

Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing

Accreditation/Membership

The background of the slide features a photograph of two women in a professional setting. One woman, wearing light blue scrubs, is seated and looking down. Another woman, wearing a grey blazer over a striped shirt, stands behind her, leaning in and pointing towards something out of frame. The image is partially obscured by diagonal geometric shapes in shades of blue, green, and gold.

tech global
university



Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing

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

Website: www.techtute.com/us/nursing/advanced-master-degree/advanced-master-degree-mba-senior-management-hospitals-health-services-nursing

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01

Introduction to the Program

The growing complexity of healthcare systems worldwide has created an urgent need for nursing professionals who are not only skilled in the clinical field but also in the strategic management and leadership of healthcare institutions. According to the World Health Organization (WHO), nursing staff makes up more than 59% of the total healthcare professionals worldwide, making it a key pillar for the sustainability of healthcare systems. In response to this reality, advanced academic initiatives such as this postgraduate program launched by TECH emerge as a solution to a specific demand: to equip nursing professionals with managerial, financial, and organizational competencies. All of this is delivered through a completely online approach.





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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”

Efficient management of hospitals and health services is a determining factor in ensuring quality care in any healthcare system. In this scenario, nursing staff has begun to play a key role not only in clinical care but also in the strategic management of institutions. The growing complexity of the hospital environment, combined with new challenges related to sustainability, quality, and efficiency, requires professionals in this field to expand their skills into organizational, leadership, and planning functions.

To meet this demand, TECH has designed this comprehensive Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing. Through a rigorous academic journey, the program will delve into the main areas of hospital administration, including human and material resource management, strategic planning, clinical leadership, and the design and evaluation of healthcare policies. Additionally, key aspects such as ethics in management, health economics, and quality of care will be explored, enabling graduates to understand and lead complex environments with a comprehensive approach.

Moreover, this program will be offered in a 100% online format, allowing students to balance learning with clinical practice or personal obligations. The program will also implement the Relearning methodology, based on the continuous review of key concepts through multimedia teaching resources. As an addition, TECH will provide access to 10 rigorous Masterclasses delivered by a prestigious International Guest Director.

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 **Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Hospital and Health Services Management for Nursing
- ♦ 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 focus on innovative methodologies in Hospital and Health Services Management for Nursing
- ♦ 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



You will benefit from exclusive Masterclasses delivered by an international figure, which will connect you with new perspectives and trends that are leading advancements in your sector"

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You will solidify your theoretical knowledge in hospital management and health services with a wide variety of practical resources”

The faculty includes professionals from the field of Hospital and Health Services Management for Nursing, who bring their work experience to this program, along with renowned 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.

You will have access to the most advanced teaching methodology, ensuring effective training through innovative multimedia tools.

You will receive instruction 100% online, allowing you to organize your time and learn from anywhere in the world with the most up-to-date content in healthcare management.



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 relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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*Study at the world's largest online university
and guarantee your professional success.
The future starts 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".

Forbes

The best online university in the world

The most complete
syllabus

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.

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.

TOP
international faculty



The most effective methodology

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 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.

World's No.1
The World's largest online university

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.

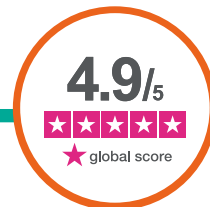
Leaders in employability

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 academic content of this Advanced Master's Degree has been designed by a multidisciplinary team of experts in healthcare management. As such, this syllabus will address the main areas of hospital management, including leadership, strategic management, operational planning, and optimization of human and financial resources. In this way, graduates will acquire practical and up-to-date competencies that will allow them to implement innovative solutions and lead initiatives that improve the quality and sustainability of healthcare services.





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You will lead teams and transform healthcare institutions, ensuring excellent care and organizational success”

Module 1. Leadership, Ethics, and CSR

- 1.1. Globalization and Governance
 - 1.1.1. Globalization and Trends: Market Internationalization
 - 1.1.2. Economic Environment and Corporate Governance
 - 1.1.3. Accountability
- 1.2. Leadership
 - 1.2.1. Intercultural Environment
 - 1.2.2. Leadership and Business Management
 - 1.2.3. Management Roles and Responsibilities
- 1.3. Business Ethics
 - 1.3.1. Ethics and Integrity
 - 1.3.2. Ethical Behavior in Companies
 - 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
 - 1.3.4. Fraud and Corruption Prevention
- 1.4. Sustainability
 - 1.4.1. Business and Sustainable Development
 - 1.4.2. Social, Environmental, and Economic Impact
 - 1.4.3. The 2030 Agenda and the SDGs
- 1.5. Corporate Social Responsibility
 - 1.5.1. Corporate Social Responsibility
 - 1.5.2. Roles and Responsibilities
 - 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Organizational Culture
 - 2.1.2. Organizational Analysis
 - 2.1.3. Designing the Organizational Structure
- 2.2. Corporate Strategy
 - 2.2.1. Corporate-Level Strategy
 - 2.2.2. Types of Corporate-Level Strategies
 - 2.2.3. Determining the Corporate Strategy
 - 2.2.4. Corporate Strategy and Reputational Image





- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Strategic Thinking
 - 2.3.2. Strategic Planning and Formulation
 - 2.3.3. Sustainability and Corporate Strategy
- 2.4. Strategy Models and Patterns
 - 2.4.1. Wealth, Value, and Return on Investments
 - 2.4.2. Corporate Strategy: Methods
 - 2.4.3. Growing and Consolidating the Corporate Strategy
- 2.5. Strategic Management
 - 2.5.1. Strategic Mission, Vision, and Values
 - 2.5.2. The Balanced Scorecard
 - 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
 - 2.5.4. Strategic Management and Reporting
- 2.6. Implementing and Executing Strategy
 - 2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
 - 2.6.2. Supervision and Strategic Alignment
 - 2.6.3. Continuous Improvement Approach
- 2.7. Executive Management
 - 2.7.1. Integrating Functional Strategies into the Global Business Strategies
 - 2.7.2. Management Policy and Processes
 - 2.7.3. *Knowledge Management*
- 2.8. Analyzing and Solving Cases/Problems
 - 2.8.1. Problem Solving Methodology
 - 2.8.2. Case Method
 - 2.8.3. Positioning and Decision Making

