

Master's Degree

MBA in Nursing Management

Endorsed by:



ECONOMÍA Y SALUD
FUNDACIÓN





Master's Degree

MBA in Nursing Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/nursing/master-degree/master-mba-nursing-management

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01

Introduction

The study of healthcare institution management can bring a higher degree of quality to the organization of healthcare processes. For this reason, more and more professionals are deciding to take their career in this direction, gaining specialized training through postgraduate programs. This TECH Global University degree is oriented to achieve the specialization of nurses by developing skills, techniques and methodologies that promote the promotion of their leadership, management of their activity, and team management, in the most efficient way and with the latest educational technology.



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Develop your management role as a nursing professional through this program"

The current socio-economic context, together with the other factors influencing people's health, is making it all the more necessary to improve the managerial skills of those responsible for healthcare procedures. In the health structure, the nursing division plays a fundamental role in the custody and development of health processes, so the need for specialization in this area is evident.

The new challenges of the profession, such as research, the improvement of nursing care, the need to increase efficiency in the use of resources, assuming new leadership or gaining its position in the interdisciplinary team, are not simple challenges to address. The profession is undergoing a period of change, where moving forward is a major priority and, undoubtedly, there will be difficulties along each step of the way. For this reason, the specialization of nursing professionals will be a determining factor in this evolution, and those who are going to perform their activity in positions of responsibility will have to have prepared for it or they may fall into inefficiency or ineffectiveness.

For this reason, TECH Global University has developed this MBA in Nursing Management, thanks to which students will be able to delve into the intricacies of the profession. A unique opportunity to develop management and leadership skills for those in positions of responsibility in these departments. In order to achieve this, they will have access to a first-class syllabus and the most innovative teaching methodology in the current market, which will allow them to study the entire program online, from the comfort of their own home and at their own pace. Additionally, TECH has included in this syllabus an exclusive series of 10 complementary Masterclasses, designed by a renowned international expert, a prestigious specialist in Nursing and Healthcare Management.

This **MBA in Nursing Management** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Practical cases developed by experts in management of nursing procedures and other disciplines
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the situations that regularly occur in the hospital setting
- ♦ Presentation of practical workshops on procedures and decision making
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Action protocols, where you can find the latest trends in healthcare management
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Special emphasis is put on the scientific method and research methodology in health management
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Do you want to update your clinical practice in Nursing and Healthcare Management? With TECH you can access a set of 10 Masterclasses designed by a leading expert of international stature in these important fields"

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You will be able to complete the Master's Degree 100% online, adapting it to your needs and making it easier for you to take it while you carry out your full-time healthcare activity”

New scenarios in accident and nursing management push us to propose new specialization programs that meet the real needs of experienced professionals, so that they can incorporate new advances into their daily practice”

The teaching staff includes professionals from the field of nursing, who bring their experience to this program, as well as renowned specialists from leading communities and prestigious universities.

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

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

The Master's Degree in MBA in Nursing Management offers in detail a cutting-edge academic program, from an eminently practical point of view, at a time when the accreditation of knowledge plays a fundamental role. Therefore, the latest trends in *Leadership for Healthcare Service Managers are included*. For this reason, the main objective is to develop management and leadership skills in students who wish to develop in this field.



