

Master's Degree

MBA in Nursing Management





Master's Degree MBA in Nursing Management

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

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



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01

Introduction to the Program

The success of any healthcare system largely depends on efficient and visionary nursing leadership. In an environment where digitalization and automation are transforming hospital management, having highly skilled professionals is more crucial than ever. According to the World Health Organization, more than 10 million nursing professionals are needed, demanding strong and strategic leadership. In response to this need, TECH Global University has developed a university program that offers sector professionals the opportunity to specialize in resource optimization and the implementation of innovative tools. All of this with the advantage of a 100% online methodology, flexible and supported by top-level experts.



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With this 100% online MBA, you will design innovative healthcare management strategies to optimize resources in nursing units”

Efficient management in nursing is key to ensuring quality care and the proper functioning of healthcare facilities. The optimization of resources, strategic team leadership, and the implementation of new technologies have become fundamental in decision-making within the sector. In an environment where digitalization and automation are redefining organizational models, nursing professionals with skills in management and leadership are increasingly in demand.

This MBA in Nursing Management from TECH Global University responds to the need for specialization in healthcare administration, providing advanced knowledge in hospital planning, talent management, and healthcare economics. Through an innovative approach, key topics such as budget optimization, quality in patient care, and data-driven decision-making are addressed. Additionally, the program delves into the impact of Artificial Intelligence and digitalization in the leadership of healthcare units, enabling nurses to adapt to the new challenges in the sector.

In this context, this academic experience combines theoretical and practical content with cutting-edge tools and real-life cases that reflect the evolving healthcare environment. Its methodology offers a flexible, 100% online learning experience tailored to the needs of professionals. Thanks to the Relearning method, graduates consolidate knowledge effectively, enhancing their ability to apply innovative strategies in hospital management.

Moreover, graduates will have access to a series of Masterclasses delivered by internationally recognized Guest Directors.

This **Master's Degree MBA in Nursing Management** 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 Nursing Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Nursing Management
- ♦ 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 enhance your leadership skills through a series of exclusive Masterclasses delivered by internationally recognized Guest Directors"

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You will master advanced financial and administrative management tools, ensuring the viability of healthcare organizations”

Take advantage of all the benefits of TECH's Relearning methodology, which allows you to organize your time and study pace, adapting to your personal schedule.

You will delve into healthcare regulations and legislation, ensuring compliance with quality standards in clinical service delivery.

The teaching faculty includes professionals from the field of Nursing Management and Leadership, who share their practical experience in this program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide professionals with contextualized and situational learning—offering a simulated environment that delivers an immersive study experience to train for real-world situations.

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



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.



The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

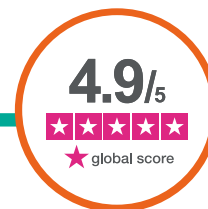
Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



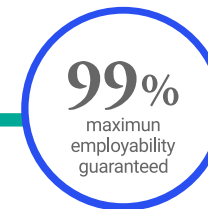
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

This MBA from TECH has been designed to offer a deep and advanced understanding of Nursing Management. Throughout their knowledge update, graduates will develop skills in strategic planning, financial control, and data-driven decision-making. They will also acquire knowledge in leadership, effective communication, and talent management—essential for leading multidisciplinary teams. They will delve into quality of care, patient-centered care, and health marketing, applying innovative strategies to improve hospital efficiency.



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You will drive talent management and the development of nursing staff, promoting an effective organizational culture”

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 Duties. Remunerations
- 2.9. Working Day. People Management
- 2.10. Tools for Employability in the Public and Private Sectors

Module 3. The Nursing Division in the Health System

- 3.1. Nursing Department and Strategic Management
- 3.2. Information Systems in Nursing Services
- 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 Safety
- 4.3. Nosocomial Infection
- 4.4. Prevention
- 4.5. Notification and Reporting Systems
- 4.6. Second and Third Victims
- 4.7. Quality Accreditation in Healthcare
- 4.8. Organizations and Criteria. Accreditation Models
- 4.9. Performance Evaluation. Competency-Based Management
- 4.10. Methods and Techniques

