

Executive Master's Degree Personnel Recruitment Management

M P R M



Executive Master's Degree Personnel Recruitment Management

Language: English

Course Modality: Online

Duration: 12 months.

Certificate: TECH Technological University

Official N° of hours: 1,500 h.

Website: www.techtute.com/us/school-of-business/professional-master-degree/master-personnel-recruitment-management

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 26

07

Methodology

p. 40

08

Our Students' Profiles

p. 48

09

Impact on Your Career

p. 52

10

Benefits for Your Company

p. 56

11

Certificate

p. 60

01 Welcome

Personnel selection processes must be carried out in an exhaustive manner in order to choose the workers who are best suited to each job position and who have a profile appropriate to the company's policies and objectives. In this sense, having an international and inclusive vision will make the organization more committed and competitive, by having, among the most valuable asset, the human resources department, with professionals with different visions and cultures that can contribute all their knowledge to the company to achieve a common goal. To this end, it is essential that recruitment professionals have advanced specialization in the field of diversity in the workplace in order to understand the opportunity of having a diverse and multicultural team.



Executive Master's Degree in Personnel Recruitment Management
TECH Technological University



The most outstanding advances in the approach to diversity in the workplace are condensed in this very complete Executive Master's Degree, specially designed to catapult the professional career of HR specialists"

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

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

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



“

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 program will give you the boost your career needs”

Your goals are our goals.

We work together to help you achieve them.

The Executive Master's Degree in Personnel Recruitment Management will enable the student to:

01

Be familiar with the evolution of personnel selection, especially with regard to diversity in the workplace

04

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

02

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



03

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

05

Knowledge of the functioning of contracting procedures and Social Security

06

Determine the legal regulations applicable to continuing vocational training for employment

08

Understand and know how to apply the legal system to solve practical cases



09

Know the essential aspects of employment law

07

Recognize different techniques of personal motivation in conflict resolution

10

Understand the dynamics of the social assistance system

11

Interpret various government programs and policies

12

Examine social groups, social exclusion, as well as women in employment

13

Obtain a vision of equality and diversity in the workplace

14

Describe the different phases and processes in personnel selection

15

Knowledge of cybersecurity strategies in digital recruitment and selection processes



16

Be able to prepare an annual performance plan according to the organization within the scope of labor policies and equality at work

18

Handle labor intermediation actions and their distinction with illegal assignment of workers

19

Know the employment intermediary agents, their policy of public-private collaboration with the public employment services and the actions that regulate them

17

Conduct an analysis of the results of the annual performance plan

20

Knowledge of job prospecting and recruitment actions within the framework of the digital marketplace



05 Skills

After passing the assessments of the Executive Master's Degree in Personnel Recruitment Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.





“

We provide you with the most complete educational program in the market so that you can acquire the necessary skills to develop in the field of Personnel Selection"

01

Examine time and personal energy management with the use of new technologies

02

Plan and control projects in such a way that you will be able to increase your company's productivity

03

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

04

Describe the new Human Resources policies in the digital era, through performance evaluation scales and observation techniques

05

Differentiate the types of contracting and contractual termination



06

Manage bonuses for specific groups on an equal opportunity basis

08

Manage different internal and external training programs



09

Manage the employee social security bonus systems

07

Perform wage receipts and apply the contribution elements and wage bases

10

Delve into the psychology of work and organizations

11

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

12

Adapt plans designed to increase the diversity of the organization's workforce

13

Analyze the different recruitment tools, both traditional and digital

14

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



15

Identify the behavior of people in organizations

16

Apply psychological approaches, so that you will be able to negotiate and mediate group disagreements

17

Discuss digital transformation processes

18

Apply plans for personnel management



06

Structure and Content

The syllabus of this Executive Master's Degree has been designed and created by a team of experts in the field to respond specifically to the needs of Human Resources professionals. This compendium of contents has also been designed with a perspective focused on applied learning, allowing the professional to intervene successfully through a broad vision connected to the real environment of the profession. Thus, this program will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.



“

A complete educational program created to offer you effective and fast learning, compatible with your personal and professional life"

Syllabus

This intensive program at TECH Technological University prepares you to face challenges and business decisions in the field of Personnel Selection. The content is designed to promote the development of professional competencies that allow for more rigorous decision making in uncertain environments.

Throughout 1,500 hours of study, students will analyze a multitude of practical cases through individual work, achieving a contextual learning that allows them to perfectly understand possible situations they will face in their daily practice. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals in depth with the selection of people and labor diversity from a strategic, international and innovative perspective.

