

Advanced Master's Degree

MBA in Dental Clinics Administration and Management

A M D M B A D C A M





Advanced Master's Degree MBA in Dental Clinics Administration and Management

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

Website: www.techitute.com/school-of-business/professional-masters-degree/professional-masters-degree-mba-dental-clinics-administration-management

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01

Welcome

The increase in the number of dental clinics has made this one of the most competitive sectors today, so professionals must seek differentiation in their business model. To this end, it is essential that managers are trained in the management and direction of this type of companies in order to acquire the most specialized knowledge in business management and team management, which will guarantee their business success. Thus, complementing studies in dentistry with higher qualifications at the business level will be essential to successfully manage a business of this type, improving competitiveness and adapting the company to new changes in the sector and society.



Advanced Master's Degree MBA in Dental Clinics Administration and Management.
TECH Technological University



“

The specialization in management and direction of dental clinics will provide professionals with the necessary skills to achieve business success"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

This program is designed to strengthen students' management and leadership skills, as well as to develop new competencies and skills that will be essential in their professional development in this field. After completing the program, they will be able to make global decisions with an innovative perspective and an international vision, thus achieving an improvement at a personal and professional level, but also a positive change in their company that will allow them to stand out in the sector.



“

TECH's main objective is to help you develop the essential skills to strategically manage dental clinics"

Your goals are our goals.

We work together to help you achieve them.

This Professional Master's Degree in MBA in Dental Clinics Administration and Management will train you to:

01

Define the latest trends and developments in business management

03

Develop strategies for making decisions in a complex and unstable environment



02

Build a plan for the development and improvement of personal and managerial skills

04

Develop the ability to detect, analyze and solve problems

05

Develop the essential competencies to strategically manage the business activity

07

Design innovative strategies and policies to improve management and business efficiency



06

Explain the company from a global point of view, as well as the responsibility developed by each area of the company

08

Formulate and implement growth strategies that adapt the company to changes in the national and international environment

09

Use theoretical, methodological and analytical tools to optimally manage and direct clinical-dental businesses, effectively differentiating themselves in a highly competitive environment

10

Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities

11

Foster the acquisition of personal and professional skills that will encourage students to undertake their own business projects with greater confidence and determination





12

Knowing how to identify talent in international companies

13

Apply Marketing tools that are very useful to improve the company's image and reputation at an international level

14

Have an in-depth knowledge of the legal regime of international trade

05 Skills

After passing the evaluations of this Professional Master's Degree in MBA in Dental Clinics Administration and Management, the professional will have acquired the necessary competences for a quality and up-to-date praxis based on the most innovative didactic methodology. It will undoubtedly be a unique opportunity to develop in a field that demands a high level of qualification from the professionals who work in it, for whom it is important to continue updating their knowledge throughout their careers.





“

*Develop the skills you need to succeed
in a booming industry”*

01

Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02

Being part of and leading the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company



06

Control the company's logistics processes, as well as purchasing and procurement

08

Apply the most appropriate strategies to support E-commerce of the company's products



09

Focus on innovation in all processes and areas of the company

07

Delve into the new business models associated with information systems

10

Hierarchize the role of each of the members of the team within the dental clinic

11

Adequately manage existing strategies for the incorporation, remuneration and attraction of human capital talent

14

Conduct satisfaction surveys to develop and implement improvements that meet the needs of patients in the dental clinic

12

Effectively apply the hiring modalities to manage the payroll and thus achieve a correct formalization of the remuneration of the members of the dental clinic team



13

Define action protocols that allow a correct performance of the tasks in the dental clinic, incorporating monitoring tools for the control and evaluation of applying these protocols

15

Detect and anticipate new management trends in the clinical-dental sector

16

Know how to manage and lead a work team in the clinical-dental environment

18

Define and evaluate supplier, sourcing and supply selection processes, contributing to ensure the flow of materials necessary for the proper functioning of the clinic

19

Control stocks in an efficient way, thus improving the management of fixed capital

17

Organize and implement the purchasing function in a clinic

20

Negotiate in an intelligent and simple way to obtain the most favorable conditions for the correct development of the dental clinic

06

Structure and Content

This Professional Master's Degree MBA in Dental Clinics Administration and Management is a program designed to suit students, which is taught in a 100% online format so that they can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Project Manager.



