. Stages of Financial Diagnosis
 - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
 - 2.6.1. The Plan from a Strategy
 - 2.6.2. Strategic Positioning
 - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
 - 2.7.1. Conceptual Framework
 - 2.7.2. Strategic Models
 - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
 - 2.8.1. The Competitive Advantage
 - 2.8.2. Choosing a Competitive Strategy
 - 2.8.3. Strategies based on the Strategic Clock Model
 - 2.8.4. Types of Strategies According to the Industrial Sector Life Cycle
- 2.9. Strategic Management
 - 2.9.1. The Concept of Strategy
 - 2.9.2. The Process of Strategic Management
 - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
 - 2.10.1. Indicator Systems and Process Approach
 - 2.10.2. Strategic Map
 - 2.10.3. Strategic Alignment
- 2.11. *Executive Management*
 - 2.11.1. Conceptual Framework of Executive Management
 - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
- 2.12. Strategic Communication
 - 2.12.1. Interpersonal Communication
 - 2.12.2. Communication Skills and Influence
 - 2.12.3. Internal Communication
 - 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Behavior. Conceptual Framework
 - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
 - 3.2.1. Quality of Work Life and Psychological Well-Being
 - 3.2.2. Work Teams and Meeting Management
 - 3.2.3. Coaching and Team Management
 - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
 - 3.3.1. Strategic Human Resources Management
 - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
 - 3.4.1. The Importance of HR
 - 3.4.2. A New Environment for People Management and Leadership
 - 3.4.3. Strategic HR Management
- 3.5. Selection, Group Dynamics and HR Recruitment
 - 3.5.1. Approach to Recruitment and Selection
 - 3.5.2. Recruitment
 - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
 - 3.6.1. Analysis of the Potential
 - 3.6.2. Remuneration Policy
 - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
 - 3.7.1. Performance Management
 - 3.7.2. Performance Management: Objectives and Process
- 3.8. Management of Training
 - 3.8.1. Learning Theories
 - 3.8.2. Talent Detection and Retention
 - 3.8.3. Gamification and Talent Management
 - 3.8.4. Training and Professional Obsolescence
- 3.9. Talent Management
 - 3.9.1. Keys for Positive Management
 - 3.9.2. Conceptual Origin of Talent and Its Implication in the Company
 - 3.9.3. Map of Talent in the Organization
 - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
 - 3.10.1. Strategic Talent Management Models
 - 3.10.2. Talent Identification, Training and Development
 - 3.10.3. Loyalty and Retention
 - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
 - 3.11.1. The Nature of Motivation
 - 3.11.2. Expectations Theory
 - 3.11.3. Needs Theory
 - 3.11.4. Motivation and Financial Compensation
- 3.12. *Employer Branding*
 - 3.12.1. Employer Branding in HR
 - 3.12.2. Personal Branding for HR Professionals
- 3.13. Developing High-Performance Teams
 - 3.13.1. High-Performance Teams: Self-Managed Teams
 - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 3.14. Management Skills Development
 - 3.14.1. What Are Manager Competencies?
 - 3.14.2. Elements of Competencies
 - 3.14.3. Knowledge
 - 3.14.4. Management Skills
 - 3.14.5. Attitudes and Values in Managers
 - 3.14.6. Managerial Skills
- 3.15. Time Management
 - 3.15.1. Benefits
 - 3.15.2. What Can Be the Causes of Poor Time Management?
 - 3.15.3. Time
 - 3.15.4. Time Illusions

- 3.15.5. Attention and Memory
- 3.15.6. State of Mind
- 3.15.7. Time Management
- 3.15.8. Proactivity
- 3.15.9. Being Clear About the Objective
- 3.15.10. Order
- 3.15.11. Planning
- 3.16. Change Management
 - 3.16.1. Change Management
 - 3.16.2. Type of Change Management Processes
 - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
 - 3.17.1. Negotiation
 - 3.17.2. Conflict Management
 - 3.17.3. Crisis Management
- 3.18. Executive Communication
 - 3.18.1. Internal and External Communication in the Corporate Environment
 - 3.18.2. Communication Departments
 - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Risk Prevention Teams
 - 3.19.1. Management of Human Resources and Teams
 - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
 - 3.20.1. Productivity
 - 3.20.2. Talent Attraction and Retention Levers
- 3.21. Monetary Compensation vs. Non-Cash
 - 3.21.1. Monetary Compensation vs. Non-Cash
 - 3.21.2. Wage Band Models
 - 3.21.3. Non-Cash Compensation Models
 - 3.21.4. Working Model
 - 3.21.5. Corporate Community
 - 3.21.6. Company Image
 - 3.21.7. Emotional Salary

- 3.22. Innovation in Talent and People Management
 - 3.22.1. Innovation in Organizations
 - 3.22.2. New Challenges in the Human Resources Department
 - 3.22.3. Innovation Management
 - 3.22.4. Tools for Innovation
- 3.23. Knowledge and Talent Management
 - 3.23.1. Knowledge and Talent Management
 - 3.23.2. Knowledge Management Implementation
- 3.24. Transforming Human Resources in the Digital Era
 - 3.24.1. The Socioeconomic Context
 - 3.24.2. New Forms of Corporate Organization
 - 3.24.3. New Methodologies

Module 4. Economic and Financial Management

- 4.1. Economic Environment
 - 4.1.1. Macroeconomic Environment and the National Financial System
 - 4.1.2. Financial Institutions
 - 4.1.3. Financial Markets
 - 4.1.4. Financial Assets
 - 4.1.5. Other Financial Sector Entities
- 4.2. Company Financing
 - 4.2.1. Sources of Financing
 - 4.2.2. Types of Financing Costs
- 4.3. Executive Accounting
 - 4.3.1. Basic Concepts
 - 4.3.2. The Company's Assets
 - 4.3.3. The Company's Liabilities
 - 4.3.4. The Company's Net Worth
 - 4.3.5. The Income Statement
- 4.4. Management Accounting to Cost Accounting
 - 4.4.1. Elements of Cost Calculation
 - 4.4.2. Expenses in General Accounting and Cost Accounting
 - 4.4.3. Costs Classification