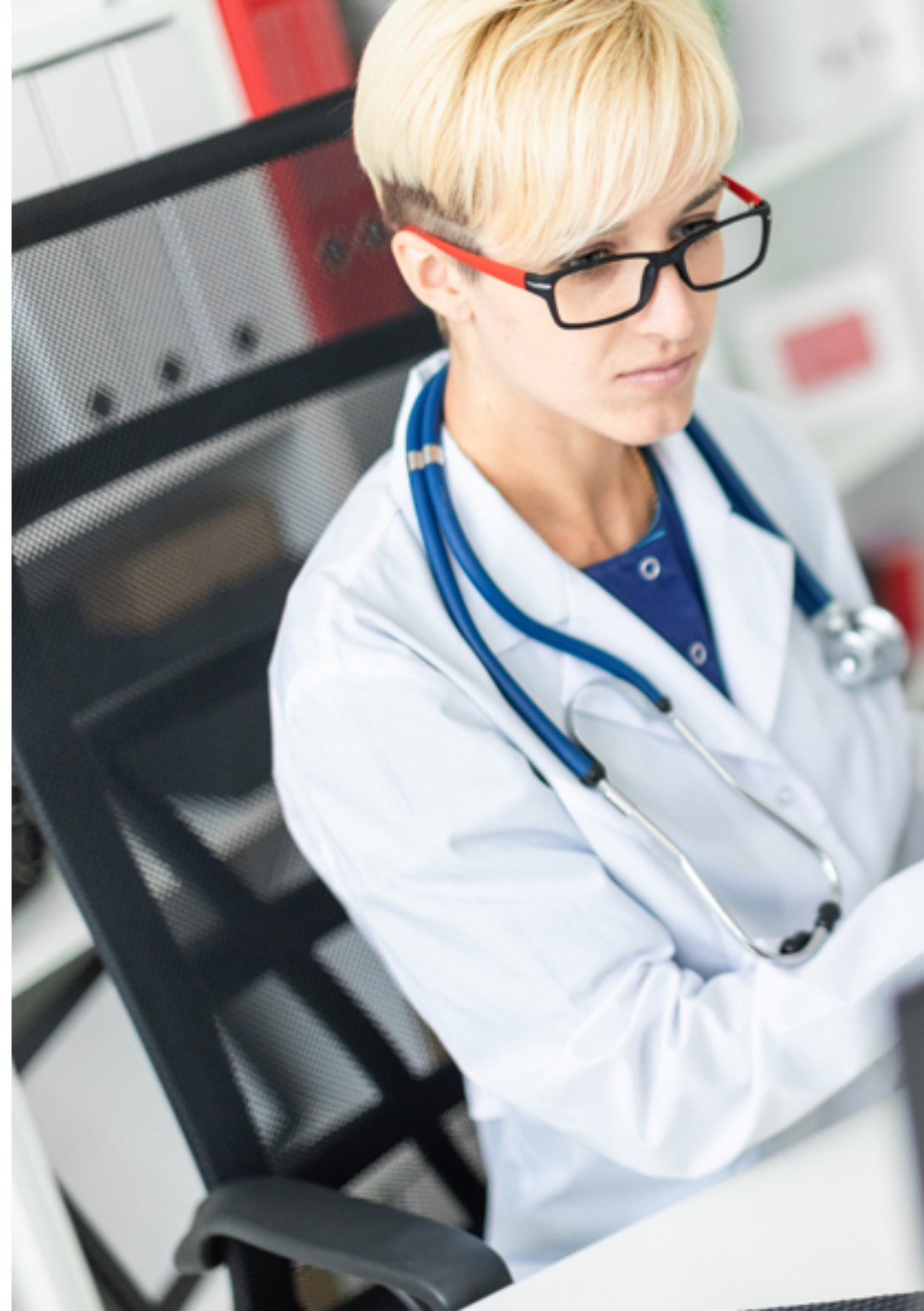
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With this program you will be able to better manage resources, lead people and improve procedures in a healthcare institution”



General Objectives

- Analyze the theories and models of the organization and working of Healthcare Systems, focusing on their political, social, legal and economic foundations and their organizational structure
- Approach clinical management using the criteria of efficacy, efficiency, effectiveness, equity, performance and profitability, and the solution of problems through the appropriate use of information systems
- Describe the principles of clinical management that allow for planning, organization, management and evaluation of a center, service or care unit





Specific Objectives

Module 1. Health Systems and Policies. Planning and Control of Health Organizations

- ♦ Gain in-depth knowledge of the National Health System
- ♦ Understand the financial systems of nursing services
- ♦ Discover new alternatives to traditional management models

Module 2. Clinical, Economic and People Management

- ♦ Know how to determine the efficiency and sustainability of health systems
- ♦ Understand everything related to the rights and responsibilities of workers
- ♦ Be able to do cost calculation

Module 3. The Nursing Department in the Health System. Clinical and nursing care management

- ♦ Have in-depth knowledge of the technical language used in the field of nursing
- ♦ Put care management tools into practice
- ♦ Apply bioethical criteria in nursing care

