

# Advanced Master's Degree Senior Management in Education Centers

A M D S M E C



## Advanced Master's Degree Senior Management in Education Centers

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-education-centers](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-education-centers)

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# 01 Welcome

Running an education center is a complex task, both because of the large number of teaching professionals who must be supervised, and because of the work with the students, who must be motivated, their intellectual and emotional development must be encouraged, and they must be involved in conflict resolution. For this reason, the director of a center of this size must have a global and strategic vision of what his daily work entails, something that TECH wants to offer through this specialization.

One of the main objectives of TECH's Senior Management in Education Centers program is to promote the personal and professional growth of students, helping them to achieve success in their companies.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.



Advanced Master's Degree in Senior Management in Education Centers.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work”*

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. Study 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

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



### Academic Excellence

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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

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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

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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 management and leadership skills, as well as to develop new competencies and skills that will be essential in the student's professional development. After the program, you will be able to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business"*



TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The **Advanced Master's Degree in Senior Management in Education Centers** qualifies students to:

01

Define the latest trends and developments in business management

04

Develop the ability to detect, analyze and solve and problem solving

02

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

05

Develop the skills required to manage business activities strategically

03

Develop strategies to carry out decision-making in a complex and unstable environment

06

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

07

Design innovative strategies and policies to improve management and business efficiency

10

Know the new models of educational management

08

Formulate and implement growth strategies that adapt the company to changes in a global environment

11

Know the new challenges that occur in the current education system

09

Know the structural lines and main problems in education centers

12

Know the organization models and processes of centers

13

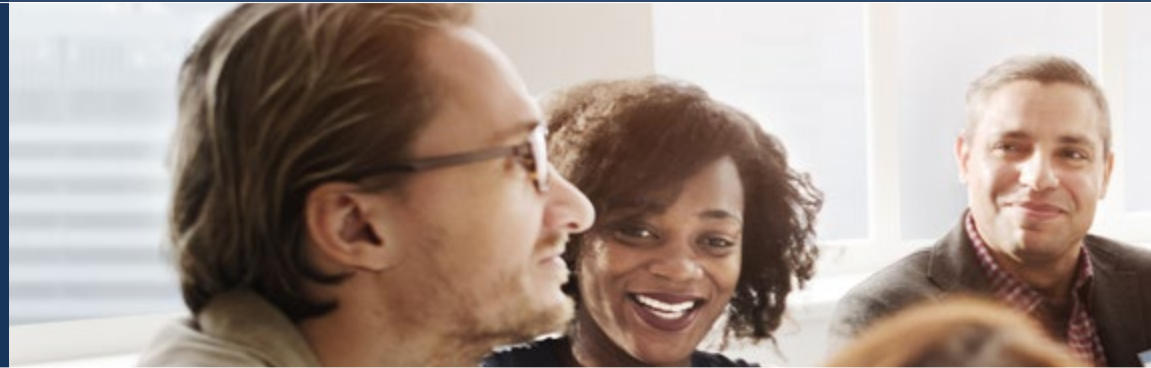
Understand the general and organizational structure of a school center

16

Know how to manage and direct the definition and elaboration of the center's educational project in accordance with criteria of quality improvement, attention to diversity, coexistence and prevention of learning problems

14

Learn about the profiles and styles of management and organization in the different styles of educational systems



15

Learn how to manage and direct the elaboration and development of a Management Plan for an educational center

17

Identify the functions of the different single-person and collective bodies of the center

18

Identify the agents of change and the resistances to change in an education center and be capable of managing them efficiently

20

Acquire the necessary tools for teamwork, negotiation and conciliation



19

Gain knowledge about the processes of interaction and communication in the center, and be able to provide solutions in conflict situations

21

Understand the concepts of culture, climate and values, and to be able to specify and define them in an educational center according to its characteristics

05

# Structure and Content

The Advanced Master's Degree in Senior Management in Education Centers is a tailor-made program delivered in a 100% online format so that you can choose the time and place that best suits your availability, schedule 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 managers and entrepreneurs.



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*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us.."*

## Syllabus

The Advanced Master's Degree in Senior Management in Education Centers of TECH Technological University is an intense program that prepares the student to face challenges and business decisions in the field of education.