- 4.5. Information Systems and Business Intelligence
 - 4.5.1. Fundamentals and Classification
 - 4.5.2. Cost Allocation Phases and Methods
 - 4.5.3. Choice of Cost Center and Impact
- 4.6. Budget and Management Control
 - 4.6.1. The Budget Model
 - 4.6.2. The Capital Budget
 - 4.6.3. The Operating Budget
 - 4.6.4. Treasury Budget
 - 4.6.5. Budget Monitoring
- 4.7. Treasury Management
 - 4.7.1. Accounting Working Capital and Necessary Working Capital
 - 4.7.2. Calculation of Operating Cash Requirements
 - 4.7.3. Credit Management
- 4.8. Corporate Tax Responsibility
 - 4.8.1. Basic Tax Concepts
 - 4.8.2. Corporate Income Tax
 - 4.8.3. Value Added Tax
 - 4.8.4. Other Taxes Related to Commercial Activity
 - 4.8.5. The Company as a Facilitator of the Work of the State
- 4.9. Corporate Control Systems
 - 4.9.1. Analysis of Financial Statements
 - 4.9.2. The Company's Balance Sheet
 - 4.9.3. The Profit and Loss Statement
 - 4.9.4. The Statement of Cash Flows
 - 4.9.5. Ratio Analysis
- 4.10. Financial Management
 - 4.10.1. The Company's Financial Decisions
 - 4.10.2. Financial Department
 - 4.10.3. Cash Surpluses
 - 4.10.4. Risks Associated with Financial Management
 - 4.10.5. Financial Administration Risk Management
- 4.11. Financial Planning
 - 4.11.1. Definition of Financial Planning
 - 4.11.2. Actions to Be Taken in Financial Planning
 - 4.11.3. Creation and Establishment of the Business Strategy
 - 4.11.4. The Cash Flow Table
 - 4.11.5. The Working Capital Table
- 4.12. Corporate Financial Strategy
 - 4.12.1. Corporate Strategy and Sources of Financing
 - 4.12.2. Financial Products for Corporate Financing
- 4.13. Macroeconomic Context
 - 4.13.1. Macroeconomic Context
 - 4.13.2. Relevant Economic Indicators
 - 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
 - 4.13.4. Economic Cycles
- 4.14. Strategic Financing
 - 4.14.1. Self-Financing
 - 4.14.2. Increase in Equity
 - 4.14.3. Hybrid Resources
 - 4.14.4. Financing Through Intermediaries
- 4.15. Money and Capital Markets
 - 4.15.1. The Money Market
 - 4.15.2. The Fixed Income Market
 - 4.15.3. The Equity Market
 - 4.15.4. The Foreign Exchange Market
 - 4.15.5. The Derivatives Market
- 4.16. Financial Analysis and Planning
 - 4.16.1. Analysis of the Balance Sheet
 - 4.16.2. Analysis of the Income Statement
 - 4.16.3. Profitability Analysis
- 4.17. Analyzing and Solving Cases/Problems
 - 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

- 5.1. Operations Direction and Management
 - 5.1.1. The Role of Operations
 - 5.1.2. The Impact of Operations on the Management of Companies
 - 5.1.3. Introduction to Operations Strategy
 - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization Department
 - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
 - 5.3.1. Production System
 - 5.3.2. Production Strategy
 - 5.3.3. Inventory Management System
 - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
 - 5.4.1. Function of Procurement
 - 5.4.2. Procurement Management
 - 5.4.3. Types of Purchases
 - 5.4.4. Efficient Purchasing Management of a Company
 - 5.4.5. Stages of the Purchase Decision Process
- 5.5. Economic Control of Purchasing
 - 5.5.1. Economic Influence of Purchases
 - 5.5.2. Cost Centers
 - 5.5.3. Budget
 - 5.5.4. Budgeting vs. Actual Expenditure
 - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
 - 5.6.1. Inventory Control
 - 5.6.2. Location Systems
 - 5.6.3. Stock Management Techniques
 - 5.6.4. Storage Systems
- 5.7. Strategic Purchasing Management
 - 5.7.1. Business Strategy
 - 5.7.2. Strategic Planning
 - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain (SCM)
 - 5.8.1. Supply Chain
 - 5.8.2. Benefits of Supply Chain Management
 - 5.8.3. Logistical Management in the Supply Chain
- 5.9. *Supply Chain Management*
 - 5.9.1. The Concept of Supply Chain Management (SCM)
 - 5.9.2. Costs and Efficiency of the Operations Chain
 - 5.9.3. Demand Patterns
 - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
 - 5.10.1. Interaction of the Supply Chain
 - 5.10.2. Interaction of the Supply Chain. Integration by Parts
 - 5.10.3. Supply Chain Integration Problems
 - 5.10.4. Supply Chain 4.0
- 5.11. Logistics Costs
 - 5.11.1. Logistics Costs
 - 5.11.2. Problems with Logistics Costs
 - 5.11.3. Optimizing Logistic Costs
- 5.12. Profitability and Efficiency of Logistics Chains: KPIs
 - 5.12.1. Logistics Chain
 - 5.12.2. Profitability and Efficiency of the Logistics Chain
 - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
 - 5.13.1. Process Management
 - 5.13.2. Process-Based Approach: Process Mapping
 - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
 - 5.14.1. Distribution in the Supply Chain
 - 5.14.2. Transportation Logistics
 - 5.14.3. Geographic Information Systems as a Support for Logistics