Module 4. Quality and Safety Management

- ♦ Apply the highest levels of quality in each of the health services
- ♦ Always keep patient safety in mind as one of the most important considerations before performing any intervention
- ♦ Know the different types of quality accreditation in the health services

Module 5. Hospital Care Management

- ♦ Identify and have an in-depth understanding of all the services available in hospital institutions
- ♦ Control emergency and ICU services and keep track of the resources to be able to redistribute them efficiently
- ♦ Carry out an adequate management of complementary hospital services, such as hospitality or volunteer activities

Module 6. Management in Care Settings

- ♦ Learn how to manage the need of a chronically ill patient
- ♦ Control and manage outpatient services
- ♦ Take into account all the aspects related to Primary Care and manage them in an efficient way

Module 7. Decision Making and Communication in Nursing Leadership

- ♦ Be able to apply different motivational and leadership techniques
- ♦ Know how to make decisions related to time management
- ♦ Be able to apply effective strategies for resolving possible conflicts

Module 8. Nursing Management Services in Society. Marketing, Communication and mHealth

- ♦ Use technological tools to provide more information to patients
- ♦ Discovering the keys and benefits of healthcare marketing
- ♦ Learn how to perform well in interviews to achieve a managerial position

Module 9. Teaching and Research

- ♦ Know the research methodology applied in health sciences
- ♦ Be able to discriminate between sources of information and select the most appropriate ones
- ♦ Acquire the necessary skills for the communication and distribution of the research results

Module 10. Humanization in Health Management

- ♦ Apply ethical criteria in nurse work
- ♦ Take into account the occupational health of nursing teams
- ♦ Know the new trends in health care, taking into account the different types of patients

Module 11. Leadership, Ethics and Social Responsibility in Companies

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

Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the competencies necessary for the effective management of human resources by competencies
- ♦ Delve into the methodologies for performance evaluation and management
- ♦ Integrate innovations in talent management and their impact on employee retention and staff loyalty
- ♦ Develop strategies for motivation and development of high performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations

Module 13. Economic and Financial Management

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

Module 14. Commercial and Strategic Marketing Management

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



Take advantage of the opportunity and take the step to get up to date on the latest developments in MBA in Nursing Management"

03 Skills

Nurses who take this Master's Degree in MBA in Nursing Management will acquire the skills and competencies to lead teams of different types, but also to manage other types of resources of the organization in which they work, whether technical or economic. In this way, upon finishing the course, their professional profile while have made a 180° turn and they will be ready to work in the most highly regarded hospitals in the country.



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Become the leader of your nursing team thanks to the opportunity offered by this program"

After passing the program, the professional will be able to:



General Skills

- ♦ Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the field of study
- ♦ Manage all types of resources in the nursing services, from technical and economic to human resources



Broaden your management skills with the Master's Degree in Nursing Management"





Specific Skills

- ♦ Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments
- ♦ Know how to communicate conclusions, knowledge, and supporting arguments to specialized and non-specialized audiences in a clear and unambiguous way
- ♦ Acquire the learning skills that will enable further studying in a largely self-directed or autonomous manner
- ♦ Develop within the profession in terms of working with other health professionals, acquiring skills to work as a team
- ♦ Recognize the need to maintain your professional skills and keep them up to date, with special emphasis on autonomous and continuous learning of new information
- ♦ Develop the capacity for critical analysis and research in your professional field
- ♦ Develop the skills to evaluate the different health benefits
- ♦ Develop methodological and instrumental skills in epidemiological research and the evaluation of centers, services, technologies and health programs

04

Course Management

The faculty are highly qualified professionals committed to the comprehensive specialization of future healthcare leaders. With extensive experience in clinical practice and healthcare management, these mentors will transmit fundamental theoretical knowledge and share their practical experiences, equipping graduates with the skills and competencies necessary to meet the challenges of the healthcare sector successfully. In addition, their dedication and passion for the advancement of Nursing as a discipline is evident, fostering critical thinking, innovation and teamwork.