A plan designed and focused on professional improvement, and that prepares to achieve excellence. A program that understands the needs of the professional and those of the company through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty that will provide competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 10 modules:

Module 1	Work and Organizational Psychology
Module 2	Social Security
Module 3	Personnel Administration
Module 4	In-Company Training Management
Module 5	Strategic Management of Equality and Diversity in HR Department
Module 6	Personnel Recruitment I: Quantitative and Qualitative Methodologies
Module 7	Personnel Recruitment II: Digital Era
Module 8	Performance Management and Compensation Policy
Module 9	Management of Employment Intermediation Policies
Module 10	Personal Productivity and Project Management



Where, when and how is it taught?

TECH offers the possibility of developing this Executive Master's Degree in Personnel Recruitment Management completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Psychology of Work and Organizations

1.1. Approach to Work and Organizational Psychology

- 1.1.1. Definition and Historical Conceptualization
- 1.1.2. Application of Work and Organizational Psychology
- 1.1.3. Psychological Pictures in the Workplace

1.2. Organizational Structure

- 1.2.1. Organizational Structure: The Organizational Chart
- 1.2.2. Group Structure: Types of Business Groups
- 1.2.3. Information Processing and Exchange in the Organization

1.3. Organizational Climate

- 1.3.1. Concept of Organizational Climate
- 1.3.2. The Importance of Establishing an Organizational Culture in the Company and Its Impact on the Worker
- 1.3.3. Organizational Climate Assessment

1.4. The Positive and Creative Context in Organizations

- 1.4.1. Introduction to the Positive Context
- 1.4.2. Handling Turbulent Contexts and Dispensers
- 1.4.3. Mediation Actions
- 1.4.4. Organizational Change

1.5. Social Psychology of Conflict and Negotiation

- 1.5.1. Social Conflict (The Human Group and Its Cognitive Components in a Group)
- 1.5.2. The Human Group: Collective Processes
- 1.5.3. Conflict Stimulation

1.6. Psychosocial Foundations of Human Behavior

- 1.6.1. Psychological Foundations of Human Behavior
- 1.6.2. Values
- 1.6.3. Perception
- 1.6.4. Learning
- 1.6.5. Commitment

1.7. Career Counseling

- 1.7.1. Contextualization of Guidance in the World of Work.
- 1.7.2. Career Guidance in Lifelong Work-Based Learning: Skills
- 1.7.3. Digital Transformation in Career Guidance
- 1.7.4. International Organizations in Vocational and Career Guidance

1.8. Leadership, Change, Innovation and Development

- 1.8.1. Introduction and Definition of Leadership
- 1.8.2. Leadership Typologies
- 1.8.3. Leadership Skills Focused on Change and Innovation

1.9. Personality, Attitudes and Values in the Work Environment

- 1.9.1. Conceptualization of Personality
- 1.9.2. Personality Theories
- 1.9.3. Relationship between Attitudes and Personality
- 1.9.4. Personality and Work Environment

1.10. Motivation and Job Satisfaction

- 1.10.1. Motivation: Types (Extrinsic and Intrinsic)
- 1.10.2. Motivation and Personality
- 1.10.3. Job Satisfaction and Fulfillment