- 5.15. Logistics and Customers
 - 5.15.1. Demand Analysis
 - 5.15.2. Demand and Sales Forecast
 - 5.15.3. Sales and Operations Planning
 - 5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)
- 5.16. International Logistics
 - 5.16.1. Export and Import Processes
 - 5.16.2. Customs
 - 5.16.3. Methods and Means of International Payment
 - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
 - 5.17.1. Operations Management and Outsourcing
 - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
 - 5.18.1. Operations Management
 - 5.18.2. Operational Competitiveness
 - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
 - 5.19.1. Internal and External Customers
 - 5.19.2. Quality Costs
 - 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

- 6.1. Technological Environment
 - 6.1.1. Technology and Globalization
 - 6.1.2. Economic Environment and Technology
 - 6.1.3. Technological Environment and Its Impact on Companies
- 6.2. Information Systems in Companies
 - 6.2.1. The Evolution of the IT Model
 - 6.2.2. Organization and IT Departments
 - 6.2.3. Information Technology and Economic Environment

- 6.3. Corporate Strategy and Technology Strategy
 - 6.3.1. Creating Value for Customers and Shareholders
 - 6.3.2. Strategic IS/IT Decisions
 - 6.3.3. Corporate Strategy vs. Technological and Digital Strategy
- 6.4. Information Systems Management
 - 6.4.1. Corporate Governance of Technology and Information Systems
 - 6.4.2. Management of Information Systems in Companies
 - 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
 - 6.5.1. Information Systems and Corporate Strategy
 - 6.5.2. Strategic Planning of Information Systems
 - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision-Making
 - 6.6.1. *Business Intelligence*
 - 6.6.2. *Data Warehouse*
 - 6.6.3. BSC or Balanced Scorecard
- 6.7. Exploring the Information
 - 6.7.1. SQL: Relational Databases. Basic Concepts
 - 6.7.2. Networks and Communications
 - 6.7.3. Operational System: Standardized Data Templates
 - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
 - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Corporate Business Intelligence
 - 6.8.1. The World of Data
 - 6.8.2. Relevant Concepts
 - 6.8.3. Main Characteristics
 - 6.8.4. Solutions in Today's Market
 - 6.8.5. Overall Architecture of a BI Solution
 - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
 - 6.9.1. Why BI?
 - 6.9.2. Obtaining Information
 - 6.9.3. BI in the Different Departments of the Company
 - 6.9.4. Reasons to Invest in BI

- 6.10. BI Tools and Solutions
 - 6.10.1. How to Choose the Best Tool?
 - 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
 - 6.10.3. SAP BI, SAS BI and Qlikview
 - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
 - 6.11.1. First Steps to Define a BI Project
 - 6.11.2. BI Solution for the Company
 - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
 - 6.12.1. Information Systems and Corporate Management
 - 6.12.2. Applications for Corporate Management
 - 6.12.3. Enterprise Resource Planning or ERP Systems
- 6.13. Digital Transformation
 - 6.13.1. Conceptual Framework of Digital Transformation
 - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
 - 6.13.3. Digital Transformation in Companies
- 6.14. Technology and Trends
 - 6.14.1. Main Trends in the Field of Technology that Are Changing Business Models
 - 6.14.2. Analysis of the Main Emerging Technologies
- 6.15. IT Outsourcing
 - 6.15.1. Conceptual Framework of Outsourcing
 - 6.15.2. IT Outsourcing and Its Impact on the Business
 - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- 7.1. Commercial Management
 - 7.1.1. Conceptual Framework of Commercial Management
 - 7.1.2. Business Strategy and Planning
 - 7.1.3. The Role of Sales Managers

- 7.2. Marketing
 - 7.2.1. The Concept of Marketing
 - 7.2.2. Basic Elements of Marketing
 - 7.2.3. Marketing Activities of the Company
- 7.3. Strategic Marketing Management
 - 7.3.1. The Concept of Strategic Marketing
 - 7.3.2. Concept of Strategic Marketing Planning
 - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-Commerce
 - 7.4.1. Digital Marketing and E-Commerce Objectives
 - 7.4.2. Digital Marketing and Media Used
 - 7.4.3. E-Commerce. General Context
 - 7.4.4. Categories of E-Commerce
 - 7.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce
- 7.5. *Managing Digital Business*
 - 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
 - 7.5.2. Design and Creation of a Digital Marketing Plan
 - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
 - 7.6.1. Online Strategies to Improve Your Brand's Reputation
 - 7.6.2. *Branded Content and Storytelling*
- 7.7. Digital Marketing Strategy
 - 7.7.1. Defining the Digital Marketing Strategy
 - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
 - 7.8.1. Loyalty and Engagement Strategies through the Internet
 - 7.8.2. *Visitor Relationship Management*
 - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
 - 7.9.1. What Is a Digital Advertising Campaign?
 - 7.9.2. Steps to Launch an Online Marketing Campaign
 - 7.9.3. Mistakes in Digital Advertising Campaigns

