

# Postgraduate Certificate Personnel Selection





## Postgraduate Certificate Personnel Selection

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, University Graduates or Graduates, professionals in the fields of Human Resources Labor Relations and Psychology, who wish to deepen their knowledge in this field.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/personnel-selection](http://www.techtute.com/us/school-of-business/postgraduate-certificate/personnel-selection)

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# 01 Welcome

Today, organizations and companies of all sectors and sizes are fully aware of the importance of human capital to their success. Human Resources experts play a very important role because, through the specific actions they put into practice, they will be able to nurture the company with selection processes that attract and Recruitment top-level professionals who will enhance the company's development. Being fully aware of this, TECH professionals have designed this very complete program that aims to provide students with the necessary skills to carry out a successful Personnel Selection, which attracts and retains the best talent within companies.



Postgraduate Certificate in Personnel Selection  
TECH Technological University



“

*With this comprehensive program you will acquire the competencies that will enable you to carry out successful personnel selection processes that promote the development of companies through their human capital"*

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:



### 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 Harvard Business School case studies"*



### 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

---

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

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

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

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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

The objectives of this program are based on alleviating the educational needs of Human Resources professionals in this field. In this sense, a complete and optimal training has been realistically established to lead students to academic excellence and to propel them to achieve an efficient progression in their professional career. For all these reasons, this training will be for them a journey of personal and professional growth that will lead them to the highest quality in their intervention as psychologists and Human Resources professionals.



“

*If your goal is to expand your professional career as an HR specialist, with qualifications that will enable you to compete among the best, look no further. This training will give your career the boost it needs"*

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

The **Postgraduate Certificate in Personnel Selection** will enable the student to:

01

Know the evolution of Personnel Selection, especially with regard to Labor Diversity

04

Participate in the organizations' management understanding of the importance of diversity in the workplace

02

Use a scientific vocabulary adjusted to the demands of the multiprofessional teams, participating in the coordination and follow-up of the Personnel Selection processes

03

Collaborate and be a valuable asset when recruiting effective and functional professionals for the organizations

05

Use the methodology, tools and material resources adapted to personnel selection





06

Establishment of recruitment plans that promote the development and proper functioning of the organizations

08

Learn how to implement personnel management plans

09

Describe the different phases and processes in personnel selection

07

Explore the psychology of work and organizations

10

Analyze the different recruitment tools, both traditional and digital



11

Manage different qualitative and quantitative selection tools, as well as competency-based interviews and situational tests

12

Discuss digital transformation processes, as well as the data protection rights inherent to employees





13

Knowledge of cybersecurity strategies in digital recruitment and selection processes

14

Establish protocols for detecting professional competencies in digital environments and social networks

05

# Structure and Content

The syllabus of this Postgraduate Certificate has been designed and created by a team of experts in the field to respond, in a specific way, to the needs of Human Resources professionals. This compendium of contents has also been elaborated with a perspective focused on applied learning, which allows professionals to intervene successfully through a broad vision connected to the real environment of the profession. Thus, this syllabus will become the students' main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.



“

*A complete training program created to offer the Human Resources professional an effective and fast learning process, compatible with your personal and professional life"*

## Syllabus

Without a doubt, today almost everyone is aware that for an organization to be successful, the correct selection of personnel is an extremely important element. In this sense, if the right people are hired, the correct development of the tasks and duties to be covered can be promoted and, therefore, the best possible functioning of the organization will be ensured. It is here where the Human Resources professional comes into play and acquires a fundamental role, since their plans and selection processes will be a direct asset for the development of the company.

For all these reasons, TECH professionals have designed this Postgraduate Certificate that will provide psychology and human resources professionals with the competencies that will enable them to design and implement effective personnel selection plans that are committed to talent and inclusion in organizations. All this, in addition to revaluing the professional profile of the students, will make them an invaluable asset in companies, since companies that are unable to adequately select their personnel will not achieve their

objectives.

During the training course, students will be introduced to and taught the process of personnel selection, the purpose of which is to accurately predict the success of a person in his or her professional development. Along the same lines, we will delve into the new methodologies of talent selection as a means to maximize the results of the processes. In this way, both the present and the future of this profession will be covered.

This comprehensive compendium of content is designed to be taught in 100% digital format. Thus, students will only need an electronic device with an Internet connection and will have access to the largest information bank imaginable. Moreover, since it is in online format, they will be the ones who decide when, how and where to study, so they will not have to give up the rest of their daily activities in order to continue their training.