Module 2. Social Security

2.1. The Constitutional Model of Social Protection. The Social Security System 2.1.1. The Constitutional Model of Social Protection 2.1.1.1. Measures for the Protection of Social Needs 2.1.1.2. Social Security 2.1.1.3. The Declarations of the Spanish Constitution of 1978 on Social Protection	2.1.2. The Social Security System 2.1.2.1. Evolution of the Social Security in Spain 2.1.2.2. System Composition 2.1.2.3. Protective Action: Social Security Benefits 2.1.3. Economic and Financial Regime of Social Security 2.1.4. Social Security Management	2.2. Persons and Contingencies Protected 2.2.1. Field of Application of the System 2.2.2. Scope of Application of the General Regime 2.2.3. Entrepreneur Registration 2.2.4. Employee Affiliation 2.2.4.1. Employee Terminations and Cancellations 2.2.4.2. Discharge Classes 2.2.4.3. The Special Agreement as a Situation Assimilated to Registration 2.2.4.4. Effects of Registration, Cancellation and Communication of Employee Data 2.2.5. Effects of Improper Acts	2.3. Protected Persons and Contingencies II 2.3.1. Protected Situations 2.3.2. Occupational Accidents and Occupational Diseases 2.3.3. The Protective Action of the Social Security System 2.3.4. General Requirements for Entitlement to Contributory Benefits 2.3.5. Liability for Benefits 2.3.6. Automated Performance
2.4. Management and Financing (Part I) 2.4.1. Social Security Management 2.4.1.1. Management Entities 2.4.2. Common Services 2.4.3. Collaboration in Management	2.5. Management and Financing (Part II) 2.5.1. Economic and Financial Regime of Social Security 2.5.2. General Social Security Resources 2.5.3. Social Security Contributions 2.5.3.1. Contribution Bases and Rates 2.5.4. Collections	2.6. Financial Benefits: Allowances and Pensions I 2.6.1. Introduction 2.6.2. Temporary Disability 2.6.3. Maternity 2.6.4. Parenting 2.6.5. Risk During Pregnancy and Breastfeeding 2.6.6. Care of Children Affected by Cancer or Other Serious Illness 2.6.7. Unemployment	2.7. Financial Benefits: Allowances and Pensions II 2.7.1. Introduction 2.7.2. Contributory Benefits 2.7.2.1. Permanent Disability 2.7.2.2. Retirement 2.7.2.3. Death and Survival 2.7.3. Non-Contributory Benefits 2.7.3.1. Disability 2.7.3.2. Retirement 2.7.4. Family Benefits
2.8. The Health System. Portfolio of Services and Medicines 2.8.1. The Health System and Social Security 2.8.2. Evolution of the Right to Health Protection 2.8.3. National Health System 2.8.4. Common Portfolio of Services of the National Health System 2.8.5. State and Autonomous Community Competencies in Health Care	2.8.6. Medicines and Pharmaceutical Services 2.8.7. Insureds and Beneficiaries of the Right to Health Care 2.8.8. Benefit Management	2.9. The Social Assistance System 2.9.1. Delimitation of the Concept. Social Assistance 2.9.2. Internal Social Security Social Assistance 2.9.3. Social Assistance Outside the Social Security System 2.9.4. Social Services 2.9.5. The System for Autonomy and Dependency Care	2.10. Pension Plans and Funds. Mutual Benefit Societies 2.10.1. Introduction 2.10.2. Voluntary Improvements 2.10.3. Mutual Benefit Societies. Pension Plans and Funds

Module 3. Personnel Administration

3.1. Introduction to Personnel Management

- 3.1.1. Human Resources in the Company
- 3.1.2. Personnel Administration Management in Human Resources

3.2. Recruitment Modalities

- 3.2.1. The Work Contract
- 3.2.2. Types of Contracts
- 3.2.3. Types of Contract Termination

3.3. The Payroll Receipt (I)

- 3.3.1. Salary
- 3.3.2. Salary Payments
- 3.3.3. Extra Salary Payments

3.4. The Payroll Receipt (II): Calculation

- 3.4.1. Payroll Structure
- 3.4.2. Contribution Bases
- 3.4.3. Payroll Accounting

3.5. The Payroll Receipt (III): Deductions

- 3.5.1. Deductions
- 3.5.2. Taxes
- 3.5.3. Social Sustainability
- 3.5.4. Other Deduction Types

3.6. Working Hours, Vacations and Leave

- 3.6.1. Workday
- 3.6.2. Vacations
- 3.6.3. Work Permits
- 3.6.4. Disabilities

3.7. Taxes

- 3.7.1. The Tax System
- 3.7.2. Tax Obligations of Employees
- 3.7.3. Employer's Tax Obligations

3.8. Technological Tools for Payroll Processing

- 3.8.1. The ERP Concept
- 3.8.2. Importance in Payroll Management
- 3.8.3. Most Common Programs

3.9. Compensation and Benefits

- 3.9.1. Compensation and Benefits Management
- 3.9.2. Benefits in Excess of the Law
- 3.9.3. Emotional Salary
- 3.9.4. Home Office

3.10. Equal Opportunity in Personnel Management

- 3.10.1. Equal Opportunity as Part of Organizational Culture
- 3.10.2. Gender Equity
- 3.10.3. Social Responsibility

Module 4. In-Company Training Management

4.1. In-Company Training

- 4.1.1. Training Concept, Objectives and Actors
- 4.1.2. Training as an Element of Business Strategy

4.2. Training Planning

- 4.2.1. Element of Training Planning
- 4.2.2. Budget Management

4.3. Assessment of Training Needs

- 4.3.1. Detection of DNC Training Needs
- 4.3.2. Techniques and Data Collection
- 4.3.3. Analysis and Valuation

4.4. Training Methods

- 4.4.1. In-Office Training
- 4.4.2. Out-of-Office Training
- 4.4.3. Training in Digital Environments E-Learning
- 4.4.4. Blended Training