The content of the Advanced Master's Degree in Senior Management in Education Centers is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, the student analyzes a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Management in Education Centers deals in depth with the main areas of business, and is designed for managers to understand international 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 business management and administration. 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, who will provide the competencies to solve critical situations in a creative and efficient way.

This Advanced Master's Degree takes place over 24 months and is taught completely online.

### 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 Communications

### Module 8

Innovation and Project Management

### Module 9

Educational Leadership and Managerial Skills



<b>Module 10</b>	Organization and Strategic Management in Educational Institutions
<b>Module 11</b>	Direction and Management of Administrative Resources and Economics
<b>Module 12</b>	Direction and Management of Human Resources Interpersonal
<b>Module 13</b>	Communication, Regulatory Framework and Implementation Strategies in Education Centers
<b>Module 14</b>	Educational Innovation and Research Comparative Analysis of Education Models
<b>Module 15</b>	Quality Management Evaluation of Plans to Improve the Center Designing Excellence Plans
<b>Module 16</b>	Educational Marketing, Commercial Management and External Promotion
<b>Module 17</b>	ICT as a Management and Planning Tool
<b>Module 18</b>	Teamwork, Group Dynamics and Conflict Resolution

### Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management in Education Centers completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your 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: Internationalization of Markets
- 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 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. Corporate Strategy: Methodologies
- 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. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

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

**2.8. Analyzing and Solving Cases/Problems**

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

**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

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

**3.2. Strategic People Management**

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

**3.3. Management and Leadership Development**

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

**3.4. Change Management**

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

**3.5. Negotiation and Conflict Management**

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

**3.6. Executive Communication**

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

**3.7. Team Management and People Performance**

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

**3.8. Knowledge and Talent Management**

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

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

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

**4.2. Executive Accounting**

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

**4.3. Budget and Management Control**

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

**4.4. Corporate 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. The 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-Sale 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 Communications****7.1. Commercial Management**

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

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

**7.3. Strategic Marketing Management**

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management****8.1. Innovation**

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

**8.2. Innovation Strategy**

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

**8.3. Business Model Design and Validation**

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas CANVAS, 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. Educational Leadership and Managerial Skills**

- |   |  |   |  |
|---|--|---|--|
| 9.1. Definition, Evolution and Approaches to Leadership       | 9.2. The Role of the Director as an Educational Leader and Figure of Authority | 9.3. Managerial Skills: Definition and Types of Skills. What are Managerial Skills? | 9.4. Techniques for Developing Managerial Skills   |
| 9.5. Emotional Intelligence, Leadership and Managerial Skills | 9.6. Psychology of Leadership and Managerial Skills                            | 9.7. The Importance of Attitude in a Manager as Leader                              | 9.8. The Structure of Power in an Education Center |
| 9.9. Institutional Culture                                    |  |   |  |

**Module 10. Organization and Strategic Management in Educational Institutions**

- |   |  |   |  |
|---|--|---|--|
| 10.1. The Teaching Center as an Organization: Managerial Function and Institutional Documentation | 10.2. Project-Based Center Management                | 10.3. Value Creation in Education Centers             | 10.4. Functions and Responsibilities of Management and the Management Team   |
| 10.5. Internal Organization (1): Governing Bodies   | 10.6. Internal Organization (2): Coordination Bodies | 10.7. Internal Organization (3): Participation Bodies | 10.8. Management of Center as an Education Organization: Curricular Models, Teacher Training, Educational Innovation, Networking |
| 10.9. Evaluation of Teaching Practice   |  |   |  |

**Module 11.** Direction and Management of Administrative Resources and Economics

11.1. Administrative Process Applied to an Education Center Planning and Organization	11.2. Administrative Process Applied to an Education Center Management and Control	11.3. Administrative Management of an Education Center	11.4. Administrative Process Applied to Economic Factors Planning and Organization
11.5. Administrative Process Applied to Economic Factors Management and Control	11.6. The Importance of the Budget	11.7. The Importance of Investments	11.8. The Importance of Promotion
11.9. Management of Human Resources	11.10. Transparency in Administrative Management		