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Faculty will cover both clinical and administrative aspects, allowing you to gain in-depth knowledge in areas such as leadership, strategic planning, resource management and decision making in healthcare settings"

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 USA
- Director of Nursing, Dartmouth-Hitchcock Medical Center, New Hampshire
- Assistant Manager at Langone Medical Center, New York University
- Master's Degree in Nursing Administration, specialization in Pediatric Care, New York University
- B.S. in Nursing, New York University
- B.S. in Biology, St. John's University

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

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

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

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she is now a graduate of the University of Miami.

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



Ms. Dove, Jennifer

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

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TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the leading companies in the global market"

International Guest Director

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

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

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



D. Gauthier, Rick

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

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

International Guest Director

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

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

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

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



Mr. Arman, Romi

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

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

International Guest Director

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

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

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

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



Mr. Arens, Manuel

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

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

International Guest Director

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

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

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this

La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

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



Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

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The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

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

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

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

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



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

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

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

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

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



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

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Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his strategic leadership and ability to drive change and innovation in world-class sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in Florida, USA. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including Senior **Vice President of Strategic Development and General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As Executive Vice President of the Chicago Bulls and Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports..

Finally, it is worth noting that he began his career in sports while working in New York as a senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern with the United States Football Federation.



Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College



Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

05

Structure and Content

The syllabus of this Master's Degree in MBA in Nursing Management has been created based on the current specialization needs of professionals in this field. For this reason, the most comprehensive information has been selected to offer students first class specialization, from health systems and policies, to clinical, economic and human capital management. Thus, students will have a global vision of all that this work entails.



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Study at your own pace, with the convenience offered by TECH's online modality"

Module 1. Health Systems and Policies. Planning and Control of Health Organizations

- 1.1. Health Systems
- 1.2. Healthcare Financing and Provision
- 1.3. Evolution and Other Aspects of Health Systems
- 1.4. Alternatives to the Traditional Management Models
- 1.5. The Process of Strategic Planning
- 1.6. Management by Values and Objectives
- 1.7. Organizational Theory Applied to Healthcare
- 1.8. Management and Direction
- 1.9. Management Control in the Healthcare Sector

Module 2. Clinical, Economic and People Management

- 2.1. Bases of Accounting Applied to Economic Health Management
- 2.2. Efficiency and Sustainability of Health Systems
- 2.3. Budget and Purchasing
- 2.4. Financing and Payment Models
- 2.5. Cost Calculation
- 2.6. Management Agreements
- 2.7. Health Professionals
- 2.8. Rights and Responsibilities Retributions
- 2.9. Working Day People Management

Module 3. The Nursing Department in the Health System. Clinical and Nursing Care Management

- 3.1. Nursing Department and Strategic Management
- 3.2. Information Systems in Nursing
- 3.3. Normalization of Nursing Language
- 3.4. Nursing Contribution to the Evaluation of Medical Products Nursing Managers of Material Resources
- 3.5. Information and Registering Systems in Nursing
- 3.6. Health Results
- 3.7. Patient Classification Systems
- 3.8. Tools for Care Management: Clinical and Procedures Management
- 3.9. Joining the Organization: Welcome Manual
- 3.10. Bioethics in Nursing Procedures and Value-Based Management

Module 4. Quality and Safety Management

- 4.1. Quality in Healthcare Organizations
- 4.2. Patient Security
- 4.3. Nosocomial Infections
- 4.4. Prevention
- 4.5. Information and Record Systems
- 4.6. Secondary and Tertiary Victims
- 4.7. Quality Accreditation in Healthcare
- 4.8. Organizations and Criteria Accreditation Models
- 4.9. Performance Evaluation Competency Management
- 4.10. Methods and Techniques

Module 5. Hospital Care Management

- 5.1. Emergency Services Management
- 5.2. UCI Management
- 5.3. Surgical Unit Management
- 5.4. Management of Hospitalization Units
- 5.5. Other Units or Special Services
- 5.6. Management of Central or Auxiliary Services
- 5.7. Radio Diagnostic Services Management
- 5.8. Laboratory Management
- 5.9. Pharmacy Hospital Management
- 5.10. Hospitality, Complementary and Voluntary Services Management