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Theory
 - 3.1.2. Key Factors for Change in Organizations
 - 3.1.3. Corporate Strategies, Types, and Knowledge Management
- 3.2. Strategic People Management
 - 3.2.1. Job Design, Recruitment, and Selection
 - 3.2.2. Human Resources Strategic Plan: Design and Implementation
 - 3.2.3. Job Analysis: Design and Selection of People
 - 3.2.4. Training and Professional Development
- 3.3. Management and Leadership Development
 - 3.3.1. Management Skills: 21st Century Skills and Abilities
 - 3.3.2. Non-Managerial Skills
 - 3.3.3. Map of Skills and Abilities
 - 3.3.4. Leadership and People Management
- 3.4. Change Management
 - 3.4.1. Performance Analysis
 - 3.4.2. Strategic Approach
 - 3.4.3. Change Management: Key Factors, Process Design and Management
 - 3.4.4. Continuous Improvement Approach
- 3.5. Negotiation and Conflict Management
 - 3.5.1. Negotiation Objectives: Differentiating Elements
 - 3.5.2. Effective Negotiation Techniques
 - 3.5.3. Conflicts: Factors and Types
 - 3.5.4. Efficient Conflict Management: Negotiation and Communication
- 3.6. Executive Communication
 - 3.6.1. Performance Analysis
 - 3.6.2. Leading Change. Resistance to Change
 - 3.6.3. Managing Change Processes
 - 3.6.4. Managing Multicultural Teams

- 3.7. Team Management and People Performance
 - 3.7.1. Multicultural and Multidisciplinary Environment
 - 3.7.2. Team and People Management
 - 3.7.3. Coaching and People Performance
 - 3.7.4. Executive Meetings: Planning and Time Management
- 3.8. Knowledge and Talent Management
 - 3.8.1. Identifying Knowledge and Talent in Organizations
 - 3.8.2. Corporate Knowledge and Talent Management Models
 - 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

- 4.1. Economic Environment
 - 4.1.1. Organizational Theory
 - 4.1.2. Key Factors for Change in Organizations
 - 4.1.3. Corporate Strategies, Types, and Knowledge Management
- 4.2. Executive Accounting
 - 4.2.1. International Accounting Framework
 - 4.2.2. Introduction to the Accounting Cycle
 - 4.2.3. Company Financial Statements
 - 4.2.4. Analysis of Financial Statements: Decision-Making
- 4.3. Budget and Management Control
 - 4.3.1. Budgetary Planning
 - 4.3.2. Management Control: Design and Objectives
 - 4.3.3. Supervision and Reporting
- 4.4. Corporate Control Systems
 - 4.4.1. Types of Control
 - 4.4.2. Regulatory Compliance
 - 4.4.3. Internal Auditing
 - 4.4.4. External Auditing

- 4.5. Financial Management
 - 4.5.1. Introduction to Financial Management
 - 4.5.2. Financial Management and Corporate Strategy
 - 4.5.3. Chief Financial Officer (CFO): Managerial Skills
- 4.6. Financial Planning
 - 4.6.1. Business Models and Financing Needs
 - 4.6.2. Financial Analysis Tools
 - 4.6.3. Short-Term Financial Planning
 - 4.6.4. Long-Term Financial Planning
- 4.7. Corporate Financial Strategy
 - 4.7.1. Corporate Financial Investments
 - 4.7.2. Strategic Growth: Types
- 4.8. Macroeconomic Context
 - 4.8.1. Macroeconomic Analysis
 - 4.8.2. Economic Indicators
 - 4.8.3. Economic Cycle
- 4.9. Strategic Financing
 - 4.9.1. Banking Business: Current Environment
 - 4.9.2. Risk Analysis and Management
- 4.10. Money and Capital Markets
 - 4.10.1. Fixed Income Market
 - 4.10.2. Equity Market
 - 4.10.3. Company Valuation
- 4.11. Analyzing and Solving Cases/Problems
 - 4.11.1. Problem Solving Methodology
 - 4.11.2. Case Method

Module 5. Operations and Logistics Management

- 5.1. Operations Management
 - 5.1.1. Define the Operations Strategy
 - 5.1.2. Supply Chain Planning and Control
 - 5.1.3. Indicator Systems
- 5.2. Purchasing Management
 - 5.2.1. Stock Management
 - 5.2.2. Warehouse Management
 - 5.2.3. Purchasing and Procurement Management
- 5.3. Supply Chain Management (1)
 - 5.3.1. Costs and Efficiency of the Operations Chain
 - 5.3.2. Change in Demand Patterns
 - 5.3.3. Change in Operations Strategy
- 5.4. Supply Chain Management (2). Implementation
 - 5.4.1. *Lean Manufacturing/Lean Thinking*
 - 5.4.2. Logistics Management
 - 5.4.3. Purchasing
- 5.5. Logistical Processes
 - 5.5.1. Organization and Management by Processes
 - 5.5.2. Procurement, Production, Distribution
 - 5.5.3. Quality, Quality Costs and Tools
 - 5.5.4. After-Sales Service
- 5.6. Logistics and Customers
 - 5.6.1. Demand Analysis and Forecasting
 - 5.6.2. Sales Forecasting and Planning
 - 5.6.3. *Collaborative Planning, Forecasting, and Replacement*
- 5.7. International Logistics
 - 5.7.1. Customs, Export and Import Processes
 - 5.7.2. Methods and Means of International Payment
 - 5.7.3. International Logistics Platforms
- 5.8. Competing through Operations
 - 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
 - 5.8.2. Emerging Technologies and Sciences
 - 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

- 6.1. Information Systems Management
 - 6.1.1. Business Information Systems
 - 6.1.2. Strategic Decisions
 - 6.1.3. The Role of the CIO
- 6.2. Information Technology and Business Strategy
 - 6.2.1. Company and Industry Sector Analysis
 - 6.2.2. Online Business Models
 - 6.2.3. The Value of IT in a Company
- 6.3. IS Strategic Planning
 - 6.3.1. The Process of Strategic Planning
 - 6.3.2. Formulating the IS Strategy
 - 6.3.3. Strategy Implementation Plan
- 6.4. Information Systems and Business Intelligence
 - 6.4.1. CRM and Business Intelligence
 - 6.4.2. Business Intelligence Project Management
 - 6.4.3. Business Intelligence Architecture
- 6.5. New ICT-Based Business Models
 - 6.5.1. Technology-Based Business Models
 - 6.5.2. Innovation Abilities
 - 6.5.3. Redesigning the Value Chain Processes
- 6.6. E-Commerce
 - 6.6.1. E-Commerce Strategic Plan
 - 6.6.2. Logistics Management and Customer Service in E-Commerce
 - 6.6.3. E-Commerce as an Opportunity for Internationalization
- 6.7. E-Business Strategies
 - 6.7.1. Social Media Strategies
 - 6.7.2. Optimizing Service Channels and Customer Support
 - 6.7.3. Digital Regulation
- 6.8. *Digital Business*
 - 6.8.1. *Mobile E-Commerce*
 - 6.8.2. Design and Usability
 - 6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