4.5. Design and Programming of Training Activities

- 4.5.1. Concept of Design and Programming of Training Activities
- 4.5.2. Definition of the Objective and Contents of the Training Activities
- 4.5.3. Methodology of Teaching in Training Activities

4.6. The Dual Education System

- 4.6.1. Origin of Dual Training and Countries of Reference
- 4.6.2. Labor Aspects of the Dual Training Context
- 4.6.3. Educational Aspects of the Dual Training Context
- 4.6.4. Perspectives and Evolution of Dual Training

4.7. Legal Framework for Training

- 4.7.1. Art. 123
- 4.7.2. Federal Labor Law
- 4.7.3. Collective Bargaining Agreements

4.8. The Cost of Training in the Organization

- 4.8.1. Direct Training Costs
- 4.8.2. Indirect Training Costs

4.9. The Economic Impact of Proper Training in the Company

4.10. In-House Training Inspections and Audits

- 4.10.1. Government Inspections
- 4.10.2. External Audits
- 4.10.3. Risks in Case of Non-Compliance

4.11. Highly Specialized Training

- 4.11.1. High-Risk Positions
- 4.11.2. Special Training Programs

Module 5. Strategic Management of Equality and Diversity in HR Resources

5.1. Government Employment Programs and Policies 5.1.1. Knowledge of Current Governmental Employment Policies 5.1.2. Employment Subsidy Programs 5.1.3. Government as a Provider of Employment	5.2. Poverty and Social Exclusion Policies 5.2.1. Conceptualization of Poverty in Socio-Economic Terms 5.2.2. Legal and Social Contextualization 5.2.3. Poverty and Social Inclusion in Employment Policies	5.3. Social Groups and Employment Difficulties 5.3.1. Identification of Social Groups 5.3.2. Exclusionary Labor Practices 5.3.3. Programs and Laws Protecting Social Groups	5.4. Disability in the Work Environment 5.4.1. Conceptualization of Disability 5.4.2. Inclusion Programs in the Company 5.4.3. Government Incentives
5.5. Youth and First Employment Programs 5.5.1. Policies for Interns and Trainees in the Company 5.5.2. Government Programs 5.5.3. Challenges of Youth Employment in the Context of Digital Transformation	5.6. Pensions and Retirement 5.6.1. Corresponding Laws 5.6.2. Pension or Retirement Eligibility	5.7. Women and Work I: Gender Violence 5.7.1. Contextualization of Gender Violence 5.7.2. Business Programs Against Gender Violence 5.7.3. Promoting Employment Among Women Victims of Gender-Based Violence	5.8. Women and Work II: Discrimination and Marginalization in Employment 5.8.1. Women in the Workplace Throughout History 5.8.2. Employment Discrimination 5.8.3. Productive Sectors with Greater Employability for Women
5.9. Immigration and Work 5.9.1. Types of Immigrants 5.9.2. Work Permits 5.9.3. Government Involvement in the Promotion of Legal Migration	5.10. International Personnel Management 5.10.1. Global Companies 5.10.2. Immigrants and Expatriates 5.10.3. Fostering a Global Corporate Culture		

Module 6. Personnel Recruitment I: Quantitative and Qualitative Methodologies

6.1. Introduction to Personnel Management

- 6.1.1. Personnel Recruitment
- 6.1.2. Stages of Personnel Recruitment

6.2. Recruitment: Techniques

- 6.2.1. Internal Recruitment Sources
- 6.2.2. External Recruitment Sources
- 6.2.3. Digital Recruitment: E-Recruitment

6.3. Quantitative Personnel Recruitment Tests

- 6.3.1. Psychometrics
- 6.3.2. Psychometric Tests
- 6.3.3. Skills or Knowledge Tests

6.4. Psychological Tests in the Work Environment

- 6.4.1. Intelligence Test
- 6.4.2. The Personality Test
- 6.4.3. Test of Specific Skills

6.5. Qualitative Personnel Recruitment Tests

- 6.5.1. Role Play
- 6.5.2. Assessment Center
- 6.5.3. Group Dynamics

6.6. Assessment of the Effectiveness and Efficiency of Recruitment Processes

- 6.6.1. Methods of Quantitative Assessment of Recruitment Processes
- 6.6.2. Methods for Qualitative Assessment of Recruitment Processes

6.7. Onboarding

- 6.7.1. Welcoming Protocols
- 6.7.2. Induction
- 6.7.3. Organizational Culture Attachment Strategy
- 6.7.4. Adjustment Interview