- 7.10. Online Marketing Plan
 - 7.10.1. What Is an Online Marketing Plan?
 - 7.10.2. Steps to Create an Online Marketing Plan
 - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. Blended Marketing
 - 7.11.1. What Is Blended Marketing?
 - 7.11.2. Differences Between Online and Offline Marketing
 - 7.11.3. Aspects to Be Taken into Account in the Blended Marketing Strategy
 - 7.11.4. Characteristics of a Blended Marketing Strategy
 - 7.11.5. Recommendations in Blended Marketing
 - 7.11.6. Benefits of Blended Marketing
- 7.12. Sales Strategy
 - 7.12.1. Sales Strategy
 - 7.12.2. Sales Methods
- 7.13. Corporate Communication
 - 7.13.1. Concept
 - 7.13.2. The Importance of Communication in the Organization
 - 7.13.3. Type of Communication in the Organization
 - 7.13.4. Functions of Communication in the Organization
 - 7.13.5. Elements of Communication
 - 7.13.6. Communication Problems
 - 7.13.7. Communication Scenarios
- 7.14. Corporate Communication Strategy
 - 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
 - 7.14.2. Internal Communication Support and Tools
 - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation
 - 7.15.1. Online Reputation
 - 7.15.2. How to Measure Digital Reputation?
 - 7.15.3. Online Reputation Tools
 - 7.15.4. Online Reputation Report
 - 7.15.5. Online Branding
- 7.16. Advertising
 - 7.16.1. Historical Background of Advertising
 - 7.16.2. Conceptual Framework of Advertising; Principles, Concept of Briefing and Positioning
 - 7.16.3. Advertising Agencies, Media Agencies and Advertising Professionals
 - 7.16.4. Importance of Advertising in Business
 - 7.16.5. Advertising Trends and Challenges
- 7.17. Developing the Marketing Plan
 - 7.17.1. Marketing Plan Concept
 - 7.17.2. Situation Analysis and Diagnosis
 - 7.17.3. Strategic Marketing Decisions
 - 7.17.4. Operational Marketing Decisions
- 7.18. Promotion and Merchandising Strategies
 - 7.18.1. Integrated Marketing Communication
 - 7.18.2. Advertising Communication Plan
 - 7.18.3. Merchandising as a Communication Technique
- 7.19. Media Planning
 - 7.19.1. Origin and Evolution of Media Planning
 - 7.19.2. Media
 - 7.19.3. Media Plan
- 7.20. Fundamentals of Commercial Management
 - 7.20.1. The Role of Commercial Management
 - 7.20.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
 - 7.20.3. Commercial Planning Systems of the Company
 - 7.20.4. Main Competitive Strategies
- 7.21. Commercial Negotiation
 - 7.21.1. Commercial Negotiation
 - 7.21.2. Psychological Issues in Negotiation
 - 7.21.3. Main Negotiation Methods
 - 7.21.4. The Negotiation Process

- 7.22. Decision-Making in Commercial Management
 - 7.22.1. Commercial Strategy and Competitive Strategy
 - 7.22.2. Decision Making Models
 - 7.22.3. Decision-Making Analytics and Tools
 - 7.22.4. Human Behavior in Decision Making
- 7.23. Sales Network Management
 - 7.23.1. Sales Management Sales Management
 - 7.23.2. Networks Serving Commercial Activity
 - 7.23.3. Salesperson Recruitment and Training Policies
 - 7.23.4. Remuneration Systems for Own and External Commercial Networks
 - 7.23.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
- 7.24. Implementing the Commercial Function
 - 7.24.1. Recruitment of Own Sales Representatives and Sales Agents
 - 7.24.2. Controlling Commercial Activity
 - 7.24.3. The Code of Ethics of Sales Personnel
 - 7.24.4. Compliance with Legislation
 - 7.24.5. Generally Accepted Standards of Business Conduct
- 7.25. Key Account Management
 - 7.25.1. Concept of Key Account Management
 - 7.25.2. The Key Account Manager
 - 7.25.3. Key Account Management Strategy
- 7.26. Financial and Budgetary Management
 - 7.26.1. The Break-Even Point
 - 7.26.2. The Sales Budget. Control of Management and of the Annual Sales Plan
 - 7.26.3. Financial Impact of Strategic Sales Decisions
 - 7.26.4. Cycle Management, Turnover, Profitability and Liquidity
 - 7.26.5. Income Statement

Module 8. Innovation and Project Management

- 8.1. Innovation
 - 8.1.1. Introduction to Innovation
 - 8.1.2. Innovation in the Entrepreneurial Ecosystem
 - 8.1.3. Instruments and Tools for the Business Innovation Process
- 8.2. Innovation from Strategy
 - 8.2.1. Strategic Intelligence and Innovation
 - 8.2.2. Innovation from Strategy
- 8.3. Project Management for Startups
 - 8.3.1. Startup Concept
 - 8.3.2. Lean Startup Philosophy
 - 8.3.3. Stages of Startup Development
 - 8.3.4. The Role of a Project Manager in a Startup
- 8.4. Business Model Design and Validation
 - 8.4.1. Conceptual Framework of a Business Model
 - 8.4.2. Business Model Design and Validation
- 8.5. Project Management
 - 8.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
 - 8.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
- 8.6. Project Change Management: Training Management
 - 8.6.1. Concept of Change Management
 - 8.6.2. The Change Management Process
 - 8.6.3. Change Implementation
- 8.7. Project Communication Management
 - 8.7.1. Project Communications Management
 - 8.7.2. Key Concepts for Project Communications Management
 - 8.7.3. Emerging Trends
 - 8.7.4. Adaptations to Equipment
 - 8.7.5. Planning Communications Management
 - 8.7.6. Managing Communications
 - 8.7.7. Monitoring Communications

8.8. Traditional and Innovative Methodologies

- 8.8.1. Innovative Methodologies
- 8.8.2. Basic Principles of Scrum
- 8.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies

8.9. Creation of a Startup

- 8.9.1. Creation of a Startup
- 8.9.2. Organization and Culture
- 8.9.3. Top Ten Reasons Why Startups Fail
- 8.9.4. Legal Aspects

8.10. Project Risk Management Planning

- 8.10.1. Risk Planning
- 8.10.2. Elements for Creating a Risk Management Plan
- 8.10.3. Tools for Creating a Risk Management Plan
- 8.10.4. Content of the Risk Management Plan

Module 9. Health System and Healthcare Organizations

- 9.1. The Process of Strategic Planning
- 9.2. Management by Values and Objectives
- 9.3. Organizational Theory Applied to Healthcare
- 9.4. Management and Direction
- 9.5. Management Control