Module 5. Hospital Care Management

- 5.1. Emergency Services Management
- 5.2. ICU 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. Management of Radiodiagnostic Services
- 5.8. Laboratory Management
- 5.9. Pharmacy Hospital Management
- 5.10. Hospitality, Complementary and Volunteer Services Management

Module 6. Management in Healthcare Settings

- 6.1. Health and Social Coordination
- 6.2. Primary Care Health
- 6.3. Primary Care Clinical Management
- 6.4. Chronic Patient Management. Nursing Leadership in 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. Regulatory Aspects in the Management of Health Care Services
- 8.2. Health Promotion and New Technologies. m-Health. Nursing Care in the Technological Advances in Healthcare
- 8.3. Healthcare Marketing
- 8.4. Technological Changes that Improve Health Care. Apps and Social Media in the Field of Health
- 8.5. Digital Skills in Healthcare Directors and Middle Management
- 8.6. Healthcare Market
- 8.7. Corporate Social Responsibility
- 8.8. Nurse Visibility: Social Networks and New Technology. Future of Nursing
- 8.9. The Public Profile of the Health Care Manager and Managerial Staff
- 8.10. 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 Corporate Social Responsibility

- 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. 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 (CSR)
 - 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 Corporations 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. Development of 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. Results Research
- 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. Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.4. The Treasury's Budget
 - 13.4.5. 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. Income Statement Analysis
 - 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. Basic Elements of Marketing
 - 14.2.3. Marketing Activities of the Company
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Marketing Strategic
 - 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

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You will perfect your advanced decision-making techniques by exploring the impact of digitalization and mHealth on the management of nursing services”

04

Teaching Objectives

The objectives of this university qualification are designed to train nursing professionals in strategic management and leadership within the healthcare environment. To achieve this, the program covers topics ranging from organizational planning and control to resource optimization and data-driven decision-making. It also enhances skills in talent management, quality of care, and patient-centered care, preparing students to lead multidisciplinary teams effectively. As a result, graduates will be prepared to transform healthcare management and successfully tackle the challenges of the sector.



