Advanced Master's Degree
Senior Human Resources Management

tech global university

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Advanced Master's Degree

Senior Human Resources Management

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

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-human-resources-management**

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01

Introduction

When occupying a Senior Management position in Human Resources within a company, a fundamental role is played in the creation and implementation of strategies to attract, retain and develop the human talent essential for the success of the organization. In addition to influencing corporate culture, these managers are responsible for creating healthy and motivating work environments. Likewise, they can positively impact the lives of employees, promoting their professional and personal growth. For this reason, TECH has created a comprehensive 100% online program, which will only require an electronic device with an Internet connection to access all available academic resources. At the same time, it will be based on the revolutionary Relearning methodology, pioneer in this institution.

You will acquire skills in personnel management, as well as tools to design and implement HR strategies that drive productivity, innovation and talent retention"

In a fast-paced business environment, effective HR management has become one of the keys to organizational success. Therefore, experts play a key role in creating strategies that not only optimize staff performance, but also align human capital with the company's strategic objectives. For this reason, experts need to acquire advanced skills to lead the Human Resources area efficiently and improve the competitiveness of organizations through strategic talent management.

In order to facilitate this task, TECH is launching an innovative Advanced Master's Degree in Human Resources Management. Designed by references in this sector, the academic itinerary will delve into issues ranging from the fundamentals of organizational behavior or the implementation of modern executive coaching techniques to the implementation of cutting-edge technological tools to optimize the accuracy of operational processes. As a result, graduates will be able to lead the Human Resources department with a strategic vision, promoting the integration of innovative technologies and optimizing the development of human talent within the organization.

Moreover, the university program is complemented by multiple multimedia pills, specialized readings and case study simulations. This will allow specialists to engage in a fully dynamic learning process. The only thing professionals will need is a digital device with an Internet connection to access the Virtual Campus. At the same time, it will remain available 24 hours a day. And all this without in-person attendance or pre-set schedules.

This **Advanced Master's Degree in Senior Human Resources Management** contains the most complete and up-to-date program on the market. The most important features include::

- The development of practical cases presented by experts in Senior Human Resources Management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in Senior Human Resources Management
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

You will lead structural transformation processes in companies, ensuring the adaptation of teams to new ways of working and strategic approaches"

You will create an inclusive environment that values diversity, promoting an equitable management of Human Resources and ensuring equal opportunities in institutions"

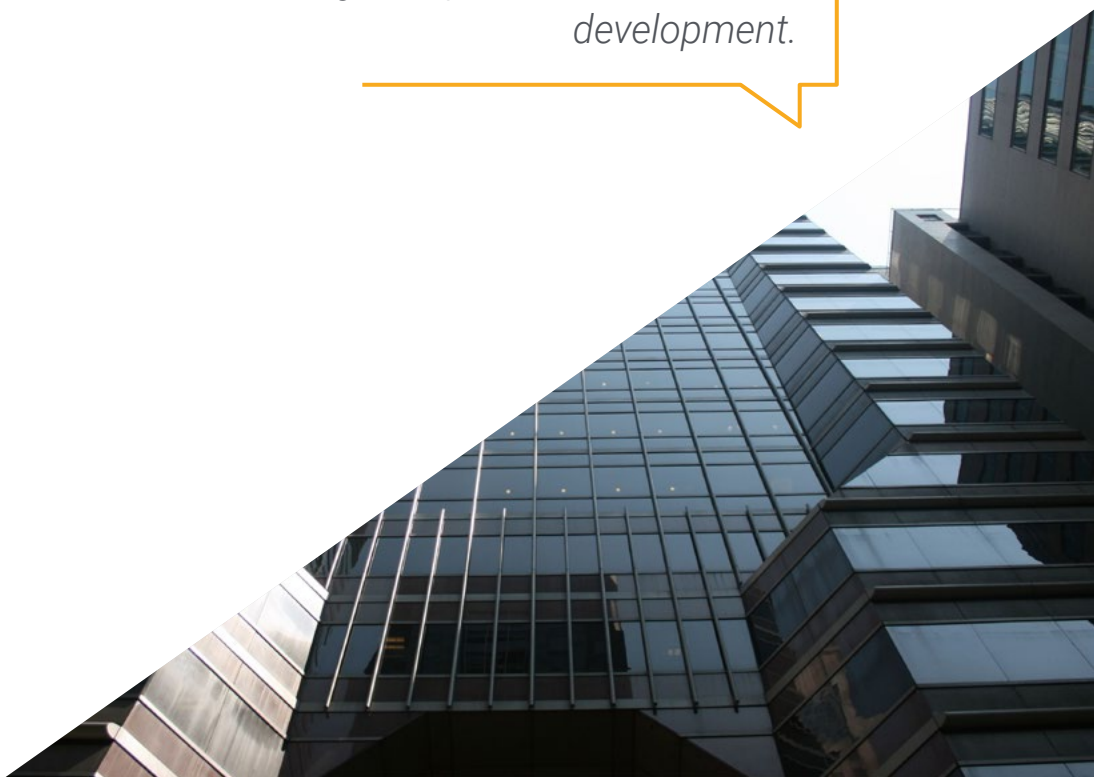
Thanks to TECH Relearning you will be able to assimilate the essential concepts in a fast, natural and accurate way.

You will implement effective Human Resources policies, managing key areas such as hiring, compensation and career development.

It includes in its teaching staff professionals belonging to the field of Human Resources Senior Management, who pour into this program the experience of their work, in addition to recognized specialists from reference societies and prestigious universities.

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

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



02

Why Study at TECH?

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

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

The world's best online university, according to FORBES

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

The best top international faculty

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

The world's largest online university

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

The most complete syllabuses on the university scene

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

A unique learning method

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

The official online university of the NBA

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

Leaders in employability

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

Google Premier Partner

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

The top-rated university by its students

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

03

Syllabus

This Advanced Master's Degree will address in detail the management and administration of Human Resources, with a practical focus on personnel selection and recruitment, ensuring that employers are able to design selection processes tailored to the needs of the company. In addition, a focus on organizational behavior and corporate culture, both nationally and internationally, will be included. Skills will also be developed in the application of cutting-edge methodologies, such as coaching and positive psychology, to motivate employees and enhance their talent.

The curriculum has been designed to provide you with a comprehensive and advanced vision of business management, taking into account the latest global trends and the challenges faced by top management"

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance
- 1.1.1. Governance and Corporate Governance
- 1.1.2. The Fundamentals of Corporate Governance in Companies
- 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership
- 1.2.1. Leadership. A Conceptual Approach
- 1.2.2. Leadership in Companies
- 1.2.3. The Importance of Leaders in Business Management

1.3. *Cross Cultural Management*
- 1.3.1. Cross Cultural Management Concept
- 1.3.2. Contributions to Knowledge of National Cultures
- 1.3.3. Diversity Management

1.4. Management and Leadership Development
- 1.4.1. Concept of Management Development
- 1.4.2. Concept of Leadership
- 1.4.3. Leadership Theories
- 1.4.4. Leadership Styles
- 1.4.5. Intelligence in Leadership
- 1.4.6. The Challenges of Today's Leader

1.5. Sustainability
- 1.5.1. Sustainability and Sustainable Development
- 1.5.2. The 2030 Agenda
- 1.5.3. Sustainable Companies

1.6. Corporate Social Responsibility
- 1.6.1. International Dimensions of Corporate Social Responsibility
- 1.6.2. Implementing Corporate Social Responsibility
- 1.6.3. The Impact and Measurement of Corporate Social Responsibility

1.7. Responsible Management Systems and Tools
- 1.7.1. CSR: Corporate Social Responsibility
- 1.7.2. Essential Aspects for Implementing a Responsible Management Strategy
- 1.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 1.7.4. CSR Tools and Standards