Module 10. Health Systems and Policies

- 10.1. Health Systems
- 10.2. Healthcare Financing and Provision
- 10.3. National Health System
- 10.4. Evolution and Other Aspects of Health Systems
- 10.5. Alternatives to the Traditional Management Models

Module 11. The Nursing Division in the Health System

- 11.1. The Nursing Division and Strategic Management
- 11.2. Information Systems in Nursing Services
- 11.3. Continued Service
- 11.4. Bioethics in Nursing Procedures and Value-Based Management
- 11.5. Managing Nursing Knowledge
- 11.6. Visibility in Nursing: Blog and Networks

Module 12. Clinical, Economic and People Management

- 12.1. Bases of Accounting Applied to Economic Health Management
- 12.2. Efficiency and Sustainability of Health Systems
- 12.3. Budget and Purchasing
- 12.4. Financing and Payment Models
- 12.5. Cost Calculation
- 12.6. Management Agreements
- 12.7. Health Professionals
- 12.8. Rights and Duties. Remunerations
- 12.9. Working Day. People Management
- 12.10. Tools for Employability in the Public and Private Sectors

Module 13. People and Talent Management

- 13.1. Health Professionals
- 13.2. Rights and Duties. Remunerations
- 13.3. Working Hours in Units and Services
- 13.4. Tools for Employability in the Public and Private Sectors

Module 14. Quality and Safety Management

- 14.1. Quality in Healthcare Organizations
- 14.2. Patient Safety
- 14.3. Nosocomial Infections
- 14.4. Prevention
- 14.5. Information and Record Systems
- 14.6. Secondary and Tertiary Victims
- 14.7. Quality Accreditation in Healthcare
- 14.8. Organizations and Criteria. Accreditation Models
- 14.9. Performance Evaluation. Competency-Based Management
- 14.10. Methods and Techniques

Module 15. Hospital Care Management

- 15.1. Emergency Services Management
- 15.2. UCI Management
- 15.3. Surgical Unit Management
- 15.4. Management of Hospitalization Units
- 15.5. Other Units or Special Services
- 15.6. Management of Central or Auxiliary Services
- 15.7. Management of Radiodiagnostic Services
- 15.8. Laboratory Management
- 15.9. Pharmacy Hospital Management
- 15.10. Hospitality, Complementary and Volunteer Services Management

Module 16. Management in Healthcare Settings

- 16.1. Health and Social Coordination
- 16.2. Primary Care Health
- 16.3. Primary Care Clinical Management
- 16.4. Chronic Patient Management. Nurse Leadership in Facing the Challenge of Chronicity
- 16.5. Nursing Managers of Advanced Cases and Practice
- 16.6. Active Patients and Patient School
- 16.7. Outpatient Services Management
- 16.8. Out-of-Hospital Emergencies Management
- 16.9. Home Care: Models
- 16.10. Outpatient Care Services

Module 17. Decision Making and Communication in Nursing Leadership

- 17.1. Leadership and Team Leadership
- 17.2. People-Related Motivation: Stress and Emotion Management
- 17.3. Delegation
- 17.4. Executive Coaching
- 17.5. Decision-Making and Time Management
- 17.6. The Decision Process. Complex Care Management
- 17.7. Techniques for Decision-Making
- 17.8. Communication
- 17.9. Meetings
- 17.10. Conflict Management

Module 18. Nursing Management Services in Society. Marketing, Communication and mHealth

- 18.1. Regulatory Aspects in the Management of Health Care Services
- 18.2. Promotion of Health and New Technologies. mHealth. Nursing Care in the Technological Advances in Healthcare
- 18.3. Healthcare Marketing
- 18.4. Technological Changes that Improve Health Care. Apps and Social Media in the Field of Health
- 18.5. Digital Skills in Healthcare Directors and Middle Management
- 18.6. Healthcare Market
- 18.7. Corporate Social Responsibility
- 18.8. Nurse Visibility: Social Networks and New Technology. Future of Nursing
- 18.9. The Public Profile of the Health Care Manager and Managerial Staff
- 18.10. The Interview Process to Apply for a Managerial Position

Module 19. Teaching and Research

- 19.1. Critical Thinking in Nursing
- 19.2. Basic Principles of Research Methodology Applied in Health Sciences
- 19.3. Sources of Information for Research and Sourcing Strategies
- 19.4. Critical Reading of Articles
- 19.5. Epidemiology and Research Study Designs and Biases
- 19.6. Communication and Diffusion of Research Findings
- 19.7. Opportunities and Resources for Development of Studies and Research
- 19.8. Nursing Knowledge Management and Evidence-Based Nursing
- 19.9. Care Training. Professional Development
- 19.10. Management and Innovation in Continual Professional Development in the Field of Teaching Innovation in Health Care and Caregiving



Module 20. Humanization in Health Management

- 20.1. Anthropology of Humanization: Health and Illness
- 20.2. Organizational and Transformational Culture in Healthcare Systems
- 20.3. Management of Organizations Based on Humanization
- 20.4. New Trends in Healthcare: the Voice of the Patient and Caregiver, the Active Patient and the Expert Patient
- 20.5. Ethical Considerations in the Healthcare Field
- 20.6. The Ethics of Nursing Care
- 20.7. Occupational Health and Prevention Services in the Healthcare Field
- 20.8. Professional Burn-Out. Care-Associated Costs
- 20.9. Patient and Family Focused Care
- 20.10. A Current Approach to Treatment Support

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The opportunity to positively impact global health begins with one decision: specialize with the most comprehensive curriculum, available only at TECH”

04 Teaching Objectives

Through this Advanced Master's Degree, professionals will develop strategic and business management skills tailored to the healthcare environment, focusing on optimizing and improving patient care quality. As such, the university program will strengthen competencies in decision-making and transformational leadership. Additionally, a global perspective on healthcare management will be promoted, equipping graduates to efficiently and sustainably manage human and material resources. Likewise, they will be capable of formulating public policies and organizational strategies aimed at the well-being of patients and healthcare staff.