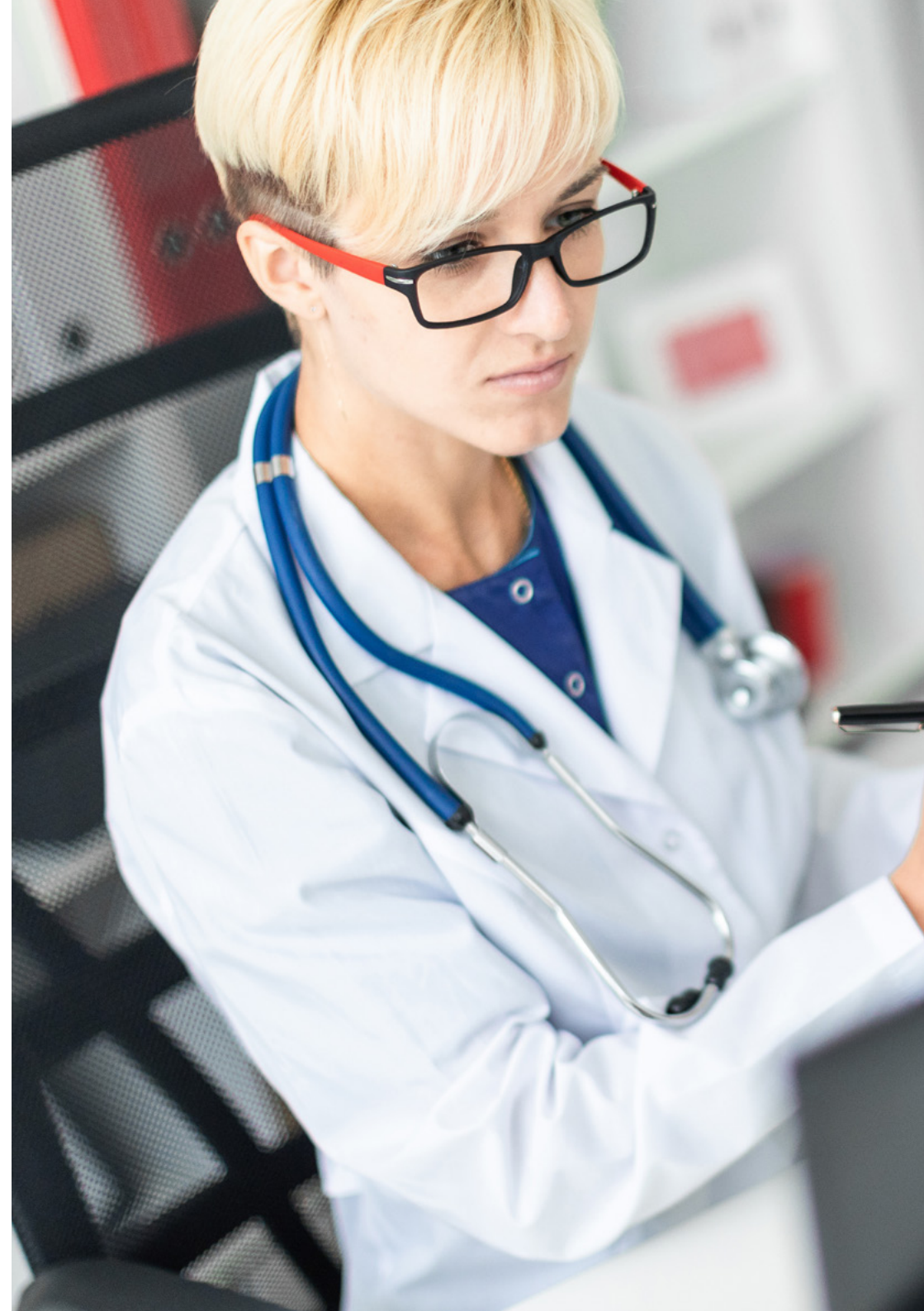
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You will integrate advanced tools to drive the quality of care and improve the efficiency of healthcare service administration”



General Objectives

- ♦ Develop leadership skills for the efficient management of teams and resources in the healthcare sector
- ♦ Optimize strategic planning and decision-making in the administration of nursing services
- ♦ Improve the quality of care and patient safety through innovative management models
- ♦ Analyze theories and models of the organization and functioning of health systems, focusing on the political, social, legal, economic foundations, and organizational structure of these systems
- ♦ Address clinical management from the perspectives of effectiveness, efficiency, equity, performance, and profitability, solving problems through the proper use of information systems
- ♦ Describe the principles of leadership and clinical management that allow for the planning, organization, management, and evaluation of a healthcare center, service, or unit





Specific Objectives

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

- ♦ Understand the financial systems of nursing services

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

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

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

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

Module 6. Management in Healthcare Settings

- ♦ Learn how to manage the need of a chronically ill patient
- ♦ Control and manage outpatient services

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

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

- ♦ Use technological tools to provide more information to patients
- ♦ Discover the keys and benefits of healthcare marketing

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

Module 10. Humanization in Health Management

- ♦ Apply ethical criteria in nurse work
- ♦ Take into account the occupational health of nursing teams



Module 11. Leadership, Ethics, and Corporate Social Responsibility

- ♦ 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
- ♦ 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 skills required for effective competency-based human resources management
- ♦ Delve into the methodologies for performance evaluation and management
- ♦ Integrate innovations in talent management and their impact on employee retention and staff loyalty

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



You will apply innovative management models that enhance the quality of care and health marketing to strengthen the projection of healthcare organizations”

05

Career Opportunities

Upon completing this university program, a wide range of career opportunities will open in the healthcare sector, allowing graduates to assume strategic roles in the management of hospitals, clinics, and healthcare centers. They will be able to lead nursing departments, manage quality of care units, or work as healthcare management consultants. Moreover, they will be prepared for positions in both public and private organizations, optimizing the efficiency of health services. With an innovative and strategic vision, graduates will also be able to launch projects in the digital health field or specialize in the planning and direction of health policies.