Module 6. Management in Care Settings

- 6.1. Health and Social Coordination
- 6.2. Primary Care Health
- 6.3. Primary Care Clinical Management
- 6.4. Chronic Patient Management Nurse Leadership in Facing the Challenge of Chronicity
- 6.5. Nursing Managers of Advanced Cases and Practice
- 6.6. Active Patients and Patient School
- 6.7. Outpatient Services Management
- 6.8. Out-of-Hospital Emergencies Management
- 6.9. Home Care: Models
- 6.10. Outpatient Care Services

Module 7. Decision Making and Communication in Nursing Leadership

- 7.1. Leadership and Team Leadership
- 7.2. People-Related Motivation: Stress and Emotion Management
- 7.3. Delegation
- 7.4. Executive Coaching
- 7.5. Decision Making and Time Management
- 7.6. The Decision Process Complex Care Management
- 7.7. Techniques for Decision-Making
- 7.8. Communication
- 7.9. Meetings
- 7.10. Conflict Management

Module 8. Nursing Management Services in Society Marketing, Communication and mHealth

- 8.1. Promotion of Health and New Technologies. mHealth Nursing Care in the Technological Advances in Healthcare
- 8.2. Healthcare Marketing
- 8.3. Technological Changes that Improve Health Care Apps and Social Media in the Field of Health
- 8.4. Digital Skills in Healthcare Directors and Middle Management
- 8.5. Healthcare Market
- 8.6. Corporate Social Responsibility
- 8.7. Nurse Visibility: Social Networks and New Technology Future of Nursing
- 8.8. The Public Profile of the Health Care Manager and Managerial Staff
- 8.9. The Interview Process to Apply for a Managerial Position

Module 9. Teaching and Research

- 9.1. Critical Thinking in Nursing
- 9.2. Basic Principles of Research Methodology Applied in Health Sciences
- 9.3. Sources of Information for Research and Sourcing Strategies
- 9.4. Critical Reading of Articles
- 9.5. Epidemiology and Research Study Designs and Biases
- 9.6. Communication and Diffusion of Research Findings
- 9.7. Opportunities and Resources for Development of Studies and Research
- 9.8. Nursing Knowledge Management and Evidence-Based Nursing
- 9.9. Care Training Professional Development
- 9.10. Management and Innovation in Continual Professional Development in the Field of Teaching Innovation in Health Care and Caregiving

Module 10. Humanization in Health Management

- 10.1. Anthropology of Humanization: Health and Illness
- 10.2. Organizational and Transformational Culture in Healthcare Systems
- 10.3. Management of Organizations Based on Humanization
- 10.4. New Trends in Healthcare: the Voice of the Patient and Caregiver, the Active Patient and the Expert Patient
- 10.5. Ethical Considerations in the Healthcare Field
- 10.6. The Ethics of Nursing Care
- 10.7. Occupational Health and Prevention Services in the Healthcare Field
- 10.8. Professional Burn-Out Care-Associated Costs
- 10.9. Patient and Family Focused Care
- 10.10. A Current Approach to Treatment Support



Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
 - 11.1.1. Governance and Corporate Governance
 - 11.1.2. The Fundamentals of Corporate Governance in Companies
 - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Cross Cultural Management
 - 11.2.1. Cross Cultural Management Concept
 - 11.2.2. Contributions to Knowledge of National Cultures
 - 11.2.3. Diversity Management
- 11.3. Management and Leadership Development
 - 11.3.1. Concept of Management Development
 - 11.3.2. Concept of Leadership
 - 11.3.3. Leadership Theories
 - 11.3.4. Leadership Styles
 - 11.3.5. Intelligence in Leadership
 - 11.3.6. The Challenges of Today's Leader
- 11.4. Business Ethics
 - 11.4.1. Ethics and Morality
 - 11.4.2. Business Ethics
 - 11.4.3. Leadership and Ethics in Companies
- 11.5. Sustainability
 - 11.5.1. Sustainability and Sustainable Development
 - 11.5.2. The 2030 Agenda
 - 11.5.3. Sustainable Companies
- 11.6. Corporate Social Responsibility
 - 11.6.1. International Dimensions of Corporate Social Responsibility
 - 11.6.2. Implementing Corporate Social Responsibility
 - 11.6.3. The Impact and Measurement of Corporate Social Responsibility
- 11.7. Responsible Management Systems and Tools
 - 11.7.1. CSR: Corporate Social Responsibility
 - 11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.7.4. CSR Tools and Standards