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

- 6.8.1. Equal Opportunities in Organizations
- 6.8.2. Protocols for Incorporating Equal Opportunity in the Selection and Promotion Processes

6.9. Internal Promotion Processes

- 6.9.1. Life and Career Plan
- 6.9.2. Replacement Letters
- 6.9.3. Promotion Processes

6.10. Employer Branding

- 6.10.1. Employer Branding and its Importance
- 6.10.2. Online Corporate Branding Tools (website, social networks, blogs)
- 6.10.3. Offline Corporate Branding Tools: Job Fairs, Media Impact

Module 7. Personnel Recruitment II: Digital Era
7.1. Job Skills in the Digital Era

- 7.1.1. Concept of Competence
- 7.1.2. Skills and Careers of the Future in the Fourth Industrial Revolution
- 7.1.3. National and International Frameworks of Professional Skills

7.2. Introduction to the 2.0 Environment and Selection

- 7.2.1. Advantages of the 2.0 Environment in Recruitment and Selection
- 7.2.2. Main Means to Carry Out Online Recruitment Processes

7.3. Analysis of Professional Skills in the Business Environment

- 7.3.1. Identification of Skills Needed for Jobs
- 7.3.2. Elaboration of the Dictionary of Skills

7.4. Personnel Recruitment by Professional Skills

- 7.4.1. Skill-Based Recruitment Interview
- 7.4.2. STAR Methodology
- 7.4.3. Assessment Center
- 7.4.4. Assessment of the Skill-Based Recruitment Process

7.5. E-Recruitment, Nethunting and Employer Branding

- 7.5.1. Social Reputation and Employer Branding
- 7.5.2. Social Media Recruiting
- 7.5.3. Inbound Recruitment
- 7.5.4. Mobile Recruitment
- 7.5.5. The New E-Recruitment Professionals: The Nethunters

7.6. Skill-Based Recruitment Processes in Digital Environments

- 7.6.1. Big Data Analysis in the Identification of Professional Skills
- 7.6.2. Algorithms in Personnel Recruitment (Job Portals 2.0)
- 7.6.3. Gamification Tests
- 7.6.4. Networking and Personal Branding

7.7. Headhunting and the Recruitment of Digital Human Talent

- 7.7.1. Headhunting
- 7.7.2. Job Mapping
- 7.7.3. Online Talent Management
- 7.7.4. International Recruitment

7.8. Intranet as a Communication and Selection Tool

- 7.8.1. Intranet: Operation, Concepts and Definitions
- 7.8.2. Operation of an Intranet
- 7.8.3. Types of Intranet
- 7.8.4. Intranet Implementation in HR Processes

7.9. Development of Digital Skills

- 7.9.1. Detection of Transversal Digital Skills
- 7.9.2. Digital Skills Training in the Business Environment

7.10. Digital Culture and Workers' Inherent Digital Rights

- 7.10.1. Society 3.0
- 7.10.2. Cybersecurity and Personal Data Protection

Module 8. Performance Management and Compensation Policy

8.1. Introduction to Performance Management and Management by Objectives

- 8.1.1. The Impact of the Digital Era on Professional Performance
- 8.1.2. Digital Transformation in Companies
- 8.1.3. New Human Resources Policies in the Digital Era
- 8.1.4. New Work Environments
- 8.1.5. Performance Assessment: What Is It and What Is It for?
- 8.1.6. Performance Assessment Models

8.2. The Performance Management Cycle

- 8.2.1. New Work Environments
- 8.2.2. Phases of the Performance Management Cycle
- 8.2.3. Models in Employment Systems

8.3. Performance Planning

- 8.3.1. Initial Design of the Performance Assessment: Company Analysis
- 8.3.2. Setting Individual and Group Objectives
- 8.3.3. Performance Metrics
- 8.3.4. Skill-Based Assessment Systems

8.4. Performance Monitoring

- 8.4.1. Management of the Corporate Talent Map
- 8.4.2. Individual and Group Action Plan Follow-up Mechanisms: Observation, Coaching and Feedback Techniques
- 8.4.3. Recognition Plans

8.5. Performance Assessment

- 8.5.1. Key Points in Performance Appraisal: Objectives, Skills and Project/Team
- 8.5.2. Definition of Assessment Scales and Parameters of Excellence
- 8.5.3. The Application of the Assessment

8.6. Underperformance Management

- 8.6.1. Observation Techniques
- 8.6.2. Incentive Motivation and Coaching Methodologies
- 8.6.3. Recovery Plan