“

This MBA from TECH will open the doors for you to become a leader in the management of nursing units”

Graduate Profile

Professionals who complete this academic opportunity will be leaders in healthcare management, capable of making strategic decisions and optimizing the quality of care. They will possess advanced skills in planning, financial management, and leadership of multidisciplinary teams. Additionally, they will stand out for their ability to implement innovative models in resource management and the digitalization of the healthcare sector. Their versatile profile will enable them to take on high-responsibility positions in healthcare institutions, lead transformation projects in the care sector, and contribute to the development of new strategies in nursing services management.

Your multidisciplinary profile will allow you to lead teams and stand out in the sector for your ability to digitize processes and optimize efficiency in nursing.

- ♦ **Strategic Leadership in Health:** Ability to lead multidisciplinary teams and make decisions that optimize efficiency and quality in healthcare services
- ♦ **Financial Management and Resource Optimization:** Mastery of economic strategies to ensure the sustainability and profitability of healthcare institutions
- ♦ **Data-Driven Decision Making:** Ability to analyze key information and apply management models that improve healthcare planning
- ♦ **Innovation and Digital Transformation in Health:** Knowledge of digital tools and digital health strategies to modernize care systems



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

- 1. Nursing Director:** Responsible for planning, coordinating, and supervising nursing services in hospitals, clinics, and healthcare centers.
- 2. Quality and Patient Safety Manager:** In charge of implementing strategies to improve patient safety and ensure high standards in healthcare delivery.
- 3. Healthcare Management Consultant:** Specialist in optimizing administrative and clinical processes to improve efficiency in healthcare institutions.
- 4. Healthcare Services Manager:** Responsible for the strategic direction of hospitals and clinics, ensuring the sustainability and profitability of services.
- 5. Healthcare Innovation and Digitalization Coordinator:** In charge of integrating digital tools and digital health models into hospital management.
- 6. Expert in Nursing Talent Management:** Specialist in the recruitment, development, and retention of professionals in healthcare settings.
- 7. Healthcare Marketing and Communication Director:** Responsible for designing strategic campaigns to position and strengthen the image of healthcare institutions.
- 8. Healthcare Humanization Projects Coordinator:** Leader in implementing patient-centered care models focused on the well-being of patients and their environment.



You will play a key role in the digitalization of the healthcare sector by implementing cutting-edge technological tools"

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

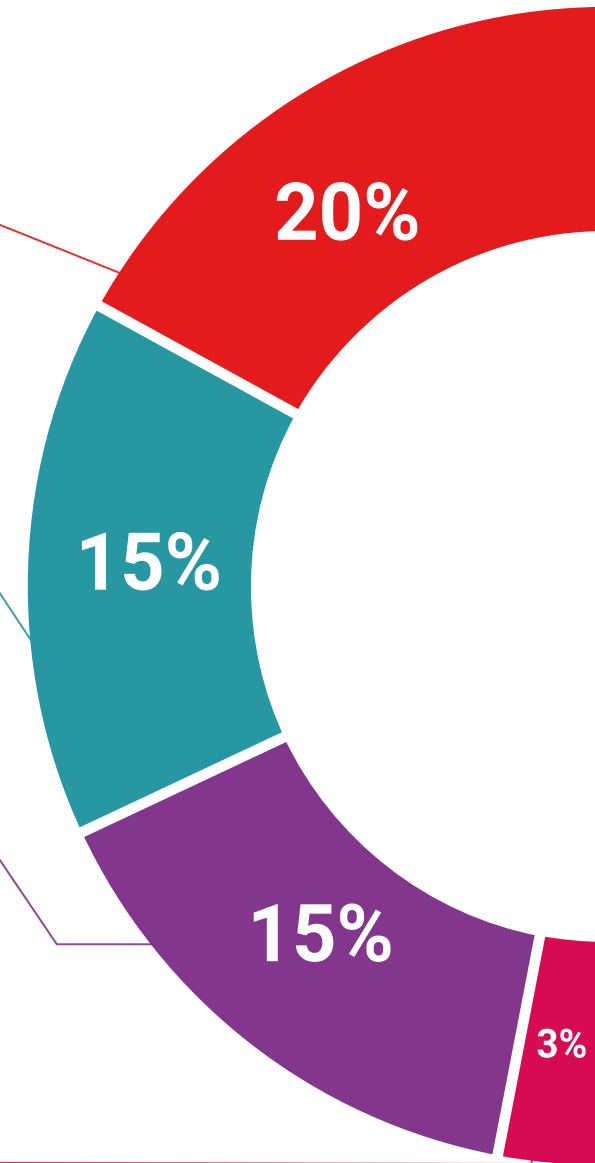
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