- 11.8. Multinationals and Human Rights
 - 11.8.1. Globalization, Multinational Companies and Human Rights
 - 11.8.2. Multinational Corporations and International Law
 - 11.8.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.9. Legal Environment and Corporate Governance
 - 11.9.1. International Rules on Importation and Exportation
 - 11.9.2. Intellectual and Industrial Property
 - 11.9.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Management and Human Resources
 - 12.1.2. Strategic People Management
- 12.2. Human Resources Management by Competencies
 - 12.2.1. Analysis of the Potential
 - 12.2.2. Remuneration Policy
 - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
 - 12.3.1. Performance Management
 - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
 - 12.4.1. Strategic Talent Management Models
 - 12.4.2. Talent Identification, Training and Development
 - 12.4.3. Loyalty and Retention
 - 12.4.4. Proactivity and Innovation
- 12.5. Motivation
 - 12.5.1. The Nature of Motivation
 - 12.5.2. Expectations Theory
 - 12.5.3. Needs Theory
 - 12.5.4. Motivation and Financial Compensation

- 12.6. Developing High Performance Teams
 - 12.6.1. High-Performance Teams: Self-Managed Teams
 - 12.6.2. Methodologies for the Management of High Performance Self-Managed Teams
- 12.7. Change Management
 - 12.7.1. Change Management
 - 12.7.2. Type of Change Management Processes
 - 12.7.3. Stages or Phases in the Change Management Process
- 12.8. Executive Communication
 - 12.8.1. Internal and External Communication in the Corporate Environment
 - 12.8.2. Communication Departments
 - 12.8.3. The Person in Charge of Communication of the Company The Profile of the Dircom
- 12.9. Productivity, Attraction, Retention and Activation of Talent
 - 12.9.1. Productivity
 - 12.9.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

- 13.1. Economic Environment
 - 13.1.1. Macroeconomic Environment and the National Financial System
 - 13.1.2. Financial Institutions
 - 13.1.3. Financial Markets
 - 13.1.4. Financial Assets
 - 13.1.5. Other Financial Sector Entities
- 13.2. Executive Accounting
 - 13.2.1. Basic Concepts
 - 13.2.2. The Company's Assets
 - 13.2.3. The Company's Liabilities
 - 13.2.4. The Company's Net Worth
 - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
 - 13.3.1. Fundamentals and Classification
 - 13.3.2. Cost Allocation Phases and Methods
 - 13.3.3. Choice of Cost Center and Impact

- 13.4. Budget and Management Control
 - 13.4.1. The Budget Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. Treasury Budget
 - 13.4.6. Budget Monitoring
- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Financial Administration Risk Management
- 13.6. Financial Planning
 - 13.6.1. Definition of Financial Planning
 - 13.6.2. Actions to be Taken in Financial Planning
 - 13.6.3. Creation and Establishment of the Business Strategy
 - 13.6.4. The Cash Flow Table
 - 13.6.5. The Working Capital Table
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Financial Products for Corporate Financing
- 13.8. Strategic Financing
 - 13.8.1. Self-financing
 - 13.8.2. Increase in Equity
 - 13.8.3. Hybrid Resources
 - 13.8.4. Financing Through Intermediaries
- 13.9. Financial Analysis and Planning
 - 13.9.1. Analysis of the Balance Sheet
 - 13.9.2. Analysis of the Income Statement
 - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
 - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial and Strategic Marketing Management

- 14.1. Commercial Management
 - 14.1.1. Conceptual Framework of Commercial Management
 - 14.1.2. Business Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
 - 14.2.1. The Concept of Marketing
 - 14.2.2. The Basic Elements of Marketing
 - 14.2.3. Marketing Activities in Companies
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Strategic Marketing
 - 14.3.2. Concept of Strategic Marketing Planning
 - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and e-Commerce
 - 14.4.1. Digital Marketing and E-commerce Objectives
 - 14.4.2. Digital Marketing and Media Used
 - 14.4.3. E-Commerce General Context
 - 14.4.4. Categories of E-commerce
 - 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Your Brand's Reputation
 - 14.5.2. *Branded Content and Storytelling*
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies through the Internet
 - 14.6.2. *Visitor Relationship Management*
 - 14.6.3. Hypersegmentation
- 14.7. Managing Digital Campaigns
 - 14.7.1. What is a Digital Advertising Campaign?
 - 14.7.2. Steps to Launch an Online Marketing Campaign
 - 14.7.3. Mistakes in Digital Advertising Campaigns