8.7. Remuneration Policy

- 8.7.1. Regulation of Work and Remuneration
- 8.7.2. Establishment of the General Compensation System
- 8.7.3. Variable Remuneration
- 8.7.4. Control Systems

8.8. Legal and Labor Aspects of Remuneration

- 8.8.1. Legal Framework
- 8.8.2. Application

8.9. Annual Planning of Performance Plans

- 8.9.1. Design and Development of an Annual Performance Plan
- 8.9.2. Analysis of Results

8.10. Additional Compensation Aspects

- 8.10.1. Pension Plans
- 8.10.2. Other Special Situations

Module 9. Management of Employment Intermediation Policies
9.1. Employment Intermediation in the Common Portfolio of the National Employment System Services

- 9.1.1. Employment Intermediation
- 9.1.2. The New Role of Public Employment Services
- 9.1.3. Discrimination in Access to Employment

9.2. Employment Intermediation

- 9.2.1. Conceptualization of Intermediation: Basic Principles
- 9.2.2. Employment Intermediation and Professional Orientation
- 9.2.3. Employment Intermediation Within Active Employment Policies in Public Services
- 9.2.4. Collaborating Agents in the Outsourcing of Intermediation: Recruitment Agencies and Temporary Employment Agencies

9.3. Job Prospecting I

- 9.3.1. Statistical Data on the Business Fabric
- 9.3.2. Sources of Employment Market Information
- 9.3.3. Current Employment Market Indicators
- 9.3.4. Employment Opportunities

9.4. Job Prospecting II

- 9.4.1. Diagnosis and Analysis of the Labor Market
- 9.4.2. Prospecting and its Phases: Approaching the Company and Recruiting Plan
- 9.4.3. Loyalty and Assessment of the Relationship with Companies
- 9.4.4. Management of the Employment Demand and Accompaniment to the Company

9.5. Recruitment Activities

- 9.5.1. Conceptualization of Recruitment: Typologies
- 9.5.2. Recruitment Procedures in the Digital Era: E-Recruitment
- 9.5.3. Recruitment in the Collaborating Placement Agencies

9.6. Personalized Itineraries of Orientation and Labor Market Insertion

- 9.6.1. Basic Aspects and Elements that Include it
- 9.6.2. Elaboration of Personalized Itineraries of Orientation and Labor Market Insertion
- 9.6.3. Special Considerations for Groups with Labor Market Insertion Difficulties

9.7. The Sanctioning Regime for Brokerage Activities

- 9.7.1. Lack of Penalties for the Recruitment of Irregular Labor Orientation and Placement
- 9.7.2. The Sanctioning Regime for Training

9.8. Illegal Assignment of Workers: Regulatory Framework

- 9.8.1. Successive Reforms of the Concept and the Current Identification of Illegal Assignment
- 9.8.2. Illegal Intercompany Transfers
- 9.8.3. Consequences of Unlawful Assignment

9.9. Public-Private Collaboration in Labor Intermediation

- 9.9.1. European Public-Private Partnership Models
- 9.9.2. The Public-Private Partnership Framework Agreement after the Labor Reform
- 9.9.3. The Convergence of Educational Obligations with the Public Employment Services

9.10. Challenges of Labor Intermediation Policies in the Digital Era

- 9.10.1. Labor Intermediation in Telematic Employment Agencies
- 9.10.2. Labor Mobility and Globalization in Employment Policies
- 9.10.3. Job Prospecting in the Digital Era

Module 10. Personal Productivity and Project Management

10.1. Time Management

- 10.1.1. Use of Time
- 10.1.2. Time Planning: Time Thieves
- 10.1.3. Development of Operational Plans and Management Control
- 10.1.4. New Technologies at the Disposal of Time: Outlook, Microsoft Project

10.2. Personal Energy Management

- 10.2.1. Personal Skills and Management Skills
- 10.2.2. Interpersonal Skills
- 10.2.3. Conflict Resolution

10.3. Personal Stress Management Strategies

- 10.3.1. Stress: Basic Concepts and Its Role in Survival
- 10.3.2. Eustress and Distress
- 10.3.3. Stress Management Strategies: Cognitive, Behavioral and Emotional

10.4. Project Planning and Control

- 10.4.1. Scope Management
- 10.4.2. Project Schedule Management
- 10.4.3. Project Cost Management

10.5. Project Quality Management

- 10.5.1. Planning, Quality Assurance and Quality Control: Applicable Regulations
- 10.5.2. Project Risk Management and Technical Tools for Project Risk Management

10.6. People Management

- 10.6.1. Leadership Management and Team Management in Human Resources
- 10.6.2. Corporate Responsibility and Ethics of the Project Manager