**Module 12.** Direction and Management of Human Resources. Interpersonal Communication

12.1. Organization and Management of HR	12.2. Management of an Education Center	12.3. The Middle Management Team	12.4. Teaching-Related Human Resources
12.5. The Selection Process for Teaching Staff	12.6. Teacher Training	12.7. Non-Teaching-Related Human Resources	12.8. The Selection Process for Non-Teaching Staff
12.9. Contracting Models	12.10. Fundamental Basics of Safety and Security at Work		



**Module 13.** Regulatory Framework and Implementation Strategies in Educational Centers

13.1. Institutional Documents of a Center	13.2. Theoretical-Practical Justification of its Design	13.3. Application Standards and Regulation of Institutional Documents	13.4. Structure of Each One of the Institutional Documents
13.5. Application and Design Strategies	13.6. Dissemination of Each of the Documents Techniques and Procedures	13.7. Assessment and Monitoring of Each Institutional Document	13.8. Shortfall Detection and Adjustment Procedures
13.9. Specific Training for Management Teams in Relation to the Design of Institutional Plans	13.10. Validity, Insufficiency and Quality of Documents		

**Module 14.** Educational Innovation and Research Comparative Analysis of Education Models

14.1. Advantages and Disadvantages of the use of Technology in Education	14.2. Educational Neurotechnology	14.3. Programming in Education	14.4. Introduction to the Flipped Classroom
14.5. Introduction to Gamification	14.6. Introduction to Robotics	14.7. Introduction to Augmented Reality	14.8. How to Develop your own AR Applications?
14.9. Samsung Virtual School Suitcase	14.10. Tips and Examples of Use in the Classroom		

**Module 15. Quality Management Evaluation of Plans to Improve the Center Designing Excellence Plans**

15.1. Nature and Evolution of the Concept of Quality	15.2. Quality in Education: Dimensions and Components	15.3. First Level of Action: Direction of the Center	15.4. Second Level of Action: Product Elaboration
15.5. Third Level of Action: Design and Development	15.6. Fourth Level of Action: Measurement, Analysis and Improvement	15.7. Quality Management Systems: ISO 9000 Standards	15.8. Designing Excellence Plans
15.9. Interpretation of the Criteria for Excellence in Education Centers	15.10. Action Plans for Improvement		

**Module 16. Educational Marketing, Commercial Management and External Promotion**

16.1. What is Promotion?	16.2. What is the Promotional Mix?	16.3. The Importance of Competitive Advantage in Promotion	16.4. The Marketing Mix in the Education Center
16.5. The Client in the Education Center	16.6. Branding Elements for Education Centers	16.7. The Brand in the Education Center	16.8. The Models in the Education Center
16.9. Promotion Campaign	16.10. What Really Matters These Days in the Education Market		

**Module 17.** ICT as a Management and Planning Tool

17.1. ICT Tools in the Center	17.2. Communication	17.3. E-mail	17.4. Document Generation
17.5. Task Management Tools	17.6. Schedules	17.7. Social Networks	17.8. Introduction and Parameter Setting of Alexia Classrooms
17.9. Licensing and Administrative Management on Alexia	17.10. Alexia Teacher Training		

**Module 18.** Teamwork, Group Dynamics and Conflict Resolution

18.1. The Differences Between Group and Teamwork	18.2. Characteristics of a High-Performance Team	18.3. The Role of the Leader in the Efficient Working of a Team	18.4. The Different Roles of a Team and Their Correct Management
18.5. Motivation in Work Teams	18.6. Values as an Element of Cohesion in a Team	18.7. Dynamics	18.8. How to Achieve Learning from Dynamics? Sharing
18.9. Conflict Resolution	18.10. Practical Applications Creating a High-Performance Team		





06

# Methodology

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

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





“

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



## 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 re-learn). 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 e-learning, 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.