“

A unique program, with a very well-structured agenda, so that you can specialize at your own pace and without complications"

Syllabus

This Professional Master's Degree MBA in Dental Clinics Administration and Management of TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, the student will analyze a multitude of practical cases through individual work, achieving a contextual learning that can later be applied to their daily work. It is, therefore, a real immersion in real business situations.

This Advanced Master's Degree MBA in Dental Clinics Administration and Management deals in depth with different areas of the company, and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of leadership and management of dental clinics. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Pillars of Dental Clinic Management
Module 10	Designing Your Dental Clinic
Module 11	Introduction to Marketing
Module 12	Marketing 2.0
Module 13	The Value of Human Capital
Module 14	Team Management
Module 15	Quality and Time Management in the Dental Clinic
Module 16	Purchasing and Storage Management
Module 17	Costs and Finances Applied to Dental Clinics
Module 18	Dental Deontology



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. During the 24 months of training, will be able to access all the contents of this program at any time, which will allow the student to self-manage study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance

- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

1.3. Business Ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organisational Analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy

- 2.2.1. Corporate Level Strategy
- 2.2.2. Types of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Methodologies Corporate Strategy
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy

- 2.6.1. Implementation Strategy Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/ Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management
3.1. Organizational Behavior

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development

- 3.3.1. Management Skills: 21st Century Competencies and Skills
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

3.4. Change Management

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

- 3.5.1. Negotiation Objectives Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management
4.1. Economic Environment

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/ Problems

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management

- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management(II). Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service

5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics

- 5.7.1. Customs, Export and Import Processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. Digital Business

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication
7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Strategic Marketing Management

- 7.2.1. Sources of Innovation
- 7.2.2. Current Trends in Marketing
- 7.2.3. Marketing Tools
- 7.2.4. Marketing Strategy and Communication with Customers

7.3. Digital Marketing Strategy

- 7.3.1. Approach to Digital Marketing
- 7.3.2. Digital Marketing Tools
- 7.3.3. Inbound Marketing and the Evolution of Digital Marketing

7.4. Sales and Communication Strategy

- 7.4.1. Positioning and Promotion
- 7.4.2. Public Relations
- 7.4.3. Sales and Communication Strategy

7.5. Corporate community

- 7.5.1. Internal and External Communication
- 7.5.2. Communication Departments
- 7.5.3. Communication Managers: Managerial Skills and Responsibilities

7.6. Corporate Communication Strategy

- 7.6.1. Corporate Communication Strategy
- 7.6.2. Communication Plan
- 7.6.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management
8.1. Innovation

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. Pillars of Dental Clinic Management
9.1. Introduction to Dental Clinic Management

- 9.1.1. The Concept of Management
- 9.1.2. The Purpose of Management

9.2. The Corporate Vision of the Dental Clinic

- 9.2.1. Definition of a Company: Approach to the Dental Practice as a Service Company
- 9.2.2. Company Elements Applied to Dental Clinics

9.3. The Figure of the Manager

- 9.3.1. Description of the Managerial Position in Dental Clinics
- 9.3.2. Duties of the Manager

9.4. Types of Company Organization

- 9.4.1. The Owner
- 9.4.2. The Legal Person as the Owner of a Dental Clinic

9.5. Knowing the Clinical-Dental Sector
9.6. Terminology and Key Concepts in Business Management and Administration
9.7. Current Models of Success of Dental Clinics