- 7.1. Commercial Management
 - 7.1.1. Sales Management
 - 7.1.2. Commercial Strategy
 - 7.1.3. Sales and Negotiation Techniques
 - 7.1.4. Management of Sales Teams
- 7.2. Marketing
 - 7.2.1. Marketing and the Impact on the Company
 - 7.2.2. Basic Marketing Variables
 - 7.2.3. Marketing Plan
- 7.3. Strategic Marketing Management
 - 7.3.1. Sources of Innovation
 - 7.3.2. Current Trends in Marketing
 - 7.3.3. Marketing Tools
 - 7.3.4. Marketing Strategy and Communication with Customers
- 7.4. Digital Marketing Strategy
 - 7.4.1. Approach to Digital Marketing
 - 7.4.2. Digital Marketing Tools
 - 7.4.3. Inbound Marketing and the Evolution of Digital Marketing
- 7.5. Sales and Communication Strategy
 - 7.5.1. Positioning and Promotion
 - 7.5.2. Public Relations
 - 7.5.3. Sales and Communication Strategy
- 7.6. Corporate Communication
 - 7.6.1. Internal and External Communication
 - 7.6.2. Communication Departments
 - 7.6.3. Communication Executives (DIRCOM): Managerial Competencies and Responsibilities
- 7.7. Corporate Communication Strategy
 - 7.7.1. Corporate Communication Strategy
 - 7.7.2. Communication Plan
 - 7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

- 8.1. Innovation
 - 8.1.1. Macro Concept of Innovation
 - 8.1.2. Types of Innovation
 - 8.1.3. Continuous and Discontinuous Innovation
 - 8.1.4. Training and Innovation
- 8.2. Innovation Strategy
 - 8.2.1. Innovation and Corporate Strategy
 - 8.2.2. Global Innovation Project: Design and Management
 - 8.2.3. Innovation Workshops
- 8.3. Business Model Design and Validation
 - 8.3.1. The Lean Startup Methodology
 - 8.3.2. Innovative Business Initiative: Stages
 - 8.3.3. Financing Arrangements
 - 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
 - 8.3.5. Growth and Loyalty
- 8.4. Project Management
 - 8.4.1. Innovation Opportunities
 - 8.4.2. Feasibility Study and Proposal Specification
 - 8.4.3. Project Definition and Design
 - 8.4.4. Project Execution
 - 8.4.5. Project Closure

Module 9. Planning and Control of Health Organizations

- 9.1. The Process of Strategic Planning
 - 9.1.1. Mission, Vision and Values
 - 9.1.2. The Cycle of Strategic Planning. Strategic Plan and Strategic Lines
 - 9.1.3. Planning and Continuous Quality Improvement. Advantages of Planning
 - 9.1.4. Internal and Competitive Analysis of the Environment. Benchmarking
- 9.2. Management by Values and Objectives
 - 9.2.1. Operative Planning. Obtaining Objectives from Strategic Lines of Action
 - 9.2.2. Types of Objectives. Goals
 - 9.2.3. Management by Values and Objectives: Management Plans
 - 9.2.4. Assessment of the Strategic and Operational Plan

- 9.3. Organizational Theory Applied to Healthcare
 - 9.3.1. Types of Organization
 - 9.3.2. Organizational Behavior. Studies
 - 9.3.3. Characteristics of the Public Organization
 - 9.3.4. New Organizational Models. Fluid and Matrix Organizations
- 9.4. Management and Directing
 - 9.4.1. The Management Process
 - 9.4.2. Collegiate Management Bodies
 - 9.4.3. Management Styles
- 9.5. Future Organization

Module 10. Health Systems and Policies

- 10.1. Health Systems
 - 10.1.1. Main Health System Models. Comparison and Results
 - 10.1.2. Beverige SMS Health Systems Model: Example
 - 10.1.3. Health Systems Biskmark Assurance Model: Examples
 - 10.1.4. Evolution of the Different Health Systems
- 10.2. Evolution and Other Aspects of Health Systems
 - 10.2.1. Complexity and Chronicity Care
 - 10.2.2. Information Technologies as a Driving Force for the Transformation of Health Systems
 - 10.2.3. Promotion of Health and Health Education. Prevention
 - 10.2.4. Traditional Public Health and Its Evolution
 - 10.2.5. Health Coordination or Integration. The Concept of a Public Health Space
- 10.3. Alternatives to the Traditional Management Models
 - 10.3.1. Evaluation of New Management Models. Results and Experience

Module 11. The Medical and Healthcare Division in the Health System

- 11.1. Classical Medical Management vs. Care Management
 - 11.1.1. Structure and Content of Health System Governing Bodies. Current Organization Charts and Future Alternatives
 - 11.1.2. Physicians as Managers: From Board Members to Care Directors and Managers, Including General Management
 - 11.1.3. Preparation and Value Contribution
 - 11.1.4. Medical Division: Critical Areas
 - 11.1.5. Different Organizational Structures within the Medical Division
- 11.2. Management Information Systems and Electronic Medical Records
 - 11.2.1. Control Panels
 - 11.2.2. Electronic Clinical History
 - 11.2.3. Assisted Prescription Systems
 - 11.2.4. Other Useful Information Systems in Health Management
- 11.3. Continuity of Care: Integration of Primary Care, Hospital Care and Social Healthcare
 - 11.3.1. Territorial Coordination and Levels of Assistance
 - 11.3.2. Welfare Continuity in the Care Process. Integrated Healthcare Processes
 - 11.3.3. Moving Towards a Model of Social and Health Care
- 11.4. Bioethics and Humanization in Medical Practice
 - 11.4.1. Bioethical Principles
 - 11.4.2. Ethics Committees in Health Organizations
 - 11.4.3. Humanization of Health Care
- 11.5. Medical and Healthcare Management: Relations with the Nursing Division
 - 11.5.1. Knowledge Management Tools for Clinical and Healthcare Management
 - 11.5.2. Medical and Healthcare Management: Relations with the Nursing Division
- 11.6. Public Health, Health Promotion, and Health Education for Healthcare Management
 - 11.6.1. Public Health Concept and Scope
 - 11.6.2. Promotion of Health and Health Education
 - 11.6.3. Prevention Programs Types