1.8. Multinationals and Human Rights
- 1.8.1. Globalization, Multinational Corporations and Human Rights
- 1.8.2. Multinational Corporations and International Law
- 1.8.3. Legal Instruments for Multinationals in the Area of Human Rights

1.9. Legal Environment and Corporate Governance
- 1.9.1. International Rules on Importation and Exportation
- 1.9.2. Intellectual and Industrial Property
- 1.9.3. International Labor Law

Module 2. Strategic Management and Executive Management

2.1. Organizational Analysis and Design
- 2.1.1. Conceptual Framework
- 2.1.2. Key Elements in Organizational Design
- 2.1.3. Basic Organizational Models
- 2.1.4. Organizational Design: Typologies

2.2. Corporate Strategy
- 2.2.1. Competitive Corporate Strategy
- 2.2.2. Types of Growth Strategies
- 2.2.3. Conceptual Framework

2.3. Strategic Planning and Strategy Formulation
- 2.3.1. Conceptual Framework
- 2.3.2. Elements of Strategic Planning
- 2.3.3. Strategy Formulation: Strategic Planning Process

2.4. Strategic Thinking
- 2.4.1. The Company as a System
- 2.4.2. Organization Concept

2.5. Financial Diagnosis
- 2.5.1. Concept of Financial Diagnosis
- 2.5.2. Stages of Financial Diagnosis
- 2.5.3. Assessment Methods for Financial Diagnosis

2.6. Planning and Strategy
  2.6.1. The Plan from a Strategy
  2.6.2. Strategic Positioning
  2.6.3. Strategy in Companies
2.7. Strategy Models and Patterns
  2.7.1. Conceptual Framework
  2.7.2. Strategic Models
  2.7.3. Strategic Patterns: The Five P's of Strategy
2.8. Competitive Strategy
  2.8.1. Competitive Advantage
  2.8.2. Choosing a Competitive Strategy
  2.8.3. Strategies based on the Strategic Clock Model
  2.8.4. Types of Strategies According to the Industrial Sector Life Cycle
2.9. Strategic Management
  2.9.1. The Concept of Strategy
  2.9.2. The Process of Strategic Management
  2.9.3. Approaches in Strategic Management
2.10. Strategy Implementation
  2.10.1. Indicator Systems and Process Approach
  2.10.2. Strategic Map
  2.10.3. Strategic Alignment
2.11. Executive Management
  2.11.1. Conceptual Framework of Executive Management
  2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
2.12. Strategic Communication
  2.12.1. Interpersonal Communication
  2.12.2. Communication Skills and Influence
  2.12.3. Internal Communication
  2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

3.1. Organizational Behavior
  3.1.1. Organizational Behavior. Conceptual Framework
  3.1.2. Main Factors of Organizational Behavior
3.2. People in Organizations
  3.2.1. Quality of Work Life and Psychological Well-Being
  3.2.2. Work Teams and Meeting Management
  3.2.3. Coaching and Team Management
  3.2.4. Managing Equality and Diversity
3.3. Strategic People Management
  3.3.1. Strategic Human Resources Management
  3.3.2. Strategic People Management
3.4. Evolution of Resources. An Integrated Vision
  3.4.1. The Importance of HR
  3.4.2. A New Environment for People Management and Leadership
  3.4.3. Strategic HR Management
3.5. Selection, Group Dynamics and HR Recruitment
  3.5.1. Approach to Recruitment and Selection
  3.5.2. Recruitment
  3.5.3. The Selection Process
3.6. Human Resources Management by Competencies
  3.6.1. Analysis of the Potential
  3.6.2. Remuneration Policy
  3.6.3. Career/Succession Planning
3.7. Performance Evaluation and Performance Management
  3.7.1. Performance Management
  3.7.2. Performance Management: Objectives and Process
3.8. Management of Training
  3.8.1. Learning Theories
  3.8.2. Talent Detection and Retention
  3.8.3. Gamification and Talent Management
  3.8.4. Training and Professional Obsolescence
3.9. Talent Management
  3.9.1. Keys for Positive Management
  3.9.2. Conceptual Origin of Talent and Its Implication in the Company
  3.9.3. Map of Talent in the Organization

3.9.4. Cost and Added Value
3.10. Innovation in Talent and People Management
3.10.1. Strategic Talent Management Models
3.10.2. Talent Identification, Training and Development
3.10.3. Loyalty and Retention
3.10.4. Proactivity and Innovation
3.11. Motivation
3.11.1. The Nature of Motivation
3.11.2. Expectations Theory
3.11.3. Needs Theory
3.11.4. Motivation and Financial Compensation
3.12. *Employer Branding*
3.12.1. Employer Branding in HR
3.12.2. Personal Branding for HR Professionals
3.13. Developing High-Performance Teams
3.13.1. High-Performance Teams: Self-Managed Teams
3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
3.14. Management Skills Development
3.14.1. What Are Manager Competencies?
3.14.2. Elements of Competencies
3.14.3. Knowledge
3.14.4. Management Skills
3.14.5. Attitudes and Values in Managers
3.14.6. Managerial Skills
3.15. Time Management
3.15.1. Benefits
3.15.2. What Can Be the Causes of Poor Time Management?
3.15.3. Time
3.15.4. Time Illusions
3.15.5. Attention and Memory
3.15.6. State of Mind
3.15.7. Time Management
3.15.8. Being Proactive
3.15.9. Be Clear About the Objective
3.15.10. Order
3.15.11. Planning
3.16. Change Management
3.16.1. Change Management
3.16.2. Type of Change Management Processes
3.16.3. Stages or Phases in the Change Management Process
3.17. Negotiation and Conflict Management
3.17.1. Negotiation
3.17.2. Conflict Management
3.17.3. Crisis Management
3.18. Executive Communication
3.18.1. Internal and External Communication in the Corporate Environment
3.18.2. Communication Departments
3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
3.19. Human Resources Management and Occupational Risk Prevention Teams
3.19.1. Management of Human Resources and Teams
3.19.2. Occupational Risk Prevention
3.20. Productivity, Attraction, Retention and Activation of Talent
3.20.1. Productivity
3.20.2. Talent Attraction and Retention Levers
3.21. Monetary Compensation Vs. Non-Cash
3.21.1. Monetary Compensation vs. Non-Cash
3.21.2. Wage Band Models
3.21.3. Non-Cash Compensation Models

3.21.4. Working Model
3.21.5. Corporate Community
3.21.6. Company Image
3.21.7. Emotional Salary
3.22. Innovation in Talent and People Management
3.22.1. Innovation in Organizations
3.22.2. New Challenges in the Human Resources Department
3.22.3. Innovation Management
3.22.4. Tools for Innovation
3.23. Knowledge and Talent Management
3.23.1. Knowledge and Talent Management
3.23.2. Knowledge Management Implementation
3.24. Transforming Human Resources in the Digital Era
3.24.1. The Socioeconomic Context
3.24.2. New Forms of Corporate Organization
3.24.3. New Methodologies

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Macroeconomic Environment and the National Financial System
4.1.2. Financial Institutions
4.1.3. Financial Markets
4.1.4. Financial Assets
4.1.5. Other Financial Sector Entities
4.2. Company Financing
4.2.1. Sources of Financing
4.2.2. Types of Financing Costs
4.3. Executive Accounting
4.3.1. Basic Concepts
4.3.2. The Company's Assets
4.3.3. The Company's Liabilities
4.3.4. The Company's Net Worth
4.3.5. The Income Statement
4.4. Management Accounting to Cost Accounting
4.4.1. Elements of Cost Calculation
4.4.2. Expenses in General Accounting and Cost Accounting
4.4.3. Costs Classification
4.5. Information Systems and Business Intelligence
4.5.1. Fundamentals and Classification
4.5.2. Cost Allocation Phases and Methods
4.5.3. Choice of Cost Center and Impact
4.6. Budget and Management Control
4.6.1. The Budget Model
4.6.2. The Capital Budget
4.6.3. The Operating Budget
4.6.5. Treasury Budget
4.6.6. Budget Monitoring
4.7. Treasury Management
4.7.1. Accounting Working Capital and Necessary Working Capital
4.7.2. Calculation of Operating Cash Requirements
4.7.3. *Credit Management*
4.8. Corporate Tax Responsibility
4.8.1. Basic Tax Concepts
4.8.2. Corporate Income Tax
4.8.3. Value Added Tax
4.8.4. Other Taxes Related to Commercial Activity
4.8.5. The Company as a Facilitator of the Work of the State
4.9. Corporate Control Systems
4.9.1. Analysis of Financial Statements
4.9.2. The Company's Balance Sheet
4.9.3. The Profit and Loss Statement