- 14.8. Sales Strategy
 - 14.8.1. Sales Strategy
 - 14.8.2. Sales Methods
- 14.9. Corporate Communication
 - 14.9.1. Concept
 - 14.9.2. The Importance of Communication in the Organization
 - 14.9.3. Type of Communication in the Organization
 - 14.9.4. Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Communication Problems
 - 14.9.7. Communication Scenarios
- 14.10. Digital Communication and Reputation
 - 14.10.1. Online Reputation
 - 14.10.2. How to Measure Digital Reputation?
 - 14.10.3. Online Reputation Tools
 - 14.10.4. Online Reputation Report
 - 14.10.5. Online Branding



*Access a complete syllabus
and improve your skills in
nursing management"*

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH Nursing School we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Nurses learn better, faster, and more sustainably over time.

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



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the real conditions in professional nursing practice.

“

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

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

1. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
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.



Relearning Methodology

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

This university is the first in the world to combine case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

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



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

With this methodology we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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



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



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

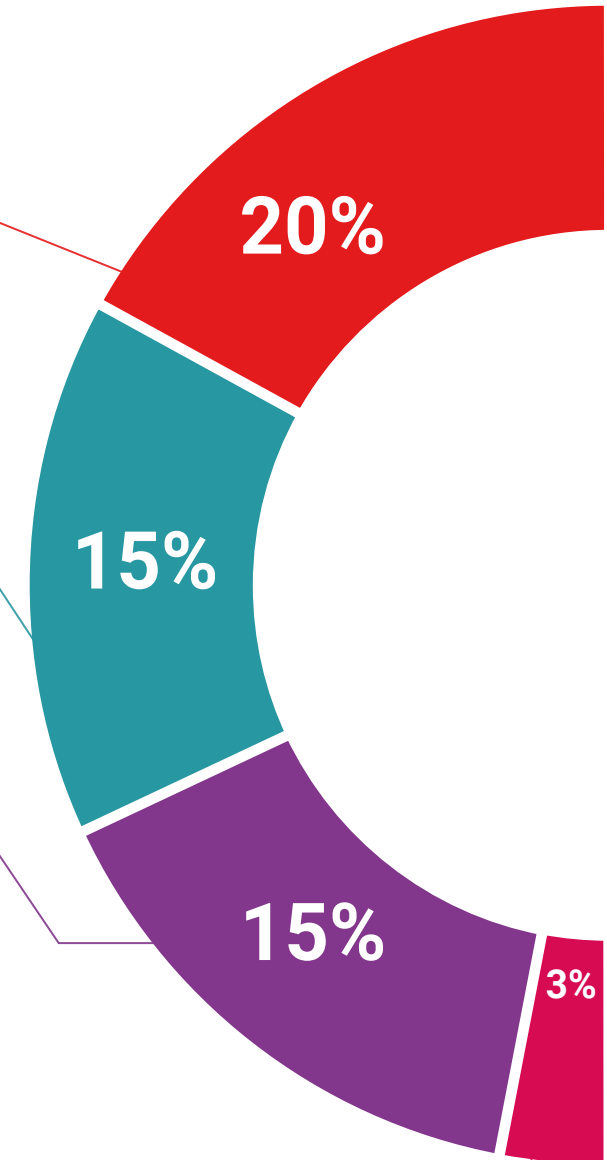
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

