

# Postgraduate Diploma Strategic Communication in Human Resources





## Postgraduate Diploma Strategic Communication in Human Resources

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and professionals with demonstrable experience in people management, or executives with experience in other management fields, who are going to work in the Human Resources area

Website: [www.techtute.com/us/schoo-of-business/postgraduate-diploma/strategic-communication-human-resources](http://www.techtute.com/us/schoo-of-business/postgraduate-diploma/strategic-communication-human-resources)

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# 01 Welcome

Adequate communication in the field of Human Resources is an essential phase for the correct management of people, since a communication failure can lead to chaos in any business procedure. Therefore, it is necessary to be trained in this field, since strategic communication can bring great benefits by optimizing internal processes and facilitating feedback with employees. The purpose of this program is to provide area managers with specific knowledge that will enable them to communicate with employees, meet their needs and create a good working environment.



Postgraduate Diploma in Strategic Communication in Human  
Resources TECH Technological University



“

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

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning 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.



### Learn with the best

---

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

Teachers representing 20 different nationalities.



*At TECH you will have access to Harvard Business School case studies"*

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

04

# Objectives

This program is designed to strengthen students' management and leadership skills, as well as to develop new competencies and skills that will be essential in their professional development. After the program, they will be equipped to make global decisions with an innovative perspective and an international vision.





“

*Achieve smoother communication  
with your company's staff and their  
performance will improve in no time"*

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

The Postgraduate Diploma in Strategic Communication in Human Resources will enable students to:

01

Enhance management development at a personal and team level in order to grow as leaders in their area of competence

04

Practice appropriate internal communication techniques to maintain cohesion and correctly transmit strategic objectives

02

Influence the opinions, attitudes and behavior of the organization's internal and external audiences

03

Develop cutting-edge methodologies and techniques in people management and talent development within the organization through a strategic and innovative vision





05

Implement effective negotiation techniques to resolve conflicts and reach agreements

06

Establish protocols for conducting interviews in an organized and efficient manner

07

Work on effective public speaking and presentation techniques to improve influence and leadership

08

Design communication strategies in order to enhance the internal communication of the organization



05

# Structure and Content

The Postgraduate Diploma in Strategic Communication in Human Resources is a tailor-made program that is delivered in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success in managing people using effective communication.



“

*A complete program with which you will be able to improve communication with your company's employees”*

## Syllabus

The Postgraduate Diploma in Strategic Communication in Human Resources of TECH Technological University is an intensive program that prepares professionals to face challenges and business decisions in the field of Human Resources.

The content of the Postgraduate Diploma in Strategic Communication in Human Resources is designed to promote the development of managerial competencies that allow for more rigorous decision-making in uncertain environments.

Over the course of 375 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with all aspects of Human Resources management, which must be taken into account in the company, and is designed for managers to understand the management of people from a strategic, international and innovative perspective.

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

This Postgraduate Diploma takes place over six months and is divided into three modules:

**Module 1.** Organizational Behavior

**Module 2.** Strategic Communication

**Module 3.** Ethics and CSR



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

TECH offers students the possibility of taking this Postgraduate Diploma in Strategic Communication in Human Resources completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Organizational Behavior**

**1.1. Organizational Behavior**

- 1.1.1. Organizations
- 1.1.2. Organizational Theory
- 1.1.3. Organizations, People and Society
- 1.1.4. Historical Evolution of Organizational Behavior

**1.2. Organizational Culture**

- 1.2.1. Values and Organizational Culture
- 1.2.2. Key Components for Change in Organizations
- 1.2.3. The Evolution of Scientific Thought and the Organization as a System
- 1.2.4. Culture and Transformation

**1.3. Organization Management**

- 1.3.1. Levels and Managerial Qualities
- 1.3.2. The Function of Planning and Organization
- 1.3.3. The Function of Management and Control
- 1.3.4. The New Role of the Human Resources Manager

**1.4. Knowledge Management**

- 1.4.1. Collective Intelligence vs Knowledge Management
- 1.4.2. Perspectives and Tools for Knowledge Management
- 1.4.3. Collaborative Environments and Learning Communities

**1.5. People in Organizations**

- 1.5.1. Quality of Work Life and Psychological Well-Being
- 1.5.2. Work Teams and Meeting Management
- 1.5.3. Coaching and Team Management

**1.6. Organizational Structure**

- 1.6.1. Main Coordination Mechanisms
- 1.6.2. Departments and Organization Charts
- 1.6.3. Authority and Responsibility
- 1.6.4. Empowerment

**1.7. Organizational Design**

- 1.7.1. The Environment
- 1.7.2. The Strategy
- 1.7.3. Technology
- 1.7.4. Human Resources