4.9.4. The Statement of Cash Flows
4.9.5. Ratio Analysis
4.10. Financial Management
4.10.1. The Company's Financial Decisions
4.10.2. Financial Department
4.10.3. Cash Surpluses
4.10.4. Risks Associated with Financial Management
4.10.5. Financial Administration Risk Management
4.11. Financial Planning
4.11.1. Definition of Financial Planning
4.11.2. Actions to be Taken in Financial Planning
4.11.3. Creation and Establishment of the Business Strategy
4.11.4. The Cash Flow Table
4.11.5. The Working Capital Table
4.12. Corporate Financial Strategy
4.12.1. Corporate Strategy and Sources of Financing
4.12.2. Financial Products for Corporate Financing
4.13. Macroeconomic Context
4.13.1. Macroeconomic Context
4.13.2. Relevant Economic Indicators
4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
4.13.4. Economic Cycles
4.14. Strategic Financing
4.14.1. Self-Financing
4.14.2. Increase in Equity
4.14.3. Hybrid Resources
4.14.4. Financing Through Intermediaries
4.15. Money and Capital Markets
4.15.1. The Money Market
4.15.2. The Fixed Income Market
4.15.3. The Equity Market
4.15.4. The Foreign Exchange Market
4.15.5. The Derivatives Market
4.16. Financial Analysis and Planning
4.16.1. Analysis of the Balance Sheet
4.16.2. Analysis of the Income Statement
4.16.3. Profitability Analysis
4.17. Analyzing and Solving Cases/Problems
4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

5.1. Operations Direction and Management
5.1.1. The Role of Operations
5.1.2. The Impact of Operations on the Management of Companies
5.1.3. Introduction to Operations Strategy
5.1.4. Introduction to Operations Strategy
5.2. Industrial Organization and Logistics
5.2.1. Industrial Organization Department
5.2.2. Industrial Organization Department
5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
5.3.1. Production System
5.3.2. Production Strategy
5.3.3. Inventory Management System
5.3.4. Production Indicators
5.4. Structure and Types of Procurement
5.4.1. Function of Procurement
5.4.2. Procurement Management
5.4.3. Types of Purchases
5.4.4. Efficient Purchasing Management of a Company
5.4.5. Stages of the Purchase Decision Process
5.5. Economic Control of Purchasing
5.5.1. Economic Influence of Purchases
5.5.2. Cost Centers
5.5.3. Budget

5.5.4. Budgeting vs. Actual Expenditure
5.5.5. Budgetary Control Tools
5.6. Warehouse Operations Control
5.6.1. Inventory Control
5.6.2. Location Systems
5.6.3. Stock Management Techniques
5.6.4. Storage Systems
5.7. Strategic Purchasing Management
5.7.1. Business Strategy
5.7.2. Strategic Planning
5.7.3. Purchasing Strategies
5.8. Typologies of the Supply Chain (SCM)
5.8.1. Supply Chain
5.8.2. Benefits of Supply Chain Management
5.8.3. Logistical Management in the Supply Chain
5.9. *Supply Chain Management*
5.9.1. The Concept of Supply Chain Management (SCM)
5.9.2. Costs and Efficiency of the Operations Chain
5.9.3. Demand Patterns
5.9.4. Operations Strategy and Change
5.10. Interactions Between the SCM and All Other Departments
5.10.1. Interaction of the Supply Chain
5.10.2. Interaction of the Supply Chain. Integration by Parts
5.10.3. Supply Chain Integration Problems
5.10.4. Supply Chain
5.11. Logistics Costs
5.11.1. Logistics Costs
5.11.2. Problems with Logistics Costs
5.11.3. Optimizing Logistic Costs
5.12. Profitability and Efficiency of Logistics Chains: KPIs
5.12.1. Logistics Chain
5.12.2. Profitability and Efficiency of the Logistics Chain.
5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
5.13. Process Management
5.13.1. Process Management
5.13.2. Process-Based Approach: Process Mapping
5.13.3. Improvements in Process Management
5.14. Distribution and Transportation Logistics
5.14.1. Distribution in the Supply Chain
5.14.2. Transportation Logistics
5.14.3. Geographic Information Systems as a Support for Logistics
5.15. Logistics and Customers
5.15.1. Demand Analysis
5.15.2. Demand and Sales Forecast
5.15.3. Sales and Operations Planning
5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)
5.16. International Logistics
5.16.1. Export and Import Processes
5.16.2. Customs
5.16.3. Methods and Means of International Payment
5.16.4. International Logistics Platforms
5.17. Outsourcing of Operations
5.17.1. Operations Management and Outsourcing
5.17.2. Outsourcing Implementation in Logistics Environments
5.18. Competitiveness in Operations
5.18.1. Operations Management
5.18.2. Operational Competitiveness
5.18.3. Operations Strategy and Competitive Advantages
5.19. Quality Management
5.19.1. Internal and External Customers
5.19.2. Quality Costs
5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

6.1. Technological Environment
6.1.1. Technology and Globalization

6.1.2. Economic Environment and Technology
6.1.3. Technological Environment and Its Impact on Companies
6.2. Information Systems in Companies
6.2.1. The Evolution of the IT Model
6.2.2. Organization and IT Departments
6.2.3. Information Technology and Economic Environment
6.3. Corporate Strategy and Technology Strategy
6.3.1. Creating Value for Customers and Shareholders
6.3.2. Strategic IS/IT Decisions
6.3.3. Corporate Strategy vs. Technological and Digital Strategy
6.4. Information Systems Management
6.4.1. Corporate Governance of Technology and Information Systems
6.4.2. Management of Information Systems in Companies
6.4.3. Expert Managers in Information Systems: Roles and Functions
6.5. Information Technology Strategic Planning
6.5.1. Information Technology Strategic Planning
6.5.2. Strategic Planning of Information Systems
6.5.3. Phases of Information Systems Strategic Planning
6.6. Information Systems for Decision-Making
6.6.1. *Business Intelligence*
6.6.2. *Data Warehouse*
6.6.3. BSC or Balanced Scorecard
6.7. Exploring the Information
6.7.1. SQL: Relational Databases. Basic Concepts
6.7.2. Networks and Communications
6.7.3. Operational System: Standardized Data Templates
6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
6.7.5. Strategic DB Analysis and Report Composition
6.8. Corporate Business Intelligence
6.8.1. The World of Data
6.8.2. Relevant Concepts
6.8.3. Main Characteristics
6.8.4. Solutions in Today's Market
6.8.5. Overall Architecture of a BI Solution
6.8.6. Cybersecurity in BI and Data Science
6.9. New Business Concept
6.9.1. Why BI?
6.9.2. Obtaining Information
6.9.3. Obtaining Information
6.9.4. Reasons to Invest in BI
6.10. BI Tools and Solutions
How to Choose the Best Tool?
6.10.2. Microsoft Power BI, MicroStrategy and Tableau
6.10.3. SAP BI, SAS BI and Qlikview
6.10.4. Prometheus
6.11. BI Project Planning and Management
6.11.1. First Steps to Define a BI Project
6.11.2. BI Solution for the Company
6.11.3. Requirements and Objectives
6.12. Corporate Management Applications
6.12.1. Information Systems and Corporate Management
6.12.2. Applications for Corporate Management
6.12.3. Enterprise Resource Planning Systems or ERP
6.13. Digital Transformation
6.13.1. Conceptual Framework of Digital Transformation
6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
6.13.3. Digital Transformation in Companies
6.14. Technology and Trends
6.14.1. Main Trends in the Field of Technology that are Changing Business Models
6.14.2. Analysis of the Main Emerging Technologies
6.15. IT Outsourcing
6.15.1. Conceptual Framework of Outsourcing
6.15.2. IT Outsourcing and Its Impact on the Business
6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