“

You will lead the change you wish to see in the healthcare sector with a specialization that will prepare you to act with wisdom and decision. Sign up now!”



General Objectives

- ♦ Develop leadership skills to manage nursing teams effectively
- ♦ Apply administrative management strategies in the healthcare sector
- ♦ Develop competencies in planning and implementing healthcare policies in nursing
- ♦ Apply financial management principles to optimize resources in healthcare institutions
- ♦ Develop skills in strategic decision-making to improve healthcare delivery
- ♦ Manage the quality and safety of nursing services to ensure excellent care
- ♦ Develop competencies in health project management to improve organizational efficiency and effectiveness
- ♦ Apply ethics and bioethics principles in decision-making in nursing service management
- ♦ Develop skills in risk management and incident prevention in healthcare environments
- ♦ Apply change management tools to improve the structure and functioning of nursing teams
- ♦ Develop competencies in conflict management within healthcare settings
- ♦ Manage continuous professional development and training of nursing teams
- ♦ Apply effective communication techniques in the management and leadership of health teams
- ♦ Develop skills for planning nursing services according to population needs
- ♦ Apply strategies for technology management in nursing to optimize patient care and attention
- ♦ Develop competencies in implementing public health policies in nursing
- ♦ Apply marketing principles in the management of nursing services to enhance patient recruitment and retention
- ♦ Develop skills in performance evaluation of nursing teams and continuous improvement
- ♦ Manage human resources in nursing to ensure a competent and motivated workforce
- ♦ Apply data analysis tools for informed decision-making in nursing management
- ♦ Develop competencies in managing nursing services in hospitals and community health centers
- ♦ Apply strategies to improve the patient experience through efficient nursing service management
- ♦ Develop skills in budgeting and financing in nursing services
- ♦ Manage the implementation of integrated health strategies in nursing services
- ♦ Develop skills in integrating interdisciplinary approaches in nursing management



Specific Objectives

Module 1. Leadership, Ethics, and CSR

- ♦ Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- ♦ Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- ♦ Delve into the formulation and execution of effective business strategies
- ♦ Obtain skills in the management of management teams to improve organizational performance

Module 3. People and Talent Management

- ♦ Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- ♦ Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- ♦ Manage innovative tools for making strategic financial decisions that optimize resources and ensure the profitability of the organization
- ♦ Equip with skills for budgeting, financial reporting, and analyzing project feasibility

Module 5. Operations and Logistics Management

- ♦ Develop competencies in the planning, coordination, and control of logistics operations within the supply chain
- ♦ Optimize operational processes and reduce associated logistics costs

Module 6. Information Systems Management

- ♦ Deepen knowledge in the strategic management of information systems that support decision-making and process improvement
- ♦ Develop competencies to integrate and optimize information technologies in healthcare management, ensuring data security and accessibility

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- ♦ Train in creating and executing commercial and marketing strategies that align the company's offerings with market demands
- ♦ Develop competencies in managing corporate communication to strengthen brand image

Module 8. Innovation and Project Management

- ♦ Foster the ability to manage innovative projects that bring value and differentiate the company in the market
- ♦ Develop competencies in planning, executing, and controlling projects with a focus on innovation and sustainability

Module 9. Health System and Health Organizations

- ♦ Analyze the fundamental components of the health system and how it operates
- ♦ Develop skills in managing healthcare organizations to optimize services
- ♦ Apply strategies to improve healthcare service integration at the organizational level
- ♦ Manage human and material resources in healthcare organizations to improve efficiency

Module 10. Health Systems and Policies

- ♦ Analyze national and international health policies to adapt local strategies
- ♦ Develop competencies in planning and implementing public health policies
- ♦ Apply health policies to improve access to and quality of medical services
- ♦ Manage the implementation of health policies that promote equity in care

Module 11. The Nursing Division in the Health System

- ♦ Identify the role of the nursing division in the health system and its strategic management
- ♦ Recognize the importance of information systems and continuity of care

Module 12. Clinical, Economic and People Management

- ♦ Develop competencies in clinical management to improve patient care quality
- ♦ Apply economic control strategies to optimize healthcare organization budgets
- ♦ Manage multidisciplinary teams in clinical settings to improve service and efficiency
- ♦ Develop skills in coordinating human resources to ensure quality care

Module 13. People and Talent Management

- ♦ Identify the rights, duties, working conditions, and compensation of healthcare professionals in various fields
- ♦ Analyze the tools and resources that enhance employability and professional development in the public and private sectors

Module 14. Quality and Safety Management

- ♦ Apply management principles to ensure quality and safety in healthcare services
- ♦ Develop competencies in implementing quality management systems in healthcare services
- ♦ Manage patient safety strategies to prevent adverse events in healthcare settings
- ♦ Develop skills in evaluating and continuously improving the quality of nursing services

Module 15. Hospital Care Management

- ♦ Apply hospital management strategies to optimize efficiency in medical care delivery
- ♦ Develop competencies in managing hospital resources and services
- ♦ Manage the integration of new technologies in hospital care to improve services
- ♦ Apply hospital management models to improve patient care quality

Module 16. Management in Healthcare Settings

- ♦ Develop skills to manage resources in primary and specialized care centers
- ♦ Apply healthcare management principles to improve care at various levels
- ♦ Manage teams in healthcare settings to ensure comprehensive, quality care
- ♦ Develop competencies in planning and controlling healthcare services in hospitals and health centers



Module 17. Decision Making and Communication in Nursing Leadership

- ♦ Develop competencies in strategic decision making in nursing leadership
- ♦ Apply effective communication techniques in nursing team leadership
- ♦ Manage the impact of leadership decisions on nursing care quality
- ♦ Develop skills in negotiation and conflict resolution within nursing teams

Module 18. Nursing Management Services in Society Marketing, Communication and mHealth