Module 12. Clinical Management

- 12.1. Regulating Clinical Management
 - 12.1.1. Different Definitions and Visions of Clinical Management
 - 12.1.2. Levels of Autonomy
- 12.2. Processes and Protocols in Clinical Management. Handling Scientific Evidence
 - 12.2.1. Types and Classification of Scientific Evidence
 - 12.2.2. Protocols, Clinical Practice Guidelines, Clinical Pathways: Differences
 - 12.2.3. Grade and Care Routes
- 12.3. Patient Classification Systems
 - 12.3.1. Patient Classification Systems
 - 12.3.2. Patient Dependency Analysis. Dependency Scales and Classification
 - 12.3.3. Calculation of Staffing/Cash Flow Based on Patient Classification. Workload Distribution
- 12.4. Models and Clinical Management Units
 - 12.4.1. Types of Clinical Management Units
 - 12.4.2. Mixed Primary and Specialized Care Units
 - 12.4.3. Inter-Service Units
 - 12.4.4. Interhospital Units
- 12.5. Prudent Drug Prescription. Electronic Prescription
 - 12.5.1. Prudent Prescribing: Choosing Wisely
 - 12.5.2. "Non-Action" Strategies
- 12.6. Prescription Complementary Tests
 - 12.6.1. Prudent Prescription VS Defensive Medicine
 - 12.6.2. Prescription Audits and Prescription Monitoring: Results

Module 13. Chronicity and Telemedicine Management

- 13.1. Complex and Chronic Patient Management
 - 13.1.1. Chronic Care Model and Population Stratification. Kaiser Permanente
 - 13.1.2. Management of Population Groups at Risk. Management of Complex and/or Chronic Diseases at Home
 - 13.1.3. Chronicity and Social and Health Care
- 13.2. Experiences in Patient Empowerment: Active Patients, School of Patients
 - 13.2.1. Active Patient Model. Stanford University
 - 13.2.2. Self-Care Education Program. International Experiences
 - 13.2.3. Patient Schools
 - 13.2.4. Patient Empowerment and Nursing Input
- 13.3. Telemedicine
 - 13.3.1. Services Currently in Place and Future Perspectives

Module 14. People and Talent Management

- 14.1. Staff Evaluation and Talent Development. Social and Institutional Climate
 - 14.1.1. Welcoming, Mentoring and Dismissal Plans
 - 14.1.2. Talent Detection and Development
 - 14.1.3. Institutional and Social Climate: Measurement and Improvement
- 14.2. Staffing and Performance Calculations
- 14.3. Visibility in Clinical and Care Management: Blog and Networks
 - 14.3.1. The Digital Revolution in Welfare Practice and Clinical Management. Description of New Digital Tools. How to Improve Visibility
 - 14.3.2. Experiences with Networks and Blogs of Health Professionals

Module 15. Economic Management and Evaluation

- 15.1. Cost Calculation
 - 15.1.1. Weighting and Calculation of Health Costs
 - 15.1.2. Cost/Benefit
 - 15.1.3. Cost/Utility
 - 15.1.4. Cost/Productivity
- 15.2. Accounting Basis
- 15.3. Budget and Purchasing
- 15.4. Efficiency and Sustainability of Health Systems
 - 15.4.1. Financial Situation of the Public Health System, Sustainability Crisis
 - 15.4.2. Spending for Health Benefits. Comparison of Investments for Further Health Benefits
 - 15.4.3. Expenditure Control in the Public Health System
- 15.5. Financing Models
 - 15.5.1. Financing Based on Historical Budget and Activity
 - 15.5.2. Capitation Funding
 - 15.5.3. Financing by DRGs and Processes, Payment per Procedure
 - 15.5.4. Incentives for Professionals Based on Funding
- 15.6. Clinical and Economic Management Agreements and Contracts
 - 15.6.1. Management Agreements. Definition and Models
 - 15.6.2. Development and Assessment of a Management Agreement

Module 16. Quality Management

- 16.1. Quality in Healthcare
 - 16.1.1. Definitions of Quality and of the Historical Development of the Concept. Dimensions of Quality
 - 16.1.2. Quality Assessment and Improvement Cycle
 - 16.1.3. EFQM Quality Improvement Model. Implementation
 - 16.1.4. ISO Standards and External Quality Accreditation Models
- 16.2. Quality of Healthcare Programs
 - 16.2.1. Quality Circles
 - 16.2.2. Continuous Quality Improvement Strategies
 - 16.2.3. LEAN

Module 17. Process-Based Management. *Lean Healthcare*

- 17.1. Management of "What": Process Management and Management by Processes
- 17.2. Management of "How"
- 17.3. Process Improvement

Module 18. Competency-Based Management

- 18.1. Performance Evaluation. Competency-Based Management
 - 18.1.1. Definition of Competencies
 - 18.1.2. Performance Evaluation Procedure. Implementation
 - 18.1.3. Feedback from Professions for Improving their Performance and Self-evaluation
 - 18.1.4. Training Itinerary Design for Skills Development
- 18.2. Methods and Techniques
 - 18.2.1. The Assessment Interview. Instructions for the Assessor
 - 18.2.2. Main Common Errors and Impediments in Assessment
 - 18.2.3. Motivational Interview
 - 18.2.4. Miller's Pyramid

Module 19. Patient Safety

- 19.1. Patient Safety. Evolution Over Time
 - 19.1.1. Introduction and Definition. Background and Current Situation
 - 19.1.2. Basic Studies on Patient Safety
- 19.2. Nosocomial Infections
 - 19.2.1. Definition and Classification BORRAR
 - 19.2.2. Hospital Infection Control and Surveillance Programs and Networks
 - 19.2.3. Asepsis, Disinfection and Sterilization
- 19.3. Prevention
 - 19.3.1. Prevention and Detection of Adverse Events Related to Health Care
 - 19.3.2. FMEA: (Modal Analysis of Failures and Effects). Cause / Root Analysis
- 19.4. Information and Record Systems
 - 19.4.1. Adverse Event Reporting and Recording Systems
- 19.5. Secondary and Tertiary Victims
 - 19.5.1. Health Professionals in the Face of Adverse Effects
 - 19.5.2. Recovery Trajectory and Emotional Support
 - 19.5.3. Impact on Corporate Image