07

# Our Students' Profiles

The TECH Advanced Master's Degree in Senior Management in Education Centers is a program aimed at people with university studies and at least four years of professional experience who want to transform their career and orient it towards management of educational institutions.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*If you have experience in business administration and are looking for an interesting improvement in your career while continuing to work, this is the program for you"*

### Average Age

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

### Years of Experience

+ 14 years **8,5%**

12 - 13 years **13.8%**

10 - 11 years **19.2%**

8 - 9 years **27.7%**

5 years **7,7%**

6 - 7 years **23.1%**



### Training

Business **51%**

Economics **30%**

Engineering **12%**

Social Sciences **7%**



### Academic Profile

Operations **19%**

Sales and Marketing **17%**

Finance **16%**

General Management **14%**

Project Management **14%**

Consulting **11%**

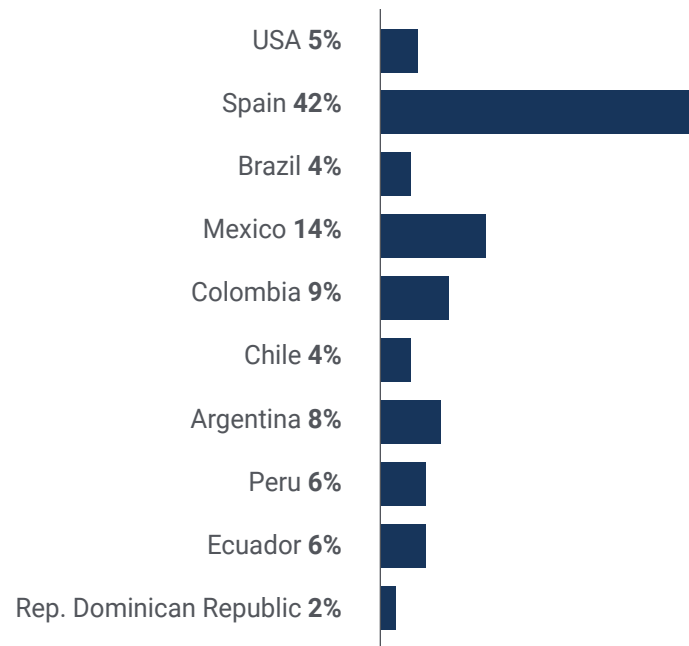
Planning and Accounting **6%**





## Geographical Distribution

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## Ramón Rodríguez

Manager of an Education Center

*"The management of an education center is a complex task, since the satisfaction of hundreds of people belonging to the educational community depends on your work. For this reason, advanced training is essential. However, it is not an easy task to approach an Advanced Master's Degree like this, as it requires a great deal of effort. However, this Advanced Master's Degree in Senior Management in Education Centers has given me the opportunity to study with full guarantees of success and with a 100% online methodology that has greatly favored the study process. In short, a superior program is highly recommended for anyone wishing to develop in this field"*

08

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. A lot of it...



“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"*

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

The Advanced Master's Degree in Senior Management in Education Centers of TECH Technological University is an intensive program that prepares students to face challenges and business decisions globally. Its main objective is to promote your personal and professional growth Helping students achieve success. Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

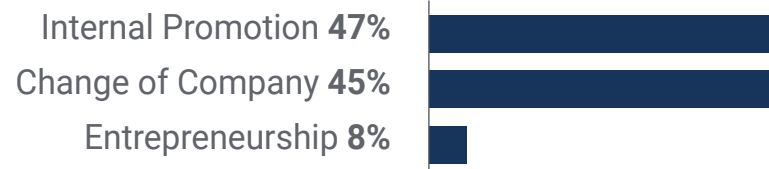
*Don't miss the opportunity to study with us and you will find the career boost you were looking for.*

*If you want to make a positive change in your profession, this Advanced Master's Degree in Senior Management in Education Centers will help you achieve it.*

#### When the change occurs



#### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



09

# Benefits for Your Company

The Advanced Master's Degree in Senior Management in Education Centers contributes to raise the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this Advanced Master's Degree in Senior Management in Education Centers means an opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.





“

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

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

01

### **Intellectual Capital and Talent Growth**

The graduate will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

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

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

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Advanced Master's Degree in Senior Management in Education Centers guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Technological University.



“

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

This **Advanced Master's Degree in Senior Management in Education Centers** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, 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 career evaluation committees.

Title: **Advanced Master's Degree in Senior Management in Education Centers**

Official N° 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.



## Advanced Master's Degree Senior Management in Education Centers

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Senior Management in Education Centers