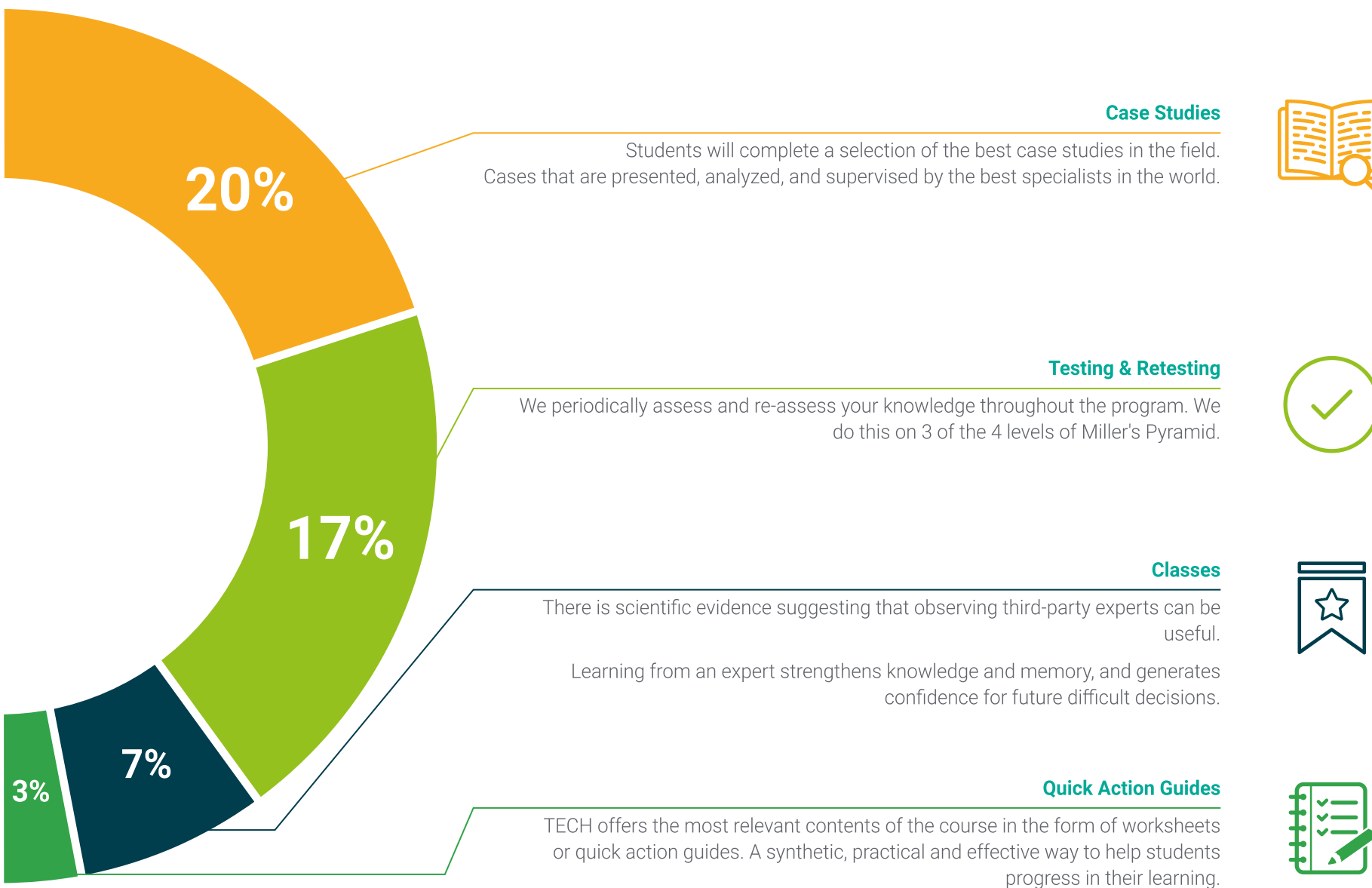
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Teaching Staff