Module 20. Quality Accreditation in Healthcare

- 20.1 Accreditation in Healthcare
 - 20.1.1. Specific Features of Health Services Accreditation
 - 20.1.2. The Value of Being Accredited. How the Organization and Patients Benefit
 - 20.1.3. Health Accreditation in Clinical Services
- 20.2. *Joint Commission International*
 - 20.2.1. Criteria and Process Phases
- 20.3. EFQM Model
 - 20.3.1. The Concept of Self-Assessment
 - 20.3.2. Improvement Plans
 - 20.3.3. An Example of EFQM Model Implementation in a Hospital and in an Area of Health Care
- 20.4. ISO Accreditation
 - 20.4.1. Definition and General Criteria
 - 20.4.2. ISO 9001
 - 20.4.3. ISO 14001
 - 20.4.4. Other Types of ISO Relevant to the Health Sector

Module 21. Leadership Management

- 21.1. Team Leadership
 - 21.1.1. Theories on the Nature and Origin of Authority: Traditional Conception
 - 21.1.2. Institutional Functional Conception. Behavioral Conception. Integrative Conception
 - 21.1.3. Authority and Power, Types of Power
 - 21.1.4. Leadership; Components of Leadership and Types
 - 21.1.5. How to Create a Leader
 - 21.1.6. New Leadership Models. Situational Leadership Coaching
 - 21.1.7. The Term Staff, Functional Hierarchical Scheme, Different Types of Staff, Concepts of Line and Staff; Theories, Influence of Cultures on Leadership
- 21.2. Motivation
 - 21.2.1. Motivating Agents. Intrinsic and Extrinsic Motivation
 - 21.2.2. Differences Between Motivation and Satisfaction and Their Different Theories
 - 21.2.3. Available Evidence on How to Motivate Professionals
- 21.3. Delegation
 - 21.3.1. What Does Delegating Mean? Forms of Delegation, Ways to Evaluate Delegation, Non-Delegable Tasks and Functions
 - 21.3.2. Personal Attitudes Towards Delegation. Guidelines for Effective Delegation
- 21.4. Executive Coaching
 - 21.4.1. Coaching. Types of Coaching
 - 21.4.2. Organizational Benefits and Applications to the Health Sector. Examples

Module 22. Change, Decision Making, and Time Management

- 22.1. Decision Making
 - 22.1.1. The Decision Process
 - 22.1.2. Centralized Decision-Making Process, Individual Decision-Making Process
 - 22.1.3. Group Decision-Making Process
 - 22.1.4. Limiting Factor Principle. Effectiveness and Cost Efficiency in the Decision-Making Process
 - 22.1.5. Choosing the Best Solution. Prioritization. Decision Tree
- 22.2. Time, Stress and Happiness Management
 - 22.2.1. Techniques for Time Management, Personal Scheduling, and Work-Life Balance
 - 22.2.2. Stress Management Techniques and Techniques for Promoting Personal and Professional Happiness

Module 23. Internal Communication in Management

- 23.1. Communication
 - 23.1.1. Communication and Information. The Communication Process. Elements of Communication. Requirements for Communication. Communication Barriers
 - 23.1.2. Communication Methods and Tools. Verbal Communication. Non-Verbal Communication. Written Communication
- 23.2. Meetings
 - 23.2.1. Techniques for Holding Profitable Meetings. Preparation for Meetings and Types of Meetings. Participant Selection
 - 23.2.2. Healthcare and Technical Committees and Commissions in Hospitals, Centers and Areas of Health Care
 - 23.2.3. Negotiation. Types of Strategies. Assertiveness. Win Win Strategy
 - 23.2.4. Conflict Management
 - 23.2.5. Possible Conflicts in Health Organizations. Preventive Strategies
 - 23.2.6. Conflict Management. Mediation

Module 24. Creating a Personal Brand

- 24.1. Public Profile
 - 24.1.1. Presenting Ourselves to the World. Our Digital Footprint
 - 24.1.2. Professional Profile on Professional Social Networks
 - 24.1.3. Digital Reputation. Positive References
 - 24.1.4. Cover Letter
- 24.2. The Interview Process to Apply for a Managerial Position
 - 24.2.1. How to Tackle an Interview
 - 24.2.2. Body Language During an Interview. Kinesics

Module 25. Communication and Healthcare Marketing

- 25.1. Marketing and Social Media
 - 25.1.1. Definition of the Term. Dimensions of Marketing. Marketing Mission and Cycles
 - 25.1.2. Marketing Tools
 - 25.1.3. Patient, Client, User? Marketing Aimed at Public Healthcare Users
 - 25.1.4. External Marketing Planning in a Private Center
 - 25.1.5. The Internal Client. Marketing and Internal Communication Plans in Health Institutions
 - 25.1.6. Management of Institutional Presence on Social Networks. Facebook
 - 25.1.7. Use of Twitter by the Organization
 - 25.1.8. The Use of Twitter by the Organization and on a Professional Level
 - 25.1.9. Use of Other Networks: Instagram, Tumblr, etc
- 25.2. Communication in Organizations
 - 25.2.1. Communication Systems in Organizations. Intranet/Internet
 - 25.2.2. Communication Specific to Welfare Institutions. Hospitals
 - 25.2.3. Health Awards. Presentation of Nominations
 - 25.2.4. Organization of Conferences, Congresses and Other Educational Events
 - 25.2.5. Managing Local Communication: Press
 - 25.2.6. Managing Local Communication: Radio
 - 25.2.7. Managing Local Communication: Television
 - 25.2.8. National Communication Management: Healthcare Press
 - 25.2.9. External Conflicts. Information Crises Due to Bad News and How it is Managed

- 25.3. Relations with Social Agents, Users and Suppliers
 - 25.3.1. Communication With the Public, Patient and Consumer Associations - Users
 - 25.3.2. Communication with Political Leaders, Owners – Shareholders, and Suppliers
 - 25.3.3. Collaboration with the Pharmaceutical Industry
 - 25.3.4. Internationalization of the Health Sector. Health Tourism
- 25.4. Corporate Social Responsibility. Good Healthcare Governance
 - 25.4.1. CSR in the Healthcare Sector. CSR Strategic Plans in Organizations. Good Welfare Governance: Transparency From Public and Private Companies
 - 25.4.2. Environmental Management and Energy Efficiency in Healthcare Institutions
 - 25.4.3. Development Cooperation through Healthcare Institutions
 - 25.4.4. Networking. Strategic Partnerships
 - 25.4.5. The Patient Portal. Health Promotion and Disease Prevention via the Internet

Module 26. Teaching and Research Management

- 26.1. Research Methodology: Epidemiology and Research Study Designs and Biases
- 26.2. Sources of Information for Research and Sourcing Strategies
- 26.3. Critical Reading of Articles
- 26.4. Research Projects: Financial Resources. Product and Patents Development
- 26.5. Communication and Diffusion of Research Findings



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You will enhance your knowledge with an unmatched university program. What are you waiting for to stand out as a hospital center director?”