7.1. Commercial Management
- 7.1.1. Conceptual Framework of Commercial Management
- 7.1.2. Business Strategy and Planning
- 7.1.3. The Role of Sales Managers

7.2. Marketing
- 7.2.1. The Concept of Marketing
- 7.2.2. Basic Elements of Marketing
- 7.2.3. Marketing Activities of the Company

7.3. Strategic Marketing Management
- 7.3.1. The Concept of Strategic Marketing
- 7.3.2. Concept of Strategic Marketing Planning
- 7.3.3. Stages in the Process of Strategic Marketing Planning

7.4. Digital Marketing and E-Commerce
- 7.4.1. Digital Marketing and E-Commerce Objectives
- 7.4.2. Digital Marketing and Media Used
- 7.4.3. E-Commerce. General Context
- 7.4.4. Categories of E-Commerce
- 7.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce

7.5. *Managing Digital Business*
- 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 7.5.2. Design and Creation of a Digital Marketing Plan
- 7.5.3. ROI Analysis in a Digital Marketing Plan

7.6. Digital Marketing to Reinforce a Brand
- 7.6.1. Online Strategies to Improve Your Brand's Reputation
- 7.6.2. *Branded Content and Storytelling*

7.7. Digital Marketing Strategy
- 7.7.1. Defining the Digital Marketing Strategy
- 7.7.2. Digital Marketing Strategy Tools

7.8. Digital Marketing to Attract and Retain Customers
- 7.8.1. Loyalty and Engagement Strategies through the Internet
- 7.8.2. *Visitor Relationship Management*
- 7.8.3. Hypersegmentation

7.9. Managing Digital Campaigns
- 7.9.1. What Is a Digital Advertising Campaign?
- 7.9.2. Steps to Launch an Online Marketing Campaign
- 7.9.3. Mistakes in Digital Advertising Campaigns

7.10. Online Marketing Plan
- 7.10.1. What is an Online Marketing Plan?
- 7.10.2. Steps to Create an Online Marketing Plan
- 7.10.3. Advantages of Having an Online Marketing Plan

7.11. Blended Marketing
- 7.11.1. What Is Blended Marketing?
- 7.11.2. Differences Between Online and Offline Marketing
- 7.11.3. Aspects to Be Taken into Account in the Blended Marketing Strategy
- 7.11.4. Characteristics of a Blended Marketing Strategy
- 7.11.5. Recommendations in Blended Marketing
- 7.11.6. Benefits of Blended Marketing

7.12. Sales Strategy
- 7.12.1. Sales Strategy
- 7.12.2. Sales Methods

7.13. Corporate Communication
- 7.13.1. Concept
- 7.13.2. The Importance of Communication in the Organization
- 7.13.3. Type of Communication in the Organization
- 7.13.4. Functions of Communication in the Organization
- 7.13.5. Elements of Communication
- 7.13.6. Communication Problems
- 7.13.7. Communication Scenarios

7.14. Corporate Communication Strategy
- 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
- 7.14.2. Internal Communication Tools and Supports”
- 7.14.3. Internal Communication Plan

7.15. Digital Communication and Reputation
- 7.15.1. Online Reputation
- 7.15.2. How to Measure Digital Reputation?
- 7.15.3. Online Reputation Tools
- 7.15.4. Online Reputation Report
- 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

8.1. Market Research
- 8.1.1. Marketing Research: Historical Origin
- 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
- 8.1.3. Key Elements and Value Contribution of Market Research

8.2. Quantitative Research Methods and Techniques
- 8.2.1. Sample Size
- 8.2.2. Sampling
- 8.2.3. Types of Quantitative Techniques

8.3. Qualitative Research Methods and Techniques
- 8.3.1. Types of Qualitative Research
- 8.3.2. Qualitative Research Techniques

8.4. Market Segmentation
- 8.4.1. Market Segmentation Concept
- 8.4.2. Utility and Segmentation Requirements
- 8.4.3. Consumer Market Segmentation
- 8.4.4. Industrial Market Segmentation
- 8.4.5. Segmentation Strategies
- 8.4.6. Segmentation Based on Marketing Mix Criteria
- 8.4.7. Market Segmentation Methodology

8.5. Research Project Management
- 8.5.1. Market Research as a Process
- 8.5.2. Planning Stages in Market Research
- 8.5.3. Stages of Market Research Implementation

8.5.4. Managing a Research Project

8.6. International Market Research
- 8.6.1. International Market Research
- 8.6.2. International Market Research Process
- 8.6.3. The Importance of Secondary Sources in International Market Research

8.7. Feasibility Studies
- 8.7.1. Concept and Usefulness
- 8.7.2. Outline of a Feasibility Study
- 8.7.3. Development of a Feasibility Study

8.8. Publicity
- 8.8.1. Historical Background of Advertising
- 8.8.2. Conceptual Framework of Advertising; Principles, Concept of Briefing and Positioning
- 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
- 8.8.4. Importance of Advertising in Business
- 8.8.5. Advertising Trends and Challenges

8.9. Developing the Marketing Plan
- 8.9.1. Marketing Plan Concept
- 8.9.2. Situation Analysis and Diagnosis
- 8.9.3. Strategic Marketing Decisions
- 8.9.4. Operational Marketing Decisions

8.10. Promotion and Merchandising Strategies
- 8.10.1. Integrated Marketing Communication
- 8.10.2. Advertising Communication Plan
- 8.10.3. Merchandising as a Communication Technique

8.11. Media Planning
- 8.11.1. Origin and Evolution of Media Planning
- 8.11.2. Media
- 8.11.3. Media Plan

8.12. Fundamentals of Commercial Management
- 8.12.1. The Role of Commercial Management
- 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
- 8.12.3. Commercial Planning Systems of the Company

8.12.4. Main Competitive Strategies
8.13. Commercial Negotiation
8.13.1. Commercial Negotiation
8.13.2. Psychological Issues in Negotiation
8.13.3. Main Negotiation Methods
8.13.4. The Negotiation Process
8.14. Decision-Making in Commercial Management
8.14.1. Commercial Strategy and Competitive Strategy
8.14.2. Decision Making Models
8.14.3. Decision-Making Analytics and Tools
8.14.4. Human Behavior in Decision Making
8.15. Sales Network Management
8.15.1. Sales Management
8.15.2. Networks Serving Commercial Activity
8.15.3. Salesperson Recruitment and Training Policies
8.15.4. Remuneration Systems for Own and External Commercial Networks
8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
8.16. Implementing the Commercial Function
8.16.1. Recruitment of Own Sales Representatives and Sales Agents
8.16.2. Controlling Commercial Activity
8.16.3. The Code of Ethics of Sales Personnel
8.16.4. Compliance with Legislation
8.16.5. Generally Accepted Standards of Business Conduct
8.17. Key Account Management
8.17.1. Concept of Key Account Management
8.17.2. The Key Account Manager
8.17.3. Key Account Management Strategy
8.18. Financial and Budgetary Management
8.18.1. The Break-Even Point
8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
8.18.3. Financial Impact of Strategic Sales Decisions
8.18.4. Cycle Management, Turnover, Profitability and Liquidity.
8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation
9.1.1. Introduction to Innovation
9.1.2. Innovation in the Entrepreneurial Ecosystem
9.1.3. Instruments and Tools for the Business Innovation Process
9.2. Innovation Strategy
9.2.1. Strategic Intelligence and Innovation
9.2.2. Innovation from Strategy
9.3. Project Management for Startups
9.3.1. Startup Concept
9.3.2. Lean Startup Philosophy
9.3.3. Stages of Startup Development
9.3.4. The Role of a Project Manager in a Startup
9.4. Business Model Design and Validation
9.4.1. Conceptual Framework of a Business Model
9.4.2. Business Model Design and Validation
9.5. Project Management
9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
9.6. Project Change Management: Training Management
9.6.1. Concept of Change Management
9.6.2. The Change Management Process
9.6.3. Change Implementation
9.7. Project Communication Management
9.7.1. Project Communications Management
9.7.2. Key Concepts for Project Communications Management
9.7.3. Emerging Trends