This Postgraduate Certificate takes place over 12 weeks and is divided into 2 modules:

### Module 1.

Personnel Recruitment I: Quantitative and Qualitative Methodologies

### Module 2.

Personnel Recruitment II: Digital Era



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

TECH offers students the opportunity to take this Postgraduate Certificate in Person Selection entirely online. During the 12 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Personnel Recruitment I: Quantitative and Qualitative Methodologies**

**1.1. Introduction to Personnel Management**

- 1.1.1. Personnel Selection
- 1.1.2. Stages of Personnel Selection

**1.2. Recruitment: Techniques**

- 1.2.1. Internal Recruitment Sources
- 1.2.2. External Recruitment Sources
- 1.2.3. Digital recruitment: e-recruitment

**1.3. Quantitative Personnel Selection Tests**

- 1.3.1. Psychometrics
- 1.3.2. Psychometric Tests
- 1.3.3. Skills or Knowledge Tests

**1.4. Psychological Tests in the Work Environment**

- 1.4.1. Intelligence Test
- 1.4.2. The Personality Test
- 1.4.3. Test of Specific Competences

**1.5. Qualitative Personnel Recruitment Tests**

- 1.5.1. Role Play
- 1.5.2. Assessment Center
- 1.5.3. Group Dynamics

**1.6. Assessment of the Effectiveness and Efficiency of Recruitment Processes**

- 1.6.1. Methods of Quantitative Assessment of Recruitment Processes
- 1.6.2. Methods for Qualitative Assessment of Recruitment Processes

**1.7. Onboarding**

- 1.7.1. Welcoming Protocols
- 1.7.2. Induction
- 1.7.3. Organizational Culture Attachment Strategy
- 1.7.4. Adjustment Interview

**1.8. Incorporation of Equal Opportunities in the Quantitative and Qualitative Selection Processes**

- 1.8.1. Equal Opportunities in Organizations
- 1.8.2. Protocols for Incorporating Equal Opportunity in the Selection and Promotion Processes

**1.9. Internal Promotion Processes**

- 1.9.1. Life and Career Plan
- 1.9.2. Replacement Letters
- 1.9.3. Promotion Processes

- 1.10.2. Online Corporate Branding Tools (website, social networks, blogs)
- 1.10.3. Offline Corporate Branding Tools: Job Fairs, Media Impact

**1.10. Employer Branding**

- 1.10.1. Employer Branding and its Importance



**Module 2. Personnel Recruitment II: Digital Era**

<b>2.1. Job Skills in the Digital Era</b> 2.1.1. Concept of Competence 2.1.2. Skills and Careers of the Future in the Fourth Industrial Revolution 2.1.3. National and International Frameworks of Professional Skills	<b>2.2. Introduction to the 2.0 Environment and Selection</b> 2.2.1. Advantages of the 2.0 Environment in Recruitment and Selection 2.2.2. Main Means to Carry Out Online Recruitment Processes	<b>2.3. Analysis of Professional Skills in the Business Environment</b> 2.3.1. Identification of Skills Needed for Jobs 2.3.2. Elaboration of the Dictionary of Skills	<b>2.4. Personnel Recruitment by Professional Skills</b> 2.4.1. Skill-Based Recruitment Interview 2.4.2. STAR Methodology 2.4.3. Assessment Center 2.4.4. Assessment of the Skill-Based Recruitment Process
<b>2.5. E-Recruitment, Nethunting and Employer Branding</b> 2.5.1. Social Reputation and Employer Branding 2.5.2. Social Media recruiting 2.5.3. Inbound recruitment 2.5.4. Mobile Recruitment 2.5.5. The New E-Recruitment Professionals: The Nethunters	<b>2.6. Skill-Based Recruitment Processes in Digital Environments</b> 2.6.1. Big Data Analysis in the Identification of Professional Skills 2.6.2. Algorithms in Personnel Recruitment (Job Portals 2.0) 2.6.3. Gamification Tests 2.6.4. Networking and Personal Branding	<b>2.7. Headhunting and the Recruitment of Digital Human Talent</b> 2.7.1. Headhunting 2.7.2. Job Mapping 2.7.3. Online Talent Management 2.7.4. International Recruitment	<b>2.8. Intranet as a Communication and Selection Tool</b> 2.8.1. Intranet: Operation, Concepts and Definitions 2.8.2. Operation of an Intranet 2.8.3. Types of Intranet 2.8.4. Intranet Implementation in HR Resources
<b>2.9. Development of Digital Competencies</b> 2.9.1. Detection of Transversal Digital Skills 2.9.2. Digital Skills Training in the Business Environment	<b>2.10. Digital Culture and Workers' Inherent Digital Rights</b> 2.10.1. Society 3.0 2.10.2. Cybersecurity and Personal Data Protection		

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

This Postgraduate Certificate in Personnel Selection is a program aimed at professionals in Labor Relations, Human Resources and Psychology who want to update their knowledge in the area of Personnel Selection and advance in their professional career towards a promising future in this field. The compendium of knowledge that they will acquire after completing this complete training will enable them to work in this field with guarantees of success and will enable them to position themselves as experts in personnel management.