Module 10. Designing Your Dental Clinic

<p>10.1. Introduction and Objectives</p>	<p>10.2. Current Situation the Clinical-Dental Sector</p> <p>10.2.1. National Scope 10.2.2. International Scope</p>	<p>10.3. Evolution of the Clinical-Dental Sector and its Trends</p> <p>10.3.1. National Scope 10.3.2. International Scope</p>	<p>10.4. Competitive Analysis</p> <p>10.4.1. Price Analysis 10.4.2. Differentiation Analysis</p>
<p>10.5. DAFO Analysis</p>	<p>10.6. How to Design the Canvas Model of Your Dental Clinic</p> <p>10.6.1. Customer Segments 10.6.2. Requirements 10.6.3. Solutions 10.6.4. Channels 10.6.5. Value proposition 10.6.6. Income Structure 10.6.7. Cost Structure 10.6.8. Competitive Advantages 10.6.9. Key Metrics</p>	<p>10.7. Method to Validate Your Business Model: Lean Start-up Cycle</p> <p>10.7.1. Case 1: Validating Your Model at the Creation Stage 10.7.2. Case 2: Application of the Method to Innovate With Your Current Model</p>	<p>10.8. The Importance of Validating and Improving the Business Model of Your Dental Practice</p>
<p>10.9. How to Define the Value Proposition of Our Dental Clinic?</p>	<p>10.10. Mission, Vision, and Values</p> <p>10.10.1. Mission 10.10.2. Vision 10.10.3. Values</p>	<p>10.11. Defining the Target Patient</p>	<p>10.12. Optimal Location of My Clinic</p> <p>10.12.1. Plant Layout</p>
<p>10.13. Optimal Staff Sizing</p>	<p>10.14. Importance of a Recruitment Model in Line With the Defined Strategy</p>	<p>10.15. Keys for Defining the Price Policy</p>	<p>10.16. External financing vs. Internal financing</p>
<p>10.17. Strategy Analysis of a Dental Practice Success Story</p>			

Module 11. Introduction to Marketing
11.1. Main Principles of Marketing

- 11.1.1. Basic Marketing Variables
- 11.1.2. The Evolution of the Concept of Marketing
- 11.1.3. Marketing as an Exchange System

11.2. New Trends in Marketing

- 11.2.1. Evolution and Future of Marketing

11.3. Emotional Intelligence Applied to Marketing

- 11.3.1. What is Emotional Intelligence?
- 11.3.2. How to Apply Emotional Intelligence in Your Marketing Strategy

11.4. Social Marketing and Corporate Social Liability
11.5. Internal Marketing

- 11.5.1. Traditional Marketing (Marketing Mix)
- 11.5.2. Referral Marketing
- 11.5.3. Content Marketing

11.6. External Marketing

- 11.6.1. Operational Marketing
- 11.6.2. Strategic Marketing
- 11.6.3. Inbound Marketing
- 11.6.4. E-mail Marketing
- 11.6.5. Influencer Marketing

11.7. Internal Marketing vs.. External Marketing
11.8. Patient Loyalty Techniques

- 11.8.1. The Importance of Patient Loyalty
- 11.8.2. Digital Tools Applied to Patient Loyalty

Module 12. Marketing 2.0
12.1. The Importance of Branding for Differentiation

- 12.1.1. Visual Identity
- 12.1.2. The Stages of Branding
- 12.1.3. Branding as a Differentiation Strategy
- 12.1.4. Junk Archetypes to Give Your Brand Personality

12.2. The Dental Clinic's Website and Corporate Blog

- 12.2.1. Keys for an Effective and Functional Website
- 12.2.2. Choice of the Tone of Voice for the Communication Channels
- 12.2.3. Advantages of Having a Corporate Blog

12.3. Effective Use of Social Networks

- 12.3.1. The Importance of Strategy in Social Networks
- 12.3.2. Automation Tools for Social Networks

12.4. Use of Instant Messaging

- 12.4.1. The Importance of Direct Communication With Your Patients
- 12.4.2. Channel for Personalized Promotions or Mass Messages

12.5. The Importance of Transmedia Storytelling in Communication 2.0
12.6. How to Create Databases Through Communication?
12.7. Google Analytics to Measure the Impact of Your Communication 2.0
12.8. Analysis of the Situation

- 12.8.1. Analysis of the External Situation
- 12.8.2. Analysis of the Internal Situation