9.7.4. Adaptations to Equipment
9.7.5. Planning Communications Management
9.7.6. Managing Communications
9.7.7. Monitoring Communications
9.8. Traditional and Innovative Methodologies
9.8.1. Innovative Methodologies
9.8.2. Basic Principles of Scrum
9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
9.9. Creation of a Startup
9.9.1. Creation of a Startup
9.9.2. Organization and Culture
9.9.3. Top Ten Reasons Why Startups Fail
9.9.4. BORRAR
9.10. Project Risk Management Planning
9.10.1. Risk Planning
9.10.2. Elements for Creating a Risk Management Plan
9.10.3. Tools for Creating a Risk Management Plan
9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

10.1. General Management
10.1.1. The Concept of General Management
10.1.2. The Role of the CEO
10.1.3. The CEO and Their Responsibilities
10.1.4. Transforming the Work of Management
10.2. Manager Functions: Organizational Culture and Approaches
10.2.1. Manager Functions: Organizational Culture and Approaches
10.3. Operations Management
10.3.1. The Importance of Management
10.3.2. Value Chain
10.3.3. Quality Management
10.4. Public Speaking and Spokesperson Education
10.4.1. Interpersonal Communication
10.4.2. Communication Skills and Influence
10.4.3. Communication Barriers
10.5. Personal and Organizational Communications Tools
10.5.1. Interpersonal Communication
10.5.2. Interpersonal Communication Tools
10.5.3. Communication in the Organization
10.5.4. Tools in the Organization
10.6. Communication in Crisis Situations
10.6.1. Crisis
10.6.2. Phases of the Crisis
10.6.3. Messages: Contents and Moments
10.7. Preparation of a Crisis Plan
10.7.1. Analysis of Possible Problems
10.7.2. Planning
10.7.3. Adequacy of Personnel
10.8. Emotional Intelligence
10.8.1. Emotional Intelligence and Communication
10.8.2. Assertiveness, Empathy and Active Listening
10.8.3. Self-Esteem and Emotional Communication
10.9. Personal Branding
10.9.1. Strategies for Personal Brand Development
10.9.2. Personal Branding Laws
10.9.3. Tools for Creating Personal Brands
10.10. Leadership and Team Management
10.10.1. Leadership and Leadership Styles
10.10.2. Leader Capabilities and Challenges
10.10.3. Managing Change Processes
10.10.4. Managing Multicultural Teams

Module 11. Strategic HR Management

11.1. Evolution of HR. An Integrated Vision
11.2. Strategic Thinking and Systems

11.3. Planning and Management of HR Department Projects
11.4. Strategic Organizational Design
11.5. Job Design, Recruitment, and Selection
11.6. Strategic Leadership
11.7. Audit and Control of Human Resources Management

Module 12. HR Management and Administration Process

12.1. Labor Recruitment
12.2. Labor Intermediation
12.3. Labor Relations and Information Technology
12.4. Dismissals and Workforce Restructuring
12.5. Collective Bargaining
12.6. Occupational Disability and Health
12.7. Occupational Health and Quality

Module 13. Organizational Behavior

13.1. Organizational Culture
13.2. Organizational Structure
13.3. Organization Management
13.4. Behavior and Organizational Changes
13.5. Power and Politics
13.6. HR Department Organization
13.7. People in Organizations
13.8. Knowledge Management

Module 14. Executive Coaching

14.1. Neuromanagement
14.2. Self-Control and Self-Efficacy
14.3. Coaching
14.4. Positive Psychology
14.5. Management and Emotional Intelligence
14.6. Empathy and Collaboration
14.7. Time Management

Module 15. Talent Management

15.1. Job Analysis
15.2. Selection, Group Dynamics and HR Recruitment
15.3. Human Resources Management by Competencies
15.4. Performance Evaluation and Performance Management
15.5. Management of Training
15.6. Talent Management
15.7. Innovation in Talent and People Management
15.8. Motivation
15.9. Employer Branding
15.10. Developing High-Performance Teams

Module 16. Strategic Communication

16.1. Communication in Organizations
16.2. Internal Communication and Comprehensive Communication Plan
16.3. Interpersonal Communication
16.4. Open Communication
16.5. Negotiation

Module 17. Ethics and Corporate Social Responsibility

17.1. The Managerial Role and CSR
17.2. Corporate Responsibility

Module 18. Transforming Human Resources in the Digital Era

18.1. New Forms of Organization and New Work Methodologies
18.2. Digital Skills and Professional Brand
18.3. HR and Data Analysis
18.4. Managing People in the Digital Age

04

Teaching Objectives

The main objective is to provide entrepreneurs with the necessary tools to effectively lead human talent within their organizations, adapting to a globalized and dynamic business environment. As a result, leadership skills will be strengthened, optimizing team management and fostering the creation of corporate strategies that increase competitiveness and organizational performance. In addition, you will specialize in the implementation of sustainable practices, decision making in complex environments and the application of new technologies in Human Resources, in order to ensure long-term success.

You will master tools to effectively manage your teams in the digital era, taking advantage of the benefits that new technologies allow in Human Resources management"

General Objectives

- Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- Develop the key leadership skills that should define working professionals
- Delve into the the sustainability criteria set by international standards when developing a business plan
- Develop strategies to carry out decision-making in a complex and unstable environment
- Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- Work more effectively, agilely and aligned with today's new technologies and tools
- Clarify the economic environment in which the company operates and develop appropriate strategies to anticipate changes
- Be able to manage the company's economic and financial plan
- Understand the logistic operations that are necessary in the business environment in order , to develop an adequate management of these operations
- Apply information and communication technologies to the different areas of the company
- Carry out the marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company
- Address workload distribution mechanisms of shared resources among several projects
- Establish the appropriate guidelines for the company's adaptation to the changing society

- Gain a comprehensive view of a company's human resources management
- Analyze the selection processes in companies and the fundamental role they play in the future
- Design the personnel selection and recruitment process
- Analyze vacancies and possible profiles that best fit the positions and their positioning within the company
- Study the different personnel selection processes in depth
- Analyze the decisions of the different areas through the corporate culture model, both nationally and internationally
- Know the characteristics and components of organizational behavior and organizational culture
- Develop cutting-edge methodologies and techniques in people management and talent development within the organization
- Understand the financial and accounting basis of personnel management
- Enhance the possibilities that technology allows through Human Resources 2.0
- Know how to apply coaching techniques and positive psychology to motivate employees
- Know in depth the processes of management and administration of Human Resources
- Study in depth the different communication channels and their assertiveness in business processes

Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- Delve into the formulation and execution of effective business strategies
- Obtain skills in the management of management teams to improve organizational performance

Module 3. People and Talent Management

- Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- Manage innovative tools for making strategic financial decisions that optimize resources and ensure the company's profitability
- Train in the preparation and management of budgets, financial reports and project feasibility analysis