**1.8. Power and Politics**

- 1.8.1. Power within Organizations
- 1.8.2. Structural Power Sources
- 1.8.3. Political Tactics

**Module 2. Strategic Communication**

**2.1. Communication in Organizations**

- 2.1.1. The Information Technology Revolution
- 2.1.2. Types of Information Systems for Management
- 2.1.3. Informal Organization

**2.2. Internal Communication and Comprehensive Communication Plan**

- 2.2.1. Marketing and HR Communication
- 2.2.2. Programming, Execution and Evaluation of the Plan
- 2.2.3. Barriers to Business Communication

**2.3. Interpersonal Communication**

- 2.3.1. Body Language
- 2.3.2. Assertive Communication
- 2.3.3. Interviews

**2.4. Open Communication**

- 2.4.1. Openness and Problem Solving
- 2.4.2. Detection of Unsupportive Behavior
- 2.4.3. Active Listening

**2.5. Personal and Influential Skills**

- 2.5.1. Impact and Influence
- 2.5.2. Public Speaking
- 2.5.3. Stress Mastery
- 2.5.4. Time Management

**2.6. Conflicts in Organizations**

- 2.6.1. Interpersonal Conflicts
- 2.6.2. Conflict Conditions
- 2.6.3. Consequences of Conflicts

**2.7. Negotiation**

- 2.7.1. Intercultural Negotiation
- 2.7.2. Negotiation Focuses
- 2.7.3. Effective Negotiation Techniques
- 2.7.4. Restructuring

**Module 3. Ethics and CSR**

**3.1. The Managerial Role and CSR**

- 3.1.1. Strategic Vision and Corporate Social Responsibility
- 3.1.2. Systems and Models for Implementing CSR
- 3.1.3. Organization of CSR Roles and Responsibilities

**3.2. Corporate Responsibility**

- 3.2.1. Value Creation in an Economy of Intangibles
- 3.2.2. CSR: Corporate Commitment
- 3.2.3. Social, Environmental, and Economic Impact

**3.3. Responsible Finance and Investment**

- 3.3.1. Sustainability and the CFO's Responsibility
- 3.3.2. Transparency in Information
- 3.3.3. Finance and Responsible Investment
- 3.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

**3.4. Business and Environment**

- 3.4.1. Sustainable Development
- 3.4.2. Legislative Development in Environmental Responsibility
- 3.4.3. Response of Companies to Environmental Problems
- 3.4.4. Waste and Emissions

**3.5. Responsible Management Systems and Tools**

- 3.5.1. Social Responsibility Management Systems
- 3.5.2. Quality Management Systems, the Environment and Occupational Health and Safety
- 3.5.3. Audits

**3.6. Business Ethics**

- 3.6.1. Ethical Behavior in Companies
- 3.6.2. Deontology and Ethical Codes
- 3.6.3. Fraud and Conflicts of Interest



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

# 06

# Methodology

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

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







“

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

## TECH Business School uses the Case Study to contextualize all content

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

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



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



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

## A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



This program offers the best educational material, prepared with professionals in mind:



### Study Material

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

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

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



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Diploma in Strategic Communication in Human Resources is a program aimed at professionals related to Human Resources and related sectors who want to update their knowledge, discover new ways of communicating in people management and advance in their professional career.







“

*If you have experience in people management and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