12.9. Establishing Goals

- 12.9.1. Key Points for Establishing Goals

12.10. Strategy Selection

- 12.10.1. Types of Strategies

12.11. Action Plan
12.12. Budgets

- 12.12.1. Budget Allocation
- 12.12.2. Forecast of Results

12.13. Control and Monitoring Methods

Module 13. The Value of Human Capital

13.1. Introduction to the Management of Human Resources

13.2. Corporate Culture and Work Environment

13.3. The Team

- 13.3.1. The Dental Team
- 13.3.2. The Auxiliary Team
- 13.3.3. Administration and Management

13.4. Organization Chart in Our Dental Clinic

- 13.4.1. Organization Chart of the Clinic: Hierarchy
- 13.4.2. Description of the Organization Chart's Departments
- 13.4.3. Description of the Positions at Each Department
- 13.4.4. Assigning Tasks for Each Position
- 13.4.5. Department Coordination

13.5. Introduction to the Labor and Human Resource Management

13.6. Strategies for Adding Human Capital

- 13.6.1. Strategies for Selecting Staff
- 13.6.2. Recruitment Strategy

13.7. Remuneration Policies

- 13.7.1. Fixed Remuneration
- 13.7.2. Variable Remuneration

13.8. Strategy for Retaining Talent

- 13.8.1. What is Talent Retention?
- 13.8.2. Advantages of Retaining Talent in a Dental Clinic
- 13.8.3. Ways of Retaining Talent

13.9. Strategy for Managing Absences

- 13.9.1. The Importance of Planning for Managing Absences
- 13.9.2. Ways of Managing Absences at a Dental Clinic

13.10. The Labor Relationship

- 13.10.1. The Work Contract
- 13.10.2. Working Hours

13.11. Recruitment Modalities

- 13.11.1. Work Contract Types and Modalities
- 13.11.2. Substantial Modifications of the Work Contract
- 13.11.3. Ineffectiveness, Suspension and Termination of the Work Contract

13.12. Payroll Management

- 13.12.1. Consultancy: The Dentist's Intelligent Ally
- 13.12.2. Social Security Contributions
- 13.12.3. Withholding of Personal Income Tax

13.13. Legal Regulations

- 13.13.1. The Social Security System
- 13.13.2. Social Security Regimes
- 13.13.3. Registrations and Withdrawals

Module 14. Team Management

<p>14.1. What is Personal Leadership?</p>	<p>14.2. The Importance of Applying the 33% Rule</p>	<p>14.3. Advantages of Implementing a Culture of Leadership at the Dental Clinic</p>	<p>14.4. What Type of Leadership is Better to Manage Your Dental Clinic? 14.4.1. Self-Critical Leadership 14.4.2. Objective-Based Leadership 14.4.3. Value-Based Leadership</p>
<p>14.5. Personal Leadership Skills 14.5.1. Strategic Thinking 14.5.2. The Importance of the Leader's Vision 14.5.3. How To Develop a Healthy Self-Critical Attitude?</p>	<p>14.6. Interpersonal Leadership Skills 14.6.1. Assertive Communication 14.6.2. The Ability to Delegate 14.6.3. Giving and Receiving Feedback</p>	<p>14.7. Emotional Intelligence Applied to Conflict-Solving 14.7.1. Identifying the Basic Emotions Involved in Taking Action 14.7.2. The Importance of Active Listening 14.7.3. Empathy as a Key Personal Skill 14.7.4. How to Identify Emotional Hijacking? 14.7.5. How to Achieve Win-Win Agreements?</p>	<p>14.8. The Benefits of the Organizational Constellation Technique</p>
<p>14.9. Motivational Techniques for Retaining Talent 14.9.1. Recognition 14.9.2. Assigning Responsibilities 14.9.3. Promoting Labor Health 14.9.4. Offering Incentives</p>	<p>14.10. The Importance of Evaluating Performance</p>		

Module 15. Quality and Time Management in the Dental Clinic

15.1. Quality Applied to the Treatments Offered

- 15.1.1. Definition of Quality in Dentistry
- 15.1.2. Standardizing Processes in the Dental Clinic