Module 5. Operations and Logistics Management

- Develop skills in the planning, coordination and control of logistics operations within the supply chain
- Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- Delve into the strategic management of information systems that support decision making and the improvement of business processes

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- Train in the creation and execution of commercial and marketing strategies that align the business offer with market demands
- Develop skills in corporate communication management to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- Master the use of tools and methodologies to conduct market research to identify business opportunities
- Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- Develop the ability to manage innovative projects that add value and differentiate the company in the market
- Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Executive Management

- Obtain skills to lead management teams in dynamic and globalized business environments
- Train to make strategic decisions that optimize resources and improve organizational performance

Module 11. Strategic HR Management
- Develop skills to design and execute human resources strategies aligned with organizational objectives
- Contribute to the creation of a competitive advantage through the effective management of human capital

Module 12. HR Management and Administration Process
- Manage key human resources processes, from recruitment and hiring to training, development and compensation of employees
- Be able to optimize organizational performance and administration

Module 13. Organizational Behavior
- Analyze individual and group behavior within organizations
- Develop strategies to improve motivation, performance and team dynamics, promoting a positive organizational culture

Module 14. *Executive Coaching*
- Manage sophisticated executive coaching techniques, providing practical tools and approaches to support leadership development
- Optimize executive decision making and performance within organizations

Module 15. Talent Management
- Acquire skills to manage talent effectively, from identifying and attracting the best professionals to retaining and developing their skills
- Create a productive and engaged work environment

Module 16. Strategic Communication
- Have a comprehensive understanding of the execution of internal and external communication strategies, aligning organizational messages with strategic objectives
- Improve the relationship with employees, stakeholders and customers

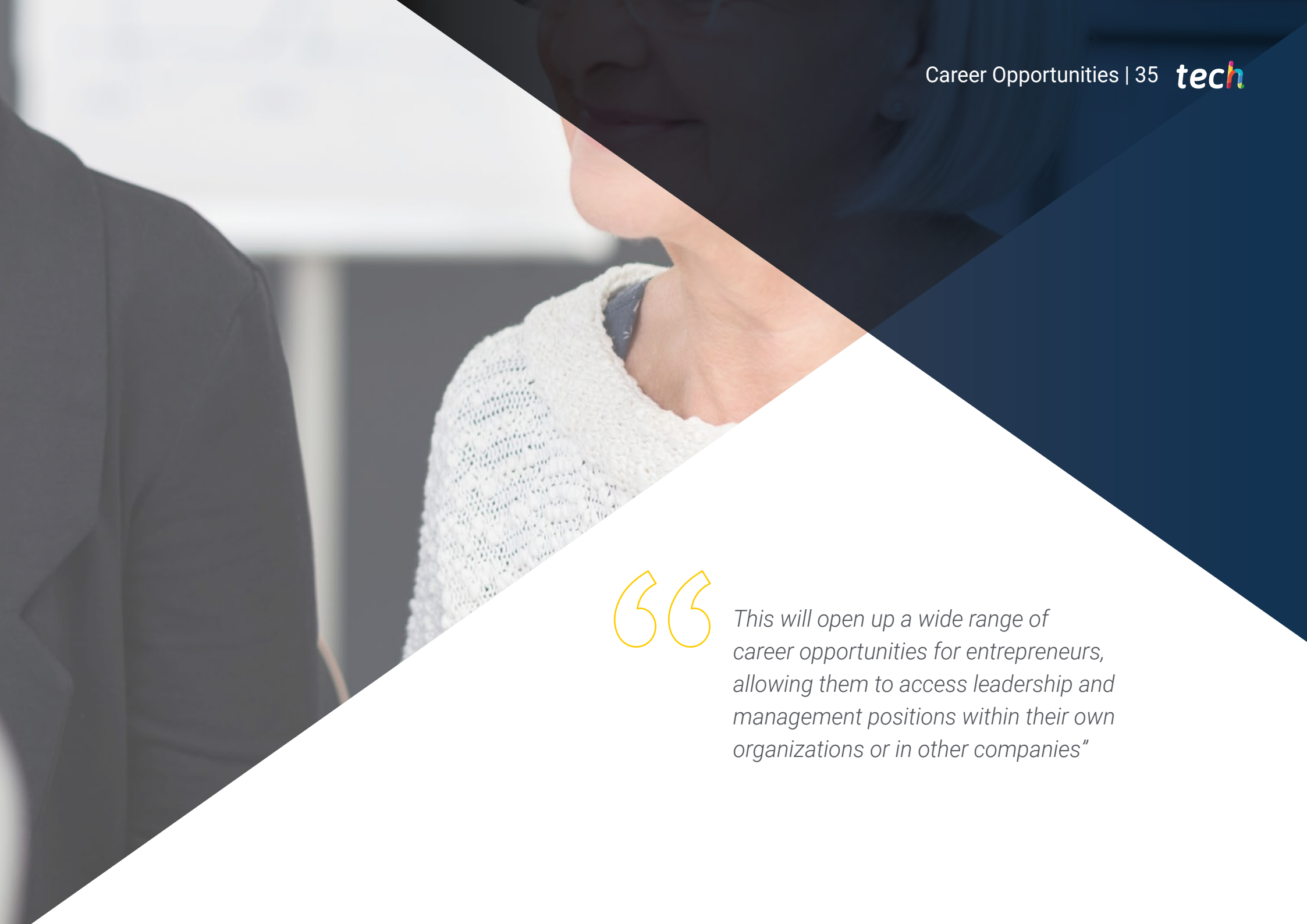
Module 17. Ethics and Corporate Social Responsibility
- Promote a deep understanding of professional ethics and corporate social responsibility
- Integrate ethical and socially responsible practices into business management and Human Resources policies

Module 18. Transforming Human Resources in the Digital Era
- Manage change in a digital environment, adopting innovative technologies and solutions that optimize HR processes
- Improve the employee experience and support the organization's digital strategy

05

Career Opportunities

Graduates of this program will be qualified to assume key roles as Human Resources Directors, Chief Human Resources Officers (CHRO), strategic consultants in talent management and organizational development managers, among others. In addition, their training in the creation of corporate strategies, change management and the application of new technologies in Human Resources will enable them to lead teams, optimize processes and contribute to the sustainable and competitive growth of any company, whether nationally or internationally.



This will open up a wide range of career opportunities for entrepreneurs, allowing them to access leadership and management positions within their own organizations or in other companies"

Graduate Profile

Graduates will be able to make informed and strategic decisions in complex and changing environments, promoting a solid organizational culture aligned with business objectives. In addition, they will have a deep knowledge of Human Resources management, talent development, sustainability and the application of emerging technologies, which will allow them to boost competitiveness and sustainable growth of the company. With a practical and innovative approach, you will also be able to lead multidisciplinary teams, design effective recruitment and staff development strategies, and successfully manage the challenges presented by today's markets.

You will cover key areas, such as business logistics, strategic marketing and workload distribution, essential to ensure the smooth running of your organization.