“

*If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you"*

### Average Age

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

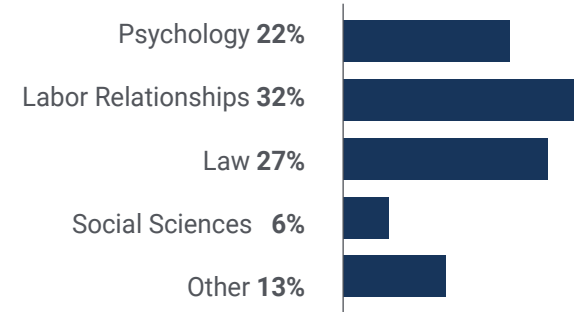
### Years of Experience

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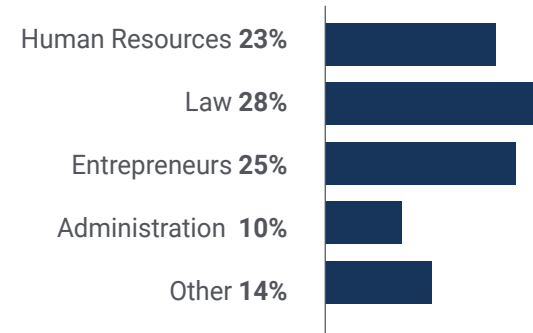
### Training

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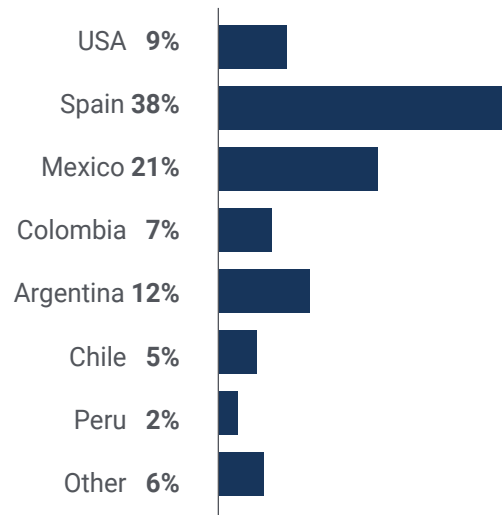
### Educational Profile

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## Geographical Distribution

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## Javier Rodríguez

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CEO

*"Thanks to this TECH Postgraduate Certificate I have improved my skills in Personnel Selection, bringing to my company the added value of being able to hire efficient, prepared and committed people to the organization. Without a doubt the Training you were waiting for"*

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. And do so efficiently.





“

*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.

Our students will be they can to drastically advance their careers with this training program, although there is no doubt that in order to do so, they will have to make an investment in different areas, economic, professional and personal.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

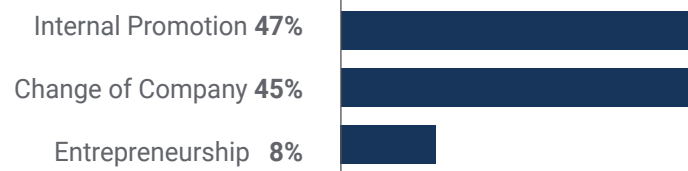
*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

*The completion of the Postgraduate Certificate in Personnel Selection will allow you to advance in your profession.*

#### Time of Change



#### 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

This Postgraduate Certificate in Personnel Selection contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.



“

*You will obtain a more complete and global vision of the company that will allow you to contribute new ideas"*

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

01

### Intellectual Capital and Talent Growth

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

---

02

### Retaining high-potential executives to avoid talent drain

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

03

### Building agents of change

The directors They 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 in the world economy.



05

### **Project Development**

The executive can work on a real project or develop new projects.

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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 Postgraduate Certificate in Personnel Selection guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Personnel Selection** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Personnel Selection**

Official N° of Hours: **300 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.





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