04

Teaching Objectives

This Advanced Master's Degree has been designed with the main objective of providing healthcare professionals with specific and advanced tools to lead and manage healthcare institutions. Through a combination of theory and practice, they will be able to apply the most up-to-date knowledge in their daily practice. In this way, graduates will develop a higher level of specialization, which will be key to their professional growth and international projection in an expanding sector.





“

An innovative university program that will mark a before and after in your professional journey, transforming you into a leader in healthcare management”



General Objectives

- ♦ Develop leadership skills to lead nursing teams in hospital environments
- ♦ Implement efficient management strategies in healthcare institutions
- ♦ Apply principles of quality and safety in healthcare delivery
- ♦ Optimize the planning and management of resources in hospital centers
- ♦ Coordinate patient-centered care programs from nursing management
- ♦ Evaluate performance indicators and clinical outcomes in healthcare services
- ♦ Design institutional policies focused on excellence in care
- ♦ Integrate technological tools into hospital management
- ♦ Manage human talent in multidisciplinary healthcare teams
- ♦ Lead processes of change and innovation in the organization of healthcare services
- ♦ Oversee the implementation of clinical and administrative protocols
- ♦ Foster a culture of social responsibility in the hospital environment
- ♦ Make strategic decisions based on the analysis of health data
- ♦ Direct continuous training plans for nursing professionals
- ♦ Ensure regulatory and legal compliance in hospital management
- ♦ Efficiently manage budgets and financial resources
- ♦ Strengthen internal and external communication in healthcare institutions
- ♦ Evaluate health risks and establish effective preventive measures
- ♦ Promote the humanization of services from senior management
- ♦ Implement evidence-based care models
- ♦ Design patient loyalty and satisfaction strategies
- ♦ Develop competencies to address healthcare crises from a management perspective
- ♦ Apply continuous improvement methodologies in healthcare processes
- ♦ Drive the digitalization of hospital services
- ♦ Manage institutional partnerships and collaborative health projects



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



Specific Objectives

Module 1. Leadership, Ethics, and CSR

- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ♦ Develop the key leadership skills that should define working professionals

Module 2. Strategic Management and Executive Management

- ♦ Follow the sustainability criteria set by international standards when developing a business plan
- ♦ Develop strategies to carry out decision-making in a complex and unstable environment

Module 3. People and Talent Management

- ♦ Develop the essential competencies to strategically manage the business activity
- ♦ Design innovative strategies and policies to improve management and business efficiency
- ♦ Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits
- ♦ Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

Module 4. Economic and Financial Management

- ♦ Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes
- ♦ Be able to manage the company's economic and financial plan

Module 5. Operations and Logistics Management

- ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
- ♦ Identify the monitoring protocols for all the company's operational processes

Module 6. Information Systems Management

- ♦ Be able to apply information and communication technologies to the different areas within a company
- ♦ Identify first-hand tools for the company's personal growth

Module 7. Commercial Management, Marketing, and Corporate Communication

- ♦ Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company
- ♦ Carry out different advertising campaigns that intensify the growth of the company to be worked on

Module 8. Innovation and Project Management

- ♦ Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring
- ♦ Create innovative strategies in line with our projects

Module 9. Planning and Control of Health Organizations

- ♦ Describe, compare and interpret features and performance data of different Healthcare Models and Systems
- ♦ Apply the essential concepts and methods of planning, organization and management of health institutions
- ♦ Explore the care and health division in the interdisciplinary team and learn about new challenges in the healthcare sector

Module 10. Health Systems and Policies

- ♦ Describe the main health system models
- ♦ Integrate new information technologies to drive transformation of health systems

Module 11. The Medical and Healthcare Division in the Health System

- ♦ Describe how to achieve the aforementioned transformation of the healthcare system and of the current healthcare model, to ensure excellent care that is sustainable in the medium to long term
- ♦ Overcome care fragmentation with more integrated care, not only between primary care and hospitals, but also between hospitals and social services
- ♦ Develop mechanisms for effective patient participation in the healthcare system
- ♦ Integrate ICT as a fundamental driver of transformation, which supports a clinical information sharing strategy

Module 12. Clinical Management

- ♦ Facilitate the necessary coordination between units and patient monitoring
- ♦ Make this a clear management priority because, if properly developed, it is the basis for true continuous quality improvement
- ♦ Get to know and understand the models and key features of inter-hospital clinical management units (ICMUs)
- ♦ Explore the features of interhospital clinical management units and be aware of the importance of leadership and organizational structure in ICMUs

Module 13. Chronicity and Telemedicine Management

- ♦ Explore the definition and origins of telemedicine, its evolution over the years and the different types of telemedicine that are currently available
- ♦ Know the key considerations when introducing telemedicine projects into healthcare organization, studying both the aspects most valued by patients and those that can guarantee success in the implementation of a telemedicine project

Module 14. People and Talent Management

- ♦ Learn the key concepts of people assessment, talent development and organizational culture, which will lead to improved performance
- ♦ Implement evaluation systems, develop empowerment skills and commit to improving the organizational culture

Module 15. Economic Management and Evaluation

- ♦ Understand cost calculation and evaluation methods applied to the healthcare system
- ♦ Identify the main financing models and their impact on economic efficiency

Module 16. Quality Management

- ♦ Develop the ability to analyze different healthcare services
- ♦ Lead quality and patient safety systems, applied to the context of clinical management units
- ♦ Develop methodological and instrumental skills in epidemiological research and the evaluation of healthcare centers, services, technologies, and programs
- ♦ Apply accreditation approaches in health to different types of organizations and healthcare centers

Module 17. Process-Based Management. *Lean Healthcare*

- ♦ Integrate the necessary knowledge for a healthcare manager about what a process is, how it is managed, and how process management is implemented in an organization
- ♦ Acquire the necessary knowledge for a healthcare manager on process improvement

Module 18. Competency-Based Management

- ♦ Develop a performance evaluation procedure and how to implement it
- ♦ Learn how to provide feedback to professionals to improve their performance, self-assessment, and enhance their results
- ♦ Apply methods to improve performance through intrinsic and extrinsic motivation
- ♦ Understand communication strategies by applying different techniques