- **Strategic Leadership:** Lead teams in complex and dynamic environments, aligning individual and organizational goals to achieve business objectives efficiently and with long-term vision
- **Decision Making in Uncertain Environments:** Make informed decisions under conditions of uncertainty and constant change, using data, analysis and strategic criteria to manage HR optimally
- **Change Management and Adaptability:** Lead organizational transformation processes, adapting to new contexts and managing change effectively, so that the company remains competitive and resilient
- **Assertive Communication and Conflict Management:** Interact clearly and effectively with multidisciplinary teams, favoring a collaborative environment and resolving conflicts in a constructive manner

After completing the Advanced Master's Degree, you will be able to apply your knowledge and skills in the following positions:

1. **Human Resources Director:** Responsible for leading the Human Resources strategy, managing talent, organizational development and wellness policies, aligning human and business objectives.
2. **Chief Human Resources Officer (CHRO):** Oversees all Human Resources functions, including strategic talent planning, corporate culture and global organizational change management.
3. **Strategic Human Resources Consultant:** Provides specialized advice on process optimization and implementation of Human Resources strategies that favor talent development, competitiveness and efficiency.
4. **Organizational Development Manager:** Leads initiatives to improve organizational structure and internal processes, promoting operational efficiency and continuous employee development.
5. **Training and Development Manager:** Responsible for designing and managing training and development programs for employees, ensuring that the necessary skills are acquired to achieve the company's strategic objectives.
6. **Recruitment Manager:** Directs the recruitment and selection process, ensuring that the most suitable profiles are attracted for each position, aligning organizational needs with talent capabilities.
7. **Head of Organizational Culture and Climate:** Oversees the creation and maintenance of a positive organizational culture, working on motivation, engagement and employee satisfaction
8. **Director of Compensation and Benefits:** Responsible for designing and managing employee compensation, remuneration and benefits systems, ensuring that they are competitive and aligned with the company's objectives.
9. **Labor Relations Manager:** Responsible for managing relations between the company and employees, negotiating labor agreements, managing conflicts and ensuring compliance with labor regulations.
10. **Manager of Digital Transformation in Human Resources:** Leads the implementation of innovative technologies in Human Resources management, applying digital tools to improve the efficiency of selection, training, performance management and internal communication processes.

You will delve into the analysis of the economic environment and the development of strategies adapted to the constant changes in the market, managing the economic and financial resources of your company"

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

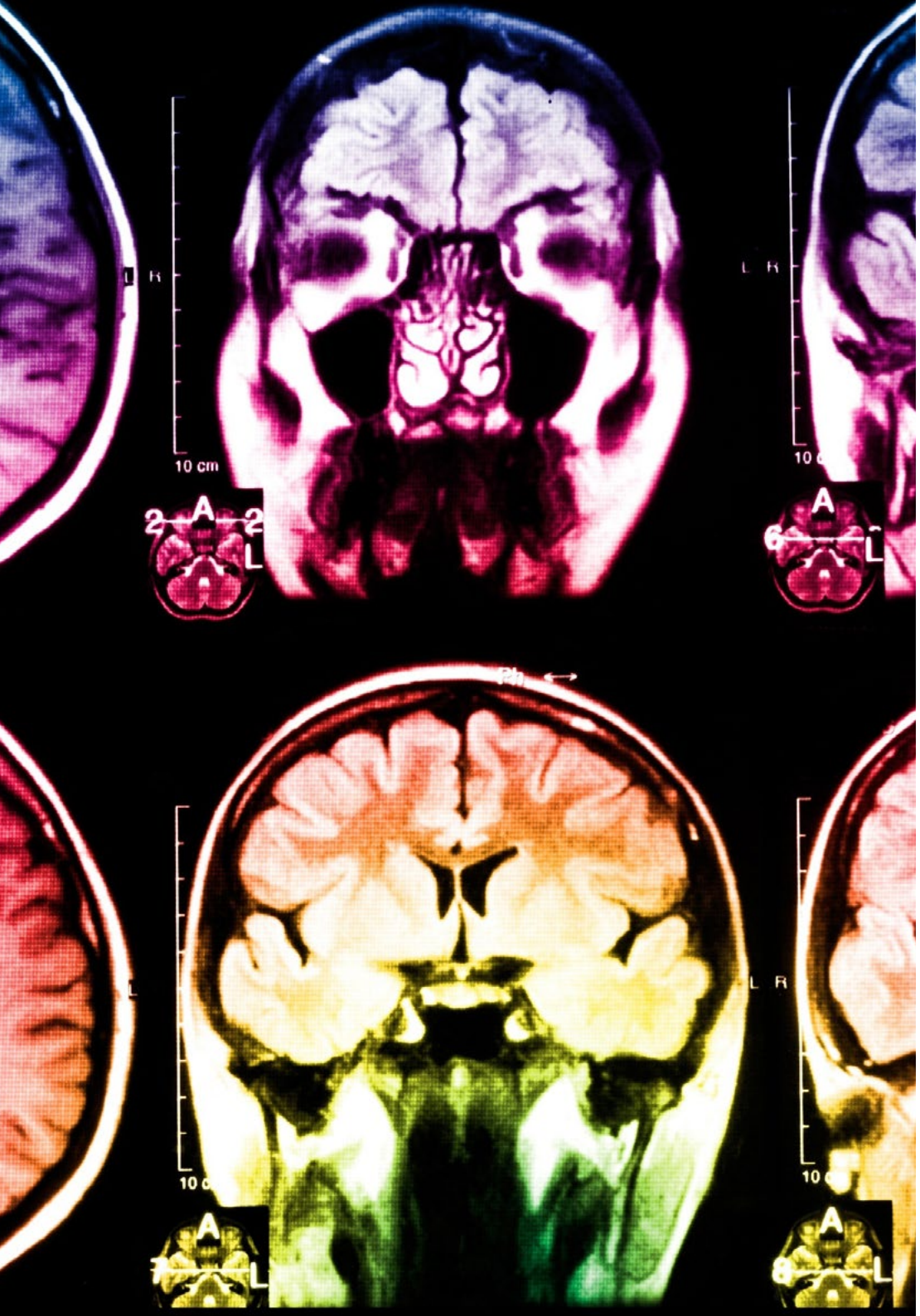
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