15.2. Quality Management Principles

- 15.2.1. What is a Quality Management System?
- 15.2.2. Benefits for the Organization

15.3. Quality in Task Performance

- 15.3.1. Protocols: Definition
- 15.3.2. Protocols: Purpose of Their Implementation
- 15.3.3. Protocols: Benefits of Their Implementation
- 15.3.4. Practical Example: First Visit Protocol

15.4. Tools for Monitoring and Revising Protocols

15.5. Continuous Improvement in Dental Clinics

- 15.5.1. What is Continuous Improvement??
- 15.5.2. Phase 1: Consultancy
- 15.5.3. Phase 2: Learning
- 15.5.4. Phase 3: Monitoring

15.6. Quality in Patient Satisfaction

- 15.6.1. Satisfaction Surveys
- 15.6.2. Applying Satisfaction Surveys
- 15.6.3. Improvement Reports

15.7. Practical Cases of Quality at the Dental Clinic

- 15.7.1. Practical Case 1: Protocol for Managing Emergencies
- 15.7.2. Practical Case 2: Producing a Satisfaction Survey

15.8. Managing Safety and Health a Work in a Dental Clinic

- 15.8.1. The Importance of defining the Main Tasks in a Dental Clinic
- 15.8.2. "One Task, One Person Responsible" Productivity Technique
- 15.8.3. Digital Task Managers

15.9. Standardizing Time in Dentistry Treatments

- 15.9.1. The Importance of Gathering Time Data
- 15.9.2. How to Document Time Standardization?

15.10. Research Methodology to Optimize Quality Processes

15.11. Describing a Quality Management Model for Dentistry Services

15.12. Health Audit: Phases

Module 16. Purchasing and Storage Management

16.1. The Importance of an Appropriate Purchasing Plan

16.2. Responsibilities of the Purchasing Duty in a Dental Clinic

16.3. Efficiently Managing our Warehouse

- 16.3.1. Storage Costs
- 16.3.2. Safety Inventory
- 16.3.3. Registering the Incoming and Outgoing of Material

16.4. Stages in the Process of Purchasing

- 16.4.1. Searching for Information and Suggesting Alternatives
- 16.4.2. Evaluation and Decision Making
- 16.4.3. Follow-Up and Monitoring

16.5. Ways of Running Accounts and Account Management

- 16.5.1. Adjusting Order Types to Our Needs
- 16.5.2. Risk Management

16.6. Relationship With the Supplier

- 16.6.1. Types of Relationships
- 16.6.2. Payment Policy

16.7. Negotiations in Purchases

- 16.7.1. Necessary Knowledge and Skills
- 16.7.2. Stages in the Negotiation Process
- 16.7.3. How to Negotiate Successfully