Module 19. Patient Safety

- ♦ Describe the background and current situation of patient safety in the healthcare system
- ♦ Identify patients unambiguously through location and traceability systems
- ♦ Describe the risk of infections associated with nursing care, as well as the care of venous accesses and fall risks
- ♦ Establish nursing care for hospital-acquired infections through various surveillance activities and written protocols and procedures related to infection

Module 20. Quality Accreditation in Healthcare

- ♦ Understand the role of accreditation in quality management programs in healthcare
- ♦ Review the history of quality accreditation in healthcare
- ♦ Understand the criteria of excellence models and the logical framework
- ♦ Learn to integrate standards used as a pattern for certification, as well as their main theoretical-practical conflicts

Module 21. Leadership Management

- ♦ Describe the concept of leadership and establish the steps to success, as well as the qualities and activities the leader must carry out
- ♦ Study the seven common habits in successful and leadership-driven individuals
- ♦ Review intrinsic and extrinsic motivation to differentiate between motivation, satisfaction, and their different theories
- ♦ Learn how to evaluate tasks for delegation and recognize non-delegable functions

Module 22. Change, Decision Making, and Time Management

- ♦ Identify, understand, and integrate managerial skills into daily health management processes
- ♦ Manage scientific databases for carrying out reviews and bibliographic searches of scientific studies
- ♦ Conduct a critical and in-depth study on the complexity and chronicity of care and assistance in the health system
- ♦ Communicate result findings after having analyzed, evaluated, and synthesized the data

Module 23. Internal Communication in Management

- ♦ Get to know and identify the obstacles to effective internal communication within the healthcare organization
- ♦ Appreciate the importance of internal transparency within the organization
- ♦ Identify the keys to good face-to-face verbal communication with professionals
- ♦ Learn to leverage technological tools and manage them efficiently

Module 24. Creating a Personal Brand

- ♦ Establish a strategy to promote the personal brand, understood as the set of marketing strategies focused on the person who wants to achieve certain personal and/or professional goals
- ♦ Learn how to conduct a productive job interview, using methods to ensure successful outcome



Module 25. Communication and Healthcare Marketing

- ◆ Gain knowledge about the basic concepts of marketing
- ◆ Identify the main historical and current references
- ◆ Identify the peculiarities of marketing in the healthcare world
- ◆ Start to view communication as an essential element within the healthcare organization

Module 26. Teaching and Research Management

- ◆ Introduce the student to the concept of clinical epidemiology and the benefits of applying epidemiological method to clinical questions
- ◆ Define the most important characteristic of clinical trials as an experimental design
- ◆ Explain the most important potential biases in epidemiological studies

05

Career Opportunities

Upon completing this Advanced Master's Degree, professionals will gain a comprehensive understanding of healthcare management, strategic leadership, and operational planning in the hospital and health services sector. In this way, they will be prepared to assume leadership roles in the healthcare sector, effectively managing human, economic, and material resources while adapting to changes in complex environments. Thanks to this, graduates will drive improvements in healthcare quality and ensure the sustainability of healthcare institutions.





“

Complete this academic journey and achieve professional excellence, gaining access to key positions in hospital management and health services at an international level”

Graduate Profile

The graduate will be a highly skilled professional capable of leading multidisciplinary teams, developing organizational strategies, and making informed decisions to optimize outcomes in healthcare institutions. In fact, they will possess advanced knowledge in strategic management, health economics, information systems, and quality management, as well as practical skills to implement innovative and sustainable projects. Moreover, this expert will be prepared to act as a change agent in the sector, promoting integrated care and the use of emerging technologies to transform the healthcare system.

You will lead the change toward more efficient and equitable healthcare management, becoming a key figure in the healthcare sector.

- ♦ **Strategic Management:** Ability to design and execute innovative strategies that position healthcare institutions at the forefront of the sector
- ♦ **Leadership and Management:** Ability to lead interdisciplinary teams, foster talent development, and manage organizational change
- ♦ **Decision Making:** Competence to analyze complex situations and apply practical tools to resolve issues
- ♦ **Digital Competence:** Mastery of information technologies applied to hospital management and the digital transformation of the healthcare sector





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

1. **Hospital or Health Center Director:** Comprehensive manager of healthcare institutions, leading organizational and administrative strategies.
2. **Clinical Manager:** Coordinator of clinical management in hospital units, ensuring quality care and resource efficiency.
3. **Human Resources Director in Healthcare:** Responsible for planning, selecting, and developing human talent in healthcare institutions.
4. **Healthcare Operations and Logistics Director:** Responsible for optimizing operational and logistical processes to ensure the sustainability and efficiency of healthcare services.
5. **Healthcare Management Consultant:** Manager of the implementation of improvement and transformation projects in healthcare sector institutions.
6. **Director of Care Quality:** Leader of quality and safety initiatives in healthcare institutions.
7. **Healthcare Information Systems Supervisor:** Responsible for integrating information and communication technologies in the management of clinical units.
8. **Health Innovation Director:** Leader in the design and execution of innovation projects that transform care models.
9. **Healthcare Project Manager:** Responsible for planning, executing, and supervising projects related to improving healthcare and organizational efficiency.
10. **Telemedicine Supervisor:** Responsible for driving remote care and digital technology projects in healthcare institutions.

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.