10.7. Legal Aspects of Project Management

- 10.7.1. Recruitment Management
- 10.7.2. Procurement Planning (The Purchasing Cycle)
- 10.7.3. Contract Administration and Procurement

10.8. Project Financing

- 10.8.1. Economic-Financial and Risk Analysis
- 10.8.2. Financing Mechanisms
- 10.8.3. Program Financial Management (Budget, Program Control, Program Closing)

10.9. Communication and Project Sales

- 10.9.1. Communication and Stakeholders) Management
- 10.9.2. Project Sale Management
- 10.9.3. Quality Assessment in Knowledge Management and Project Management Trends
- 10.9.4. Information Management
- 10.9.5. ISO 10006
 - 10.9.5.1. UNE 412001: Practical Guide to Knowledge Management
 - 10.9.5.2. Tiwana Methodology



07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

“

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

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

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

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and 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.



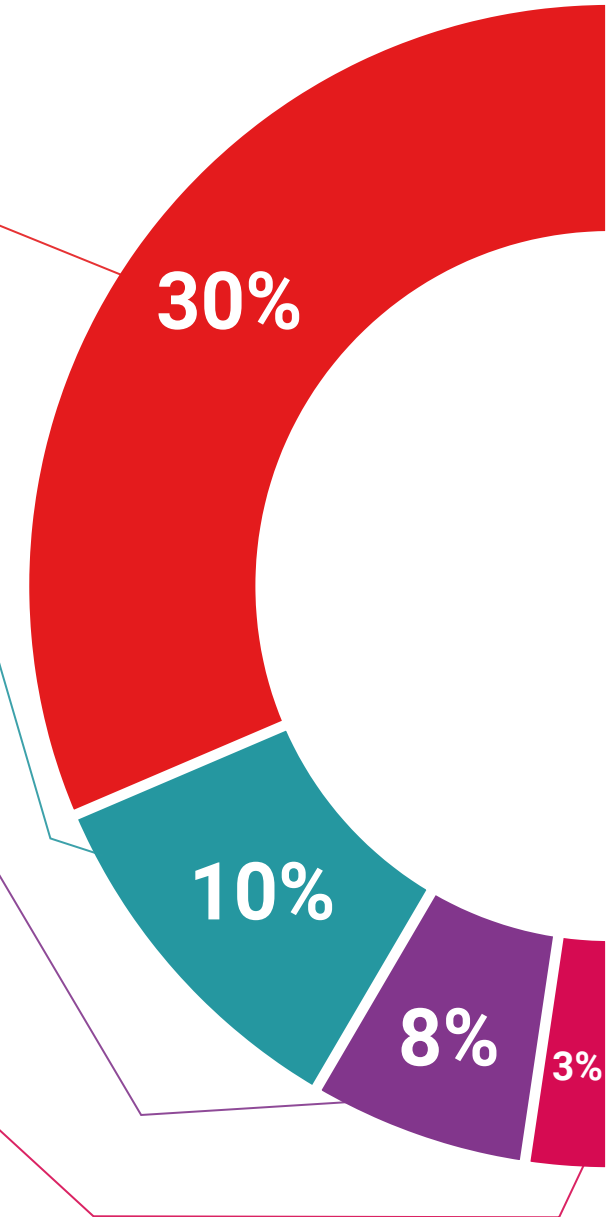
Management Skills Exercises

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.



08

Our Students' Profiles

The Executive Master's Degree in Personnel Recruitment Management is a program aimed at professionals who want to update their knowledge in the field of Personnel Recruitment 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 qualification will enable them to work in this field with guaranteed success and will allow them to position themselves as experts in this area of human resources.