16.8. Quality in Purchases

- 16.8.1. Benefits for the Clinic as a Whole
- 16.8.2. Measuring Parameters

16.9. Indicators of Efficiency

16.10. New Trends in Purchase Management

Module 17. Costs and Finances Applied to Dental Clinics			
17.1. Basic Principles of Economy	17.2. The Balance Sheet 17.2.1. Structure of the Balance Sheet 17.2.2. Assets 17.2.3. Liabilities 17.2.4. Net Assets 17.2.5. Interpreting the Balance Sheet	17.3. Results Research 17.3.1. Structure of the Income Statement 17.3.2. Interpreting the Income Statement	17.4. Introduction to Cost Accounting
17.5. Benefits of Its Implementation	17.6. Fixed Costs in the Dental Clinic 17.6.1. Establishing Fixed Costs 17.6.2. Fixed Costs of a Typical Dental Clinic 17.6.3. Cost/Hour of the Professional	17.7. Variables Costs in the Dental Clinic 17.7.1. Establishing Variable Costs 17.7.2. Variables Costs of a Typical Dental Clinic	17.8. Cost/Hour of a Dental Clinic
17.9. Treatment Costs	17.10. Benefit of the Treatment	17.11. Pricing Strategy	17.12. Introduction to Regression Analysis
17.13. Invoices and Other Payment Documents 17.13.1. The Invoice: Meaning and Minimum Content 17.13.2. Other Payment Documents	17.14. Managing Collections and Payments 17.14.1. Administrative Organization 17.14.2. Managing Collections and Payments 17.14.3. The Treasury's Budget 17.14.4. ABC Analysis of Patients 17.14.5. Unpaid Receivables	17.15. Modes of External Financing 17.15.1. Bank Financing 17.15.2. Leasing 17.15.3. Differences Between Leasing and Renting 17.15.4. Discounts on Commercial Items	17.16. Analysis of the Liquidity of Your Clinic
17.17. Analysis of the Profitability of Your Clinic	17.18. Debt Analysis		
Module 18. Dental dentistry			
18.1. Basic Concepts 18.1.1. Definition and objectives 18.1.2. Scope of Application 18.1.3. Clinical Act 18.1.4. The Dentist	18.2. General Principles 18.2.1. The Principle of Equality Among Patients 18.2.2. Priority of the Patient's Interests 18.2.3. Vocational Duties of the Dentist	18.3. Patient Care 18.3.1. Dealing With the Patient 18.3.2. Underage Patients 18.3.3. The Practitioner's Freedom of Choice 18.3.4. The Freedom to Accept or Reject Patients	18.4. Medical History
18.5. Patient Information 18.5.1. The Patient's Right to Clinical Information 18.5.2. Informed Consent 18.5.3. Clinical Reports	18.6. Professional Secrecy 18.6.1. Concept and Content 18.6.2. Extension of the Obligation 18.6.3. Exceptions to Professional Secrecy 18.6.4. Computer Files	18.7. Advertising 18.7.1. Basic Requirements of Professional Advertising 18.7.2. Mentioning Titles 18.7.3. Professional Advertising 18.7.4. Actions with a Possible Advertising Effect	

07

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"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent elearning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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 highly specific and precise.

These contents are then applied to the 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.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



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".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

This Professional Master's Degree MBA in Dental Clinics Administration and Management is a program aimed at professionals with extensive experience, who want to update their knowledge and advance in their professional career. The diversity of participants with different academic profiles and from multiple nationalities, make up the multidisciplinary approach of this program, which is a plus of quality in these times, where internationalization marks the way forward for all sectors.





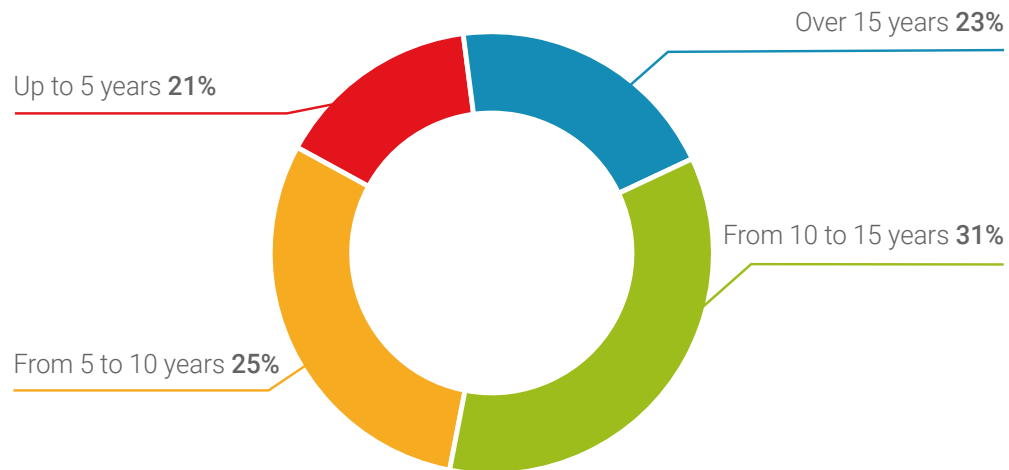
“

A program aimed at professionals with experience in the sector, who wish to increase their training and improve their daily practice”