The teaching faculty for this MBA in Nursing Management is composed of experts in healthcare management, leadership, and nursing service direction, with extensive experience in prestigious hospitals and healthcare organizations. Their expertise ranges from optimizing hospital resources to implementing innovative strategies in healthcare administration. Thanks to this team of specialists, graduates will receive up-to-date instruction aligned with the needs of the global healthcare sector.



“

You will have the support of a distinguished teaching team, made up of renowned experts in Nursing Management”

International Guest Director

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

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

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



Mr. Magalee, Andrew D.

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

“

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 recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within *Fortune 500* companies such as **NBCUniversal** and **Comcast**. Her background has allowed her to excel in competitive, high-growth environments.

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

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of 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 occupational wellness programs that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

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

“

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 **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

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

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



Mr. Gauthier, Rick

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

“

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

International Guest Director

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

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

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

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



Mr. Arman, Romi

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

“

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

International Guest Director

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

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

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

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



Mr. Arens, Manuel

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

“

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

International Guest Director

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

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

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on the **retail environment** and **consumer needs and behavior**. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments..**

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, and development of different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

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



Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

“

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

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



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

Study at the world's best online university 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
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

“

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

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa



Thanks to this 100% online university program, 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!"

08 Certificate

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





“

*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 **Master's Degree 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.



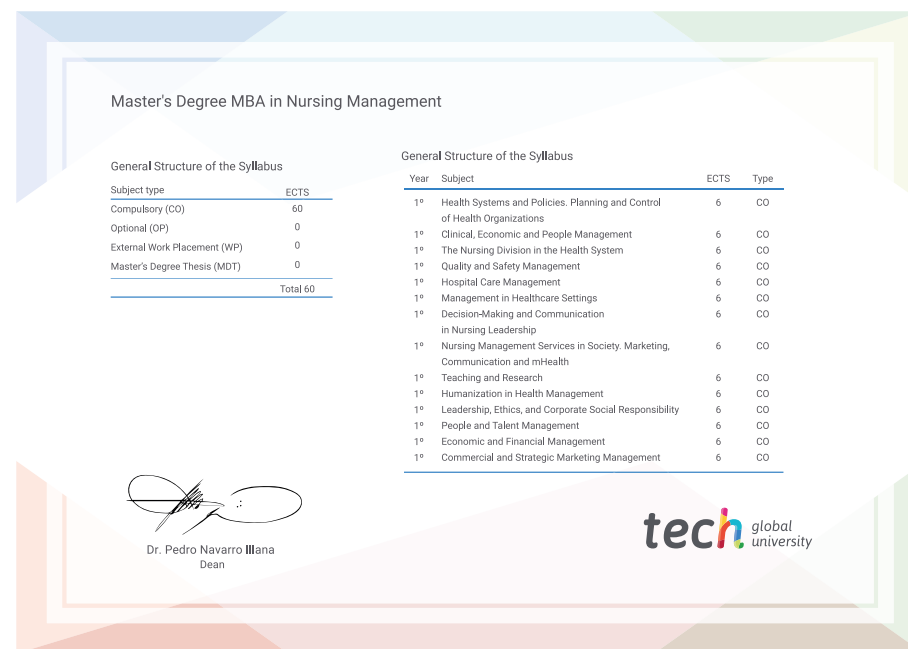
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Master's Degree 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
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Master's Degree

MBA in Nursing Management