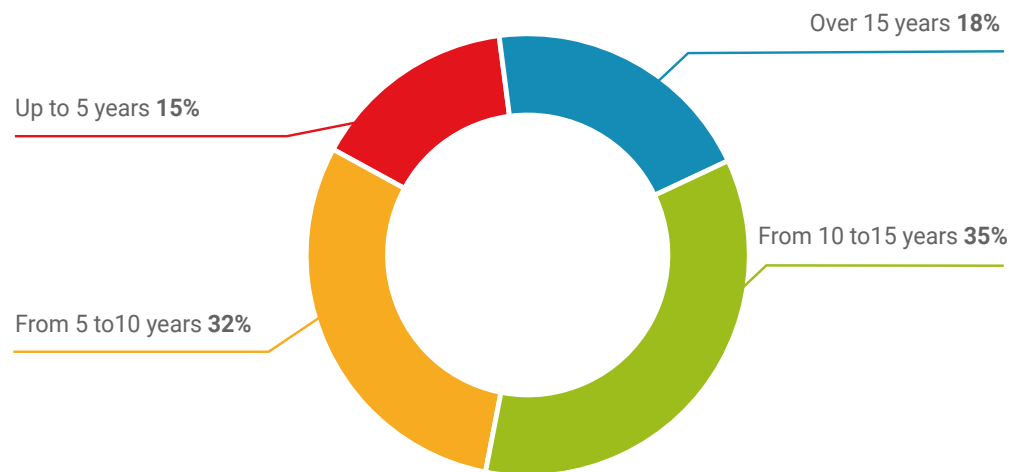
### Average Age

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

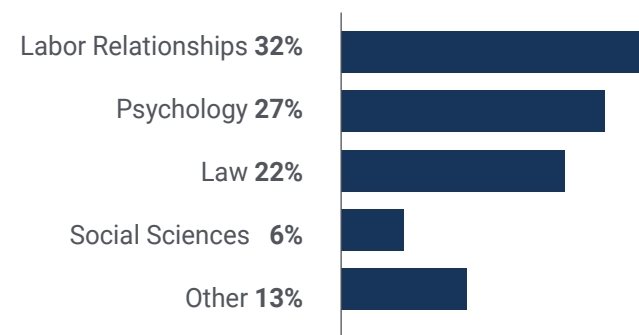
### Years of Experience

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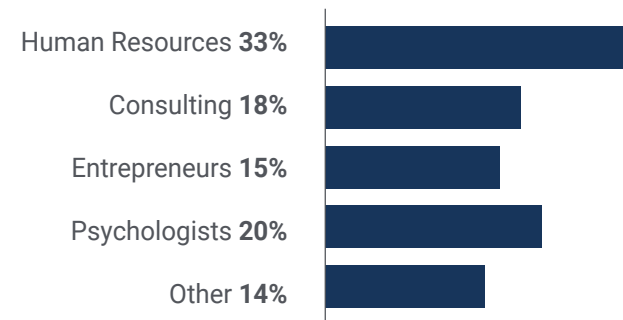
### Training

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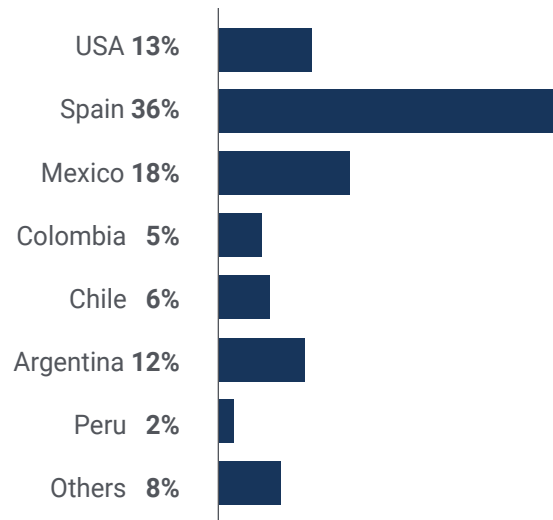
### Educational Profile

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## Geographical Distribution

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## Mariana Delgado

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Responsible of Human Resources

*"Improving communication with the company's employees is a complex task. Therefore, I had been looking for a program with which I could develop those skills that would allow me to have a more fluid contact and, consequently, create better interrelationships that favor their performance. Undoubtedly, this TECH's Postgraduate Diploma has provided me with the keys to grow in my field of action"*

08

# Impact on Your Career

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

The ultimate goal of carrying out this great effort must be to achieve professional growth, and to do so with proven efficiency.





“

*TECH puts all its resources at your disposal to generate that important change in your professional career”*

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

The Postgraduate Diploma in Strategic Communication in Human Resources of TECH Technological University is an intensive program that prepares students to face challenges and business decisions at an international level. The main objective is to promote personal and professional growth. Helping students achieve success.

Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best will find their place in this program.

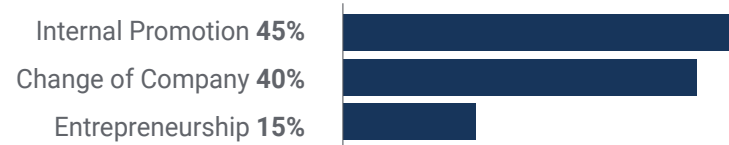
*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

*If you want to achieve a positive change in your profession, the Postgraduate Diploma in Strategic Communication in Human Resources will help you achieve it.*

#### 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

The Postgraduate Diploma in Strategic Communication in Human Resources helps raise the organization's talent to its full potential by creating high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.







“

*The Human Resources specialist will bring to the company a new internal communication model, capable of generating significant benefits”*

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

01

### Intellectual Capital and Talent Growth

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

---

02

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

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

03

### Building agents of change

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

---

04

### Increased international expansion possibilities

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



05

### **Project Development**

The executive can work on a real project or develop new projects in the field of R&D or business development of their company.

---

06

### **Increased competitiveness**

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

# 10 Certificate

The Postgraduate Diploma in Strategic Communication in Human Resources guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

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

The **Postgraduate Diploma in Strategic Communication in Human Resources** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Strategic Communication in Human Resources**

Official N° of Hours: **375 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.



## Postgraduate Diploma Strategic Communication in Human Resources

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Strategic Communication in Human Resources