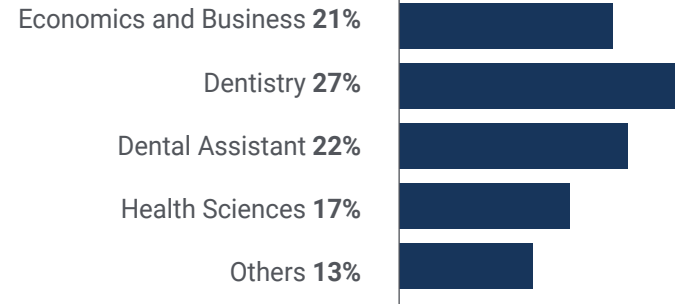
Average Age

Between **35** and **45** years old

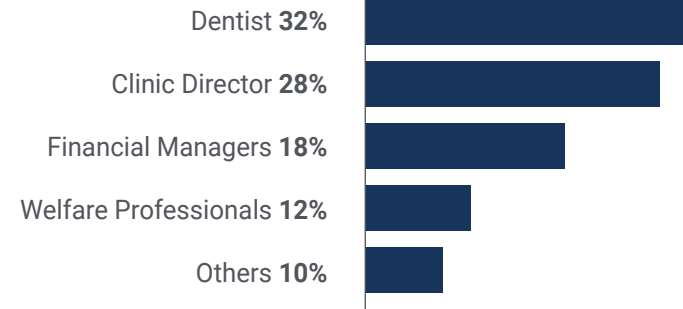
Years of Experience



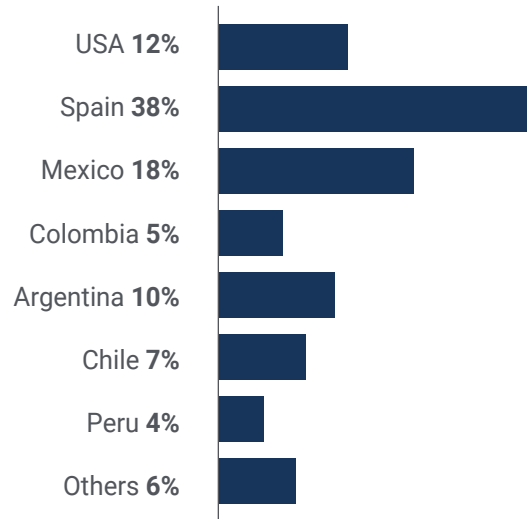
Training



Academic Profile



Geographical Distribution



Ms. Elena Jiménez

Director of a dental clinic

"This Professional Master's Degree MBA in Dental Clinic Management has given me the opportunity to specialize in this exciting field, combining it with the rest of my daily duties. This has been the step I needed to give my career a boost and, thanks to this, today I run my own dental practice"

09

Impact on Your Career

TECH Technological University is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment for the students and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, for this reason, it puts all its efforts and tools at the disposal of its students so that they may acquire the necessary skills and abilities and skills that will enable them to achieve this change.





“

TECH will help you to generate a positive change in your profession”

Are you ready to take the leap? Excellent professional development awaits you

This Professional Master's Degree MBA in Dental Clinics Administration and Management of TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its main objective is to promote your personal and professional growth helping achieve success

Therefore, those who wish to improve themselves, achieve a Generating Positive Change at a professional level and interact with the best, will find their place at TECH.

A unique program to improve your training in this field.

Achieve the promotion you desire by improving your competitiveness with the completion of this program.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



10

Benefits for Your Company

This Professional Master's Degree MBA in Dental Clinics Administration and Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing the training of the students and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*It brings to the company a new
business vision”*

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of the world economy.



05

Project Development

The manager will be able to work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Advanced Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

This Advanced Master's Degree in MBA in Dental Clinics Administration and Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Advanced Master's Degree in Dental Clinic Management and Direction** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by TECH Technological University will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

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

Official N.º of Hours: **3,000 h.**



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

health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development online training
virtual classroom languages



Advanced Master's Degree

MBA in Dental Clinics
Administration and
Management

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

Advanced Master's Degree

MBA in Dental Clinics Administration and Management