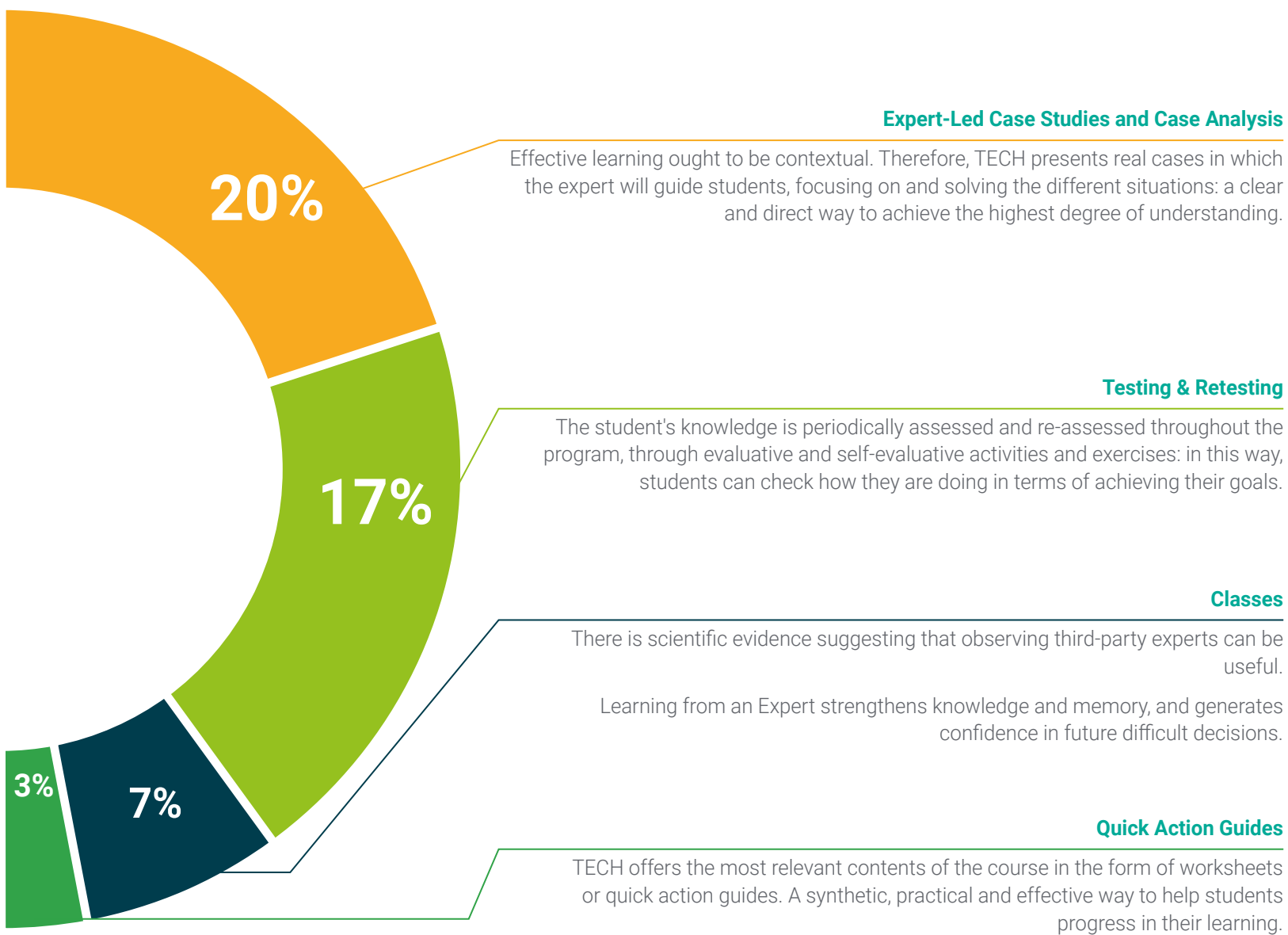
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





07 Certificate

The MBA in Nursing Management guarantees, in addition to the most rigorous and up-to-date education, access to a 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 **Master's Degree in MBA in Nursing Management** 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.

Title: **Master's Degree in MBA in Nursing Management**

Modality: **Online**

Duration: **12 months**

Accreditation: **90 ECTS**





Master's Degree MBA in Nursing Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Master's Degree

MBA in Nursing Management

Endorsed by:



ECONOMÍA Y SALUD
FUNDACIÓN

tech global
university