“

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

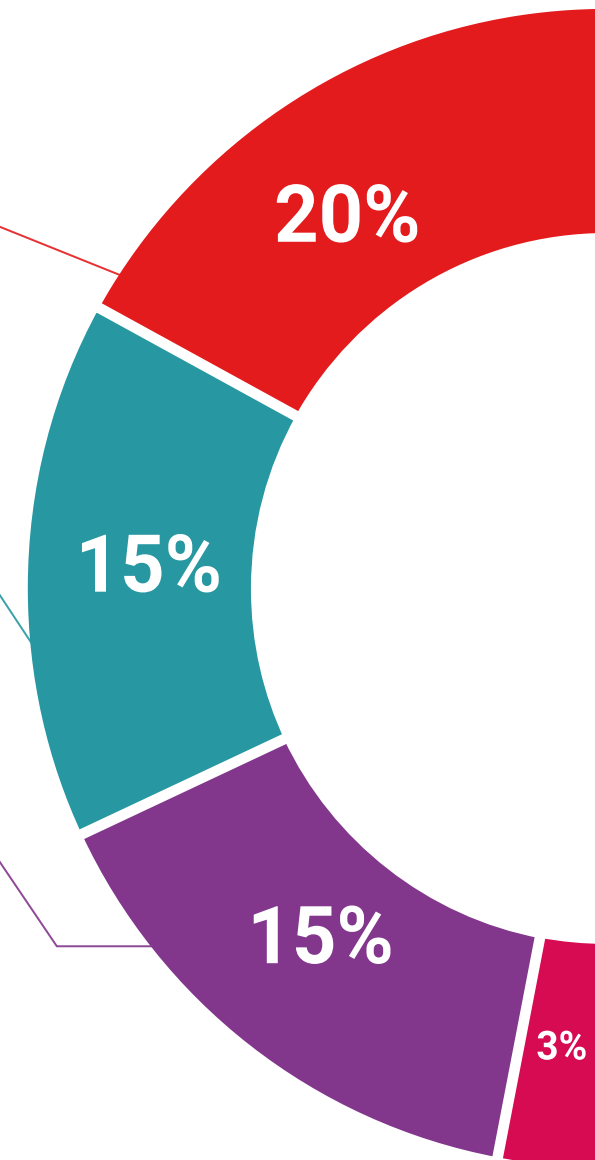
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

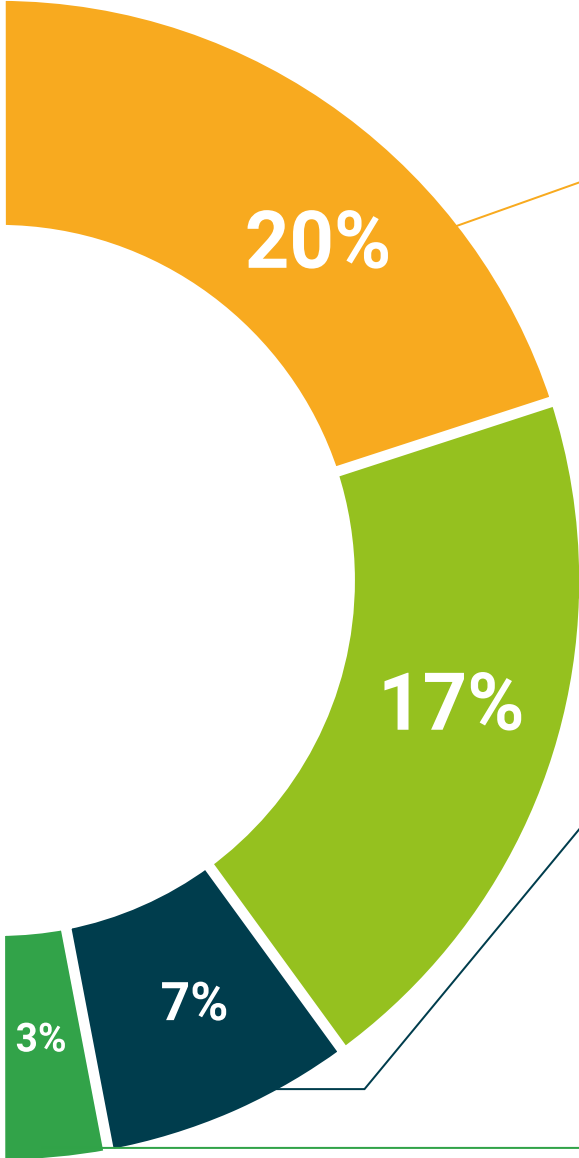
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.



Quick Action Guides

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



07

Teaching Staff

In its mission to offer elite education to all, TECH has selected a faculty composed of distinguished professionals in the field of healthcare management, ensuring that students acquire solid and up-to-date knowledge in hospital and health service management. This postgraduate degree is supported by a highly qualified team with extensive professional experience, providing the most advanced and effective tools for the development of students' competencies throughout the program.





“

You will succeed alongside the best and acquire the knowledge and skills necessary to lead the healthcare sector and take hospital management to the next level”

International Guest Director

Dr. Leslie K. Breitner is an internationally renowned specialist with a distinguished career in the fields of business administration, not-for-profit management, and health care. Her professional and research career has focused on analyzing the impact of initiatives that improve the quality of financial systems in healthcare organizations. In that sense, her main contributions have been related to education and leadership, collaborating with numerous educational institutions in the creation of training programs for managers.

On the other hand, she is co-author of the popular accounting books "Essentials of Accounting, (10th Edition) and Essentials of Accounting Review. In these volumes, she reflects her extensive knowledge of financial management, budgeting and performance measurement in hospitals. In addition, many of the studies and contributions contained in her various publications have been supported by grants from the U.S. Department of Health and Human Services.

Dr. Breitner is a graduate of Boston University and collaborates as a specialist at McGill University in Montreal, Canada. At McGill University, she founded the International Master's Degree in Healthcare Leadership (IMHL) program and served as Academic Co-Director of the Graduate Program in Healthcare Management. She also lectures frequently at Harvard University, Washington University and Seton Hall University.

Dr. Breitner's professional experience has been recognized on numerous occasions, receiving awards from important organizations and university institutions around the world. Among other distinctions, she holds the Beekhuis Award from the Simmons College Graduate School of Management and is an honorary member of the Boston chapter of the Beta Gamma Sigma Society.



Dr. Breitner, Leslie

- ♦ Program Director, School of Healthcare Management, McGill University, Montreal, Canada
- ♦ Specialist in Hospital Business Administration
- ♦ Director of the International Master's Degree in Healthcare Leadership
- ♦ Academic Co-Director of the Graduate Program in Health Care Management
- ♦ Supervisor of the Mitacs-Accelerate graduate research internship program
- ♦ Collaboration with UNICEF in Training on Budget and Fiscal Analysis
- ♦ Doctorate in Business Administration (DBA) from Boston University Graduate School of Management
- ♦ Master's Degree of Business Administration (MBA), Simmons College Graduate School of Management

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

08

Certificate

This Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Advanced Master's Degree 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 diploma for the **Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing** 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 private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

TECH is a member of the **Business Graduates Association (BGA)**, the international network that brings together the most prestigious business schools in the world. This distinction reaffirms its commitment to excellence in responsible management and executive training.

Accreditation/Membership



Title: **Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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



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Advanced Master's Degree MBA in Senior Management of Hospitals and Health Services for Nursing

Accreditation/Membership

A woman with long brown hair and glasses, wearing a white lab coat over a grey turtleneck, is sitting at a desk in a library. She is smiling and looking at a laptop. The background shows bookshelves filled with books.

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