- ♦ Apply marketing strategies to promote nursing services within the community
- ♦ Develop competencies in managing communication in nursing services to improve patient relationships
- ♦ Manage the use of mobile health technology (mHealth) in patient care and follow-up
- ♦ Apply digital marketing strategies to promote nursing services in social environments

Module 19. Teaching and Research

- ♦ Develop skills in teaching and training future nursing professionals
- ♦ Apply research methodologies in nursing to improve clinical and academic practice
- ♦ Manage nursing research projects to generate new evidence that improves care quality
- ♦ Develop competencies in integrating scientific research into teaching and clinical practice

Module 20. Humanization in Health Management

- ♦ Apply humanization principles in healthcare service management to improve patient experience
- ♦ Develop skills in implementing strategies that promote respect, dignity, and patient well-being
- ♦ Manage the integration of humanization in all healthcare processes
- ♦ Develop competencies in creating policies and procedures that promote patient-centered care



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Becoming a leader in nursing not only means managing, but also transforming, which is why this Advanced Master's Degree will provide you with the necessary tools to achieve it”

05

Career Opportunities

Upon completing this academic itinerary, graduates will open the door to a multitude of job opportunities in a constantly evolving sector. From leadership roles in hospitals and clinics to key positions in public health organizations, they will be prepared to take on pivotal roles. Additionally, graduates can work as Nursing Directors, healthcare managers, or quality control officers. Their ability to manage teams, optimize resources, and lead innovative projects will be a critical advantage in globalized job markets, where the demand for leaders with vision and experience in healthcare management has never been greater.



“

*You will transform your passion
for nursing into a strategic vision
that impacts global health”*

Graduate Profile

The graduate will be a visionary leader, highly skilled to transform the healthcare landscape. They will be prepared to make high-impact decisions both administratively and clinically, implementing innovative solutions that optimize resources and improve patient care quality. Additionally, this expert will have the ability to adapt to the constant technological advancements in the sector, including telemedicine and Artificial Intelligence. As such, they will become a reference in integrating new technologies into healthcare processes.

*The ability to lead in health is key
to improving people's well-being.
Get ready to be that leader!*

- ♦ **Healthcare Innovation Management:** Identify and apply new technologies and innovative solutions to improve patient care processes, optimize resources, and promote the sustainability of the healthcare system.
- ♦ **Decision-Making Under Pressure:** Develop the ability to make quick and accurate decisions in crisis or high-pressure situations, always with the goal of ensuring patient safety and continuity of healthcare services.
- ♦ **Interpersonal and Organizational Communication:** Communicate effectively with both the team, patients, families, and other stakeholders, adapting the communication style to generate understanding, trust, and collaboration.
- ♦ **Global Vision of the Health System:** Develop a deep understanding of the health system as a whole, enabling them to formulate policies, strategies, and projects that improve healthcare in an integrated manner, adapting to the ever-changing needs of the sector.



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

- 1. Nursing Director:** Leader of the nursing team in a healthcare institution, ensuring quality and safety in patient care.
- 2. Healthcare Services Manager:** General manager of a healthcare unit or institution, coordinating human, financial, and material resources to provide quality care.
- 3. Chief of Quality and Patient Safety:** Designer and supervisor of policies and procedures to ensure the highest standards of quality and safety in healthcare services.
- 4. Healthcare Management Director:** Manager of resources, policies, and strategies at the organizational level, ensuring efficiency and sustainability in healthcare services.
- 5. Healthcare Management Consultant:** Advisor to institutions and organizations on improving operational efficiency, resource management, and the implementation of new technologies in healthcare.
- 6. Healthcare Operations Director:** Supervisor and coordinator of daily operations in hospitals, clinics, or other healthcare services, optimizing internal processes and ensuring service effectiveness.
- 7. Healthcare Innovation and Technology Manager:** Leader in implementing new technologies in the healthcare environment, including telemedicine, process digitization, and the use of artificial intelligence to enhance patient care.
- 8. Human Resources Manager in Healthcare:** Manager of human talent in the healthcare sector, from recruitment to retention and professional development of staff.

9. Healthcare Projects Director: Responsible for planning, managing, and overseeing projects related to improving infrastructure, services, or the implementation of new initiatives in healthcare institutions.

10. Public Health Director: Leader in implementing public health policies, health promotion and prevention programs, and managing health crises at the local, regional, or national level.



With TECH, you will become the driving force of change in the healthcare sector, leading teams towards excellence and transforming healthcare delivery"

06

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.



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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.