Study Material

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

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

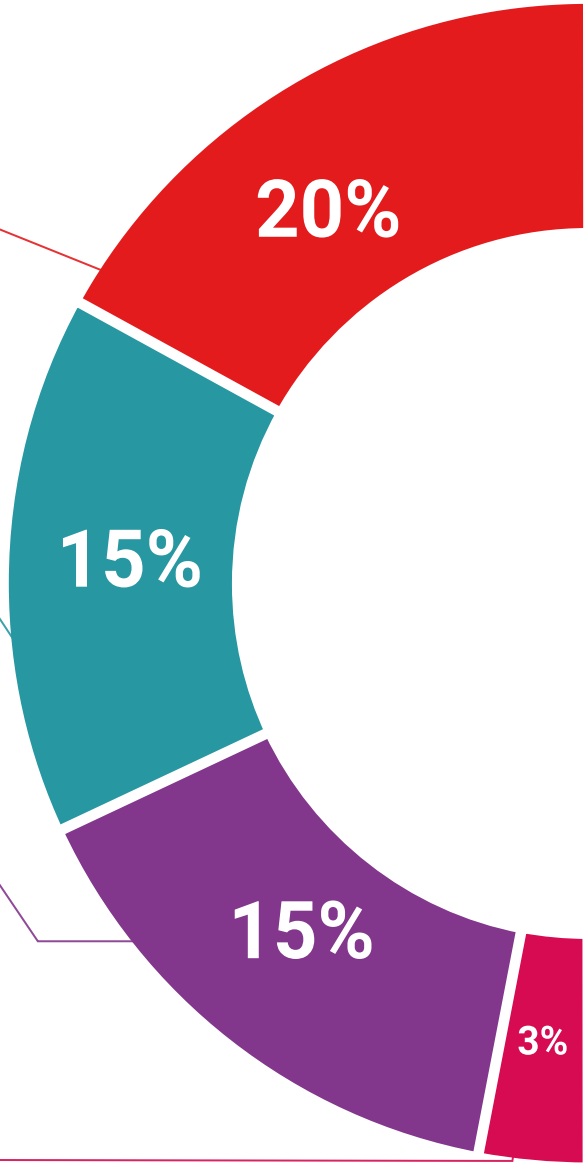
Interactive Summaries

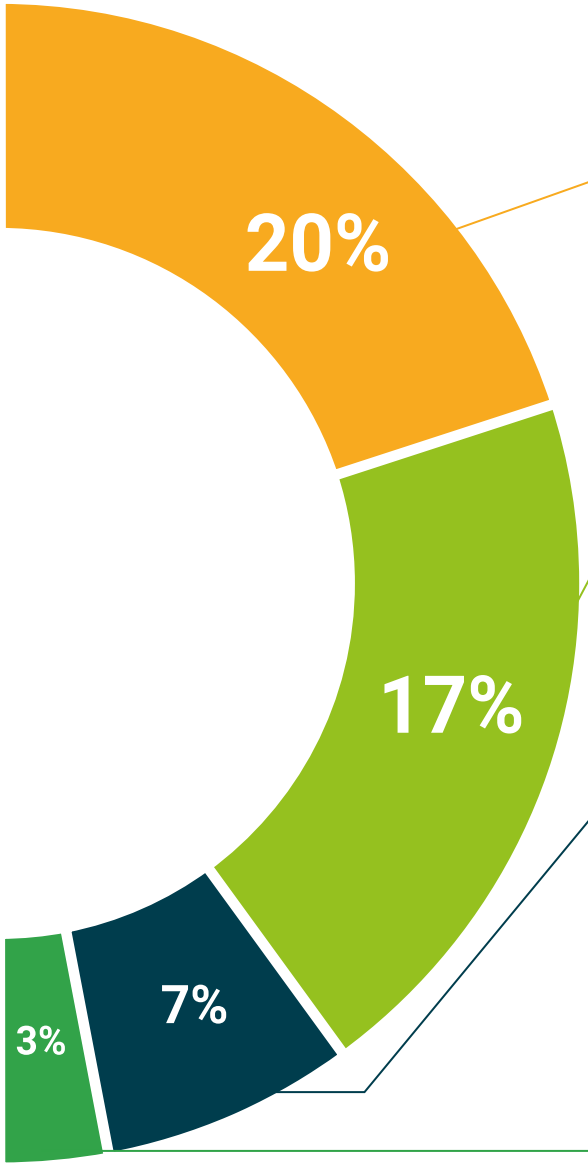
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Additional Reading

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





Case Studies

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

Testing & Retesting

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

Classes

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

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

Quick Action Guides

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

07

Teaching Staff

The teaching staff of the Advanced Master's Degree in Senior Human Resources Management is made up of a group of prestigious professionals with extensive experience in business and academia. In this sense, each of them will provide a practical and updated approach, thanks to their direct knowledge of the current challenges and trends in human resources management. In addition, these experts are leaders in their respective fields, which will ensure that graduates receive quality training based on global best practices and the most recent advances in the field.

The combination of theoretical and practical experience will give you a significant advantage, allowing you to apply the knowledge gained immediately in your own organization"

International Guest Director

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

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

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication**from the University of Miami, she has held management positions in recruitment for companies in various areas.

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

Ms. Dove, Jennifer

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

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

International Guest Director

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

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

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

Mr. Gauthier, Rick

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

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

International Guest Director

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

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

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

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

Mr. Arman, Romi

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

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

International Guest Director

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

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

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

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

Mr. Arens, Manuel

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

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

International Guest Director

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

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

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

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

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

Mr. La Sala, Andrea

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

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

International Guest Director

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

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

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

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

Mr. Gram, Mick

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

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

International Guest Director

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

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

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

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

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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

International Guest Director

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

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

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

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

Ms. Thole-Muir, Wendy

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

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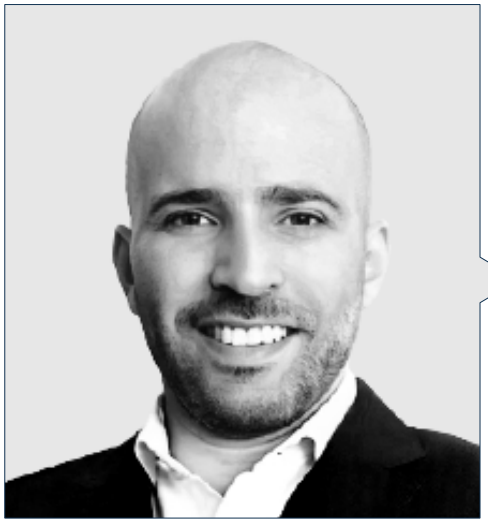
Management



Mr. González Ferrer, Óliver

- Director of Strategic Planning for Professional Recruitment at ManpowerGroup
- Director of Communication - Strategic Project Planning at Trabajando.com
- Marketing and Communication Manager at Trabajando.com
- Sociologist at the Fuerteventura Council
- Master's Degree in Advertising and Communication from the Pontificia Comillas University
- Bachelor's Degree in Sociology from the University of La Laguna

Professors

Ms. Cañas García, Ana

- Interim Chief of Staff at Jotelulu
- Partner-Consultant and Digital Talent Area Coordinator at Cohaerentis
- Digital Talent Consultant at Talenttics
- International Recruitment Consultant at Binternational Group
- Recruitment Consultant at ARG Human Resources Advisor
- Bachelor's Degree in Law from the Charles III University
- Diploma in Labor Relations from the Charles III University

Ms. Lago Burgos, Iria

- Communication Manager at Obremo Group
- Communication, Marketing and Events at Innova&acción
- Corporate Communication and Marketing Coordinator at Trabajando.com
- Social Media Manager & Content Creator in MaDI
- Advanced Protocol in Communication, Marketing and Protocol
- Bachelor's Degree in Journalism from the Charles III University

Mr. Caparrós Jiménez, Javier

- Head of Professional Recruitment at ManpowerGroup
- International Director from HR Consulting at Universia
- General Director of Recruitment at Hay Group
- Director of Key Accounts - Area Manager at Ajilon
- Master's Degree in Legal Practice at Colex
- Law Degree from the Autonomous University of Madrid

Dr. Ruíz Rodríguez, Raquel

- Director at Rétate School Talent and Science Consultancy
- Radio collaborator in the program "Rompiendo las Reglas"
- Director of Career Development
- HR Manager at Bureau Veritas
- Doctorate in Business Leadership from Rey Juan Carlos Univeristy
- Official Master's Degree in Neuromanagement from the Rey Juan Carlos University
- Gold level Master's Degree in Coaching at IEC
- Master's Degree in Human Resources from IMF
  Bachelor's Degree in Labor Relations from the University of Valencia

Ms. Olmos Otero, Leire

- HR Manager at Sea & Ports MGM
- HR Manager at Marguisa Shipping Lines
- HR Technician at Prodemsa Asesores Legales y Tributales
- Master's Degree in Labor Law Consultancy
- Diploma in Labor Relations from Rey Juan Carlos University

08

Certificate

This Advanced Master's Degree in Senior Human Resources Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree diploma issued by TECH Global University.

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

This private qualification will allow you to obtain and **Advanced Master's Degree diploma in Senior Human Resources Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Advanced Master's Degree in Senior Human Resources Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

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Mr./Ms. _____ with identification document _____
has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Human Resources Management

This is a private qualification of 3,600 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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Advanced Master's Degree in Senior Human Resources Management

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics and Social Responsibility in Companies	7	CO
1º	Strategic Management and Executive Management	7	CO
1º	People and Talent Management	7	CO
1º	Economic and Financial Management	7	CO
1º	Operations and Logistics Management	7	CO
1º	Information Systems Management	7	CO
1º	Commercial Management, Strategic Marketing and Corporate Communication	7	CO
1º	Market Research, Advertising and Commercial Management	7	CO
2º	Innovation and Project Management	7	CO
2º	Executive Management	7	CO
2º	Strategic HR Management HR Management and	7	CO
2º	Administration Process	7	CO
2º	Organizational Behavior	7	CO
2º	Executive Coaching	7	CO
2º	Talent Management	7	CO
2º	Strategic Communication	4	CO
2º	Ethics and Corporate Social Responsibility	4	CO

Dr. Pedro Navarro Illana
Dean

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

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Advanced Master's Degree

Senior Human Resources Management

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

Advanced Master's Degree
Senior Human Resources Management

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