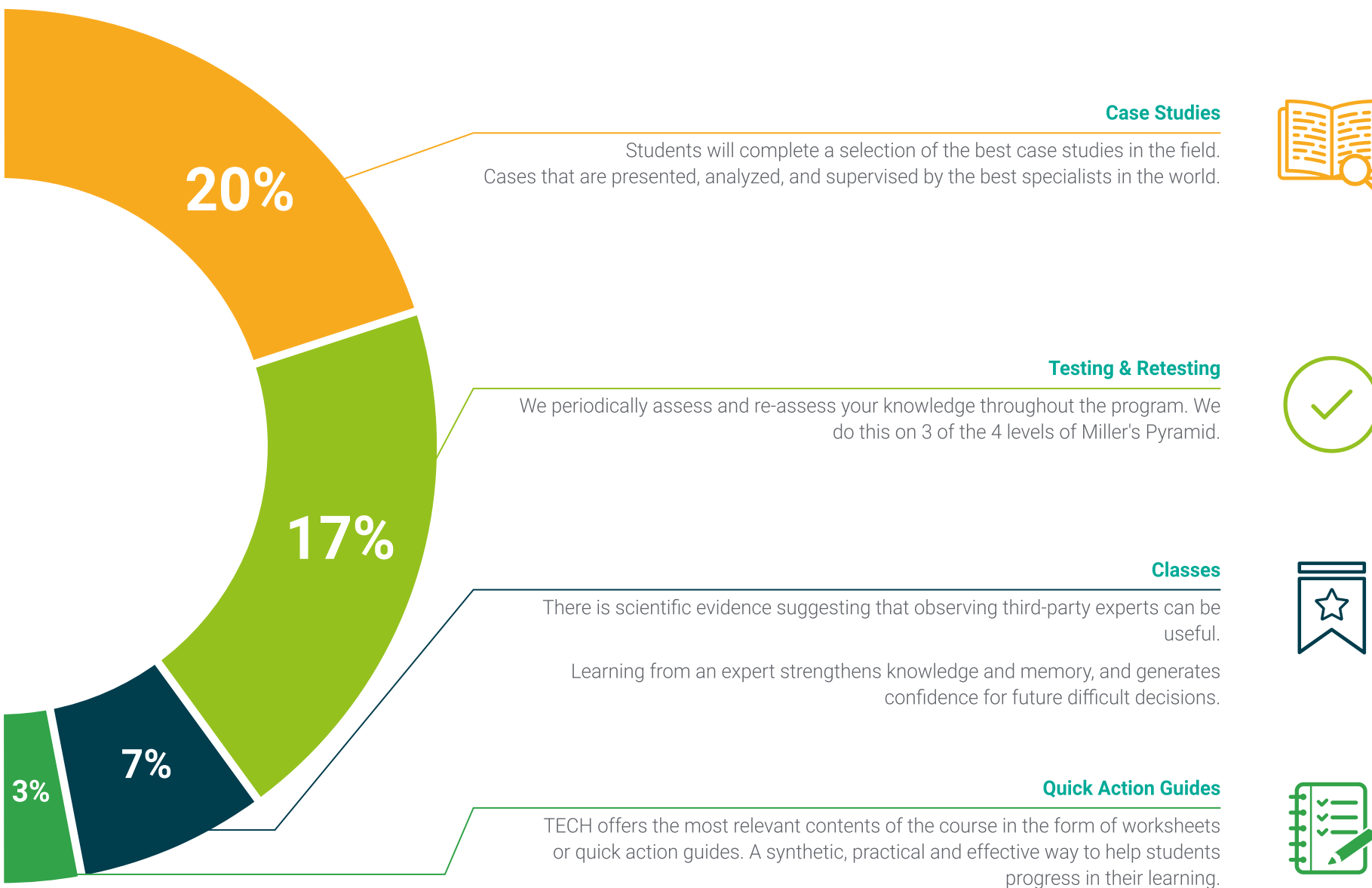
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Teaching Staff

The teaching staff of this academic program is composed of an exceptional team of highly qualified professionals with outstanding experience both in the academic field and in clinical practice. In fact, these educators are experts in healthcare management, clinical nursing, and healthcare services administration, ensuring that students receive comprehensive training based on the most current knowledge and real-world experience. Ultimately, this teaching team not only brings their valuable expertise in healthcare services management but also focuses on offering a high-quality update, tailored to the needs of the current healthcare sector.



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This academic opportunity will position you as a strategic leader, prepared to face the challenges of the global healthcare system. What are you waiting for to enroll?"

International Guest Director

Andrew D. Magalee is an outstanding leader in the field of **Nursing and Health Care Management**, with a career path marked by his commitment to **excellence** and **innovation**. As such, he has served as **Director of Nursing** for Nursing Staffing and **Resource Management** at **Johns Hopkins Bayview Medical Center**, a position of great responsibility at one of the most prestigious medical institutions internationally.

With a strong academic background, including a **Master's Degree in Nursing Administration**, with a specialization in **Pediatric Care**, from New York University, he has combined his theoretical knowledge with extensive practical experience. In addition, he has held the position of **Director of Nursing** at **Dartmouth-Hitchcock Medical Center**, where he has made a significant mark in improving **quality of care** and **operational efficiency**. He has also served as **Assistant Manager** at **Langone Medical Center**, New York University.

In addition to his outstanding **professional work**, Andrew D. Magalee has demonstrated a commitment to academic preparation, having completed undergraduate degrees in both **Biology** and **Nursing** at renowned American institutions such as St. John's University and New York University. Therefore, his knowledge and skills range from **hospital management** to the implementation of **healthcare technologies**, including his extensive background in Human Resources, performance improvement, health insurance, clinical research and **emergency management**. All this positions him as an influential and respected figure in the international **healthcare** arena.



Mr. Magalee, Andrew D.

- Director of Nursing, Personnel and Resource Management, Johns Hopkins Bayview Medical Center, United States
- Director of Nursing, Dartmouth-Hitchcock Medical Center, New Hampshire
- Assistant Manager, Langone Medical Center, New York University
- Master's Degree in Nursing Administration, specialization in Pediatric Care from New York University
- Bachelor's Degree in Nursing from New York University
- Bachelor's Degree in Biology from St. John's University

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

08 Certificate

The Advanced Master's Degree MBA in Nursing Management and Administration guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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

This private qualification will allow you to obtain a **Advanced Master's Degree MBA in Nursing Management and Administration** endorsed by **TECH Global University**, the world's largest online university.

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

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

TECH Global University is a member of the Business Graduates Association (BGA), the international organization that brings together the world's leading business schools and guarantees the quality of the best executive development programs. BGA member schools are united by their dedication to responsible management practices, lifelong learning and delivering a positive impact for the business school's stakeholders. Belonging to BGA is synonymous with academic quality.

TECH is a member of:



Title: **Advanced Master's Degree MBA in Nursing Management and Administration**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**





Advanced Master's Degree MBA in Nursing Management and Administration

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ETCS
- » Schedule: at your own pace
- » Exams: online

Advanced Master's Degree

MBA in Nursing Management and Administration

Accreditation/Membership



tech global
university