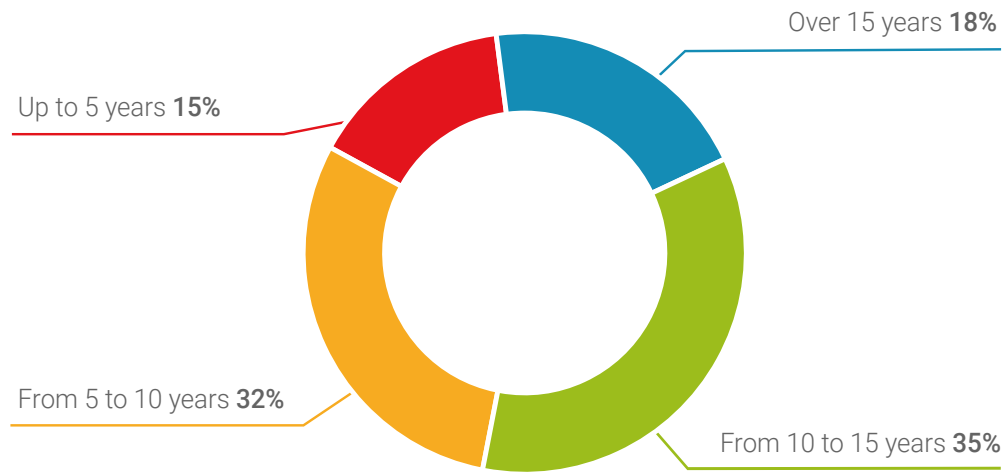
“

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

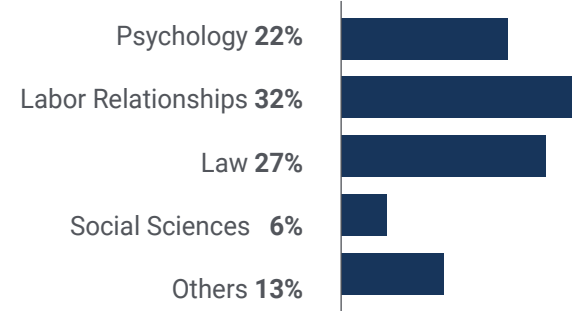
Average Age

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

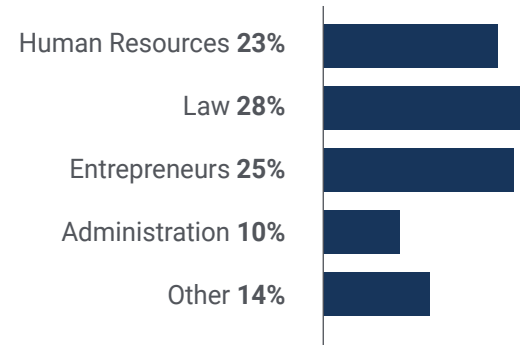
Years of Experience



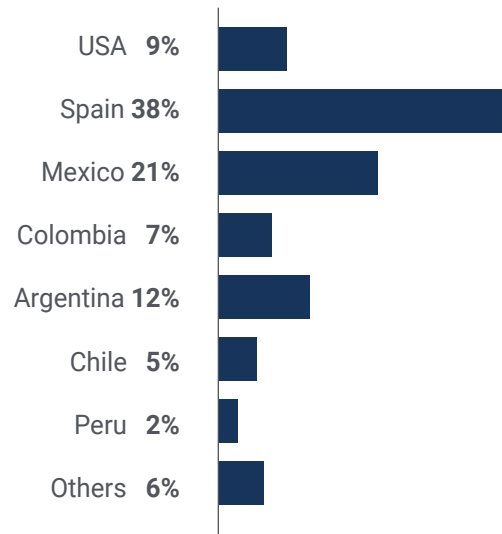
Training



Academic Profile



Geographical Distribution



Judith Santana Pérez

Responsible of Human Resources

"In a particularly difficult year for companies, having studied this Executive Master's Degree has been my salvation. Thanks to it, I have been able to move up in my job and become the head of Human Resources in a multinational company. Undoubtedly a great success to have chosen TECH for my specialization"

09

Impact on Your Career

We are 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, for this, TECH offers all the educational resources for them to achieve the necessary specialization that allows them to give a boost to their professional career.





At TECH we are fully committed to helping you achieve the professional change you want"

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

This intensive program at TECH prepares you to face challenges and business decisions in the field of Personnel Recruitment. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

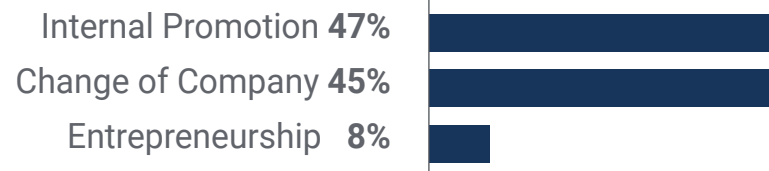
Thanks to this program, you will receive a large number of job offers with which you will be able to start your professional growth.

Surpass yourself with the completion of this high-level educational program.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Executive Master's Degree in Personnel Recruitment Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, increasing your training 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

Bring new concepts, strategies and perspectives to the company that can bring about relevant 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

You 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 Organisation will come into contact with the main markets in the world economy.



05

Project Development

The manager will be able to work on a real project or develop new projects.

06

Increased competitiveness

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

11

Certificate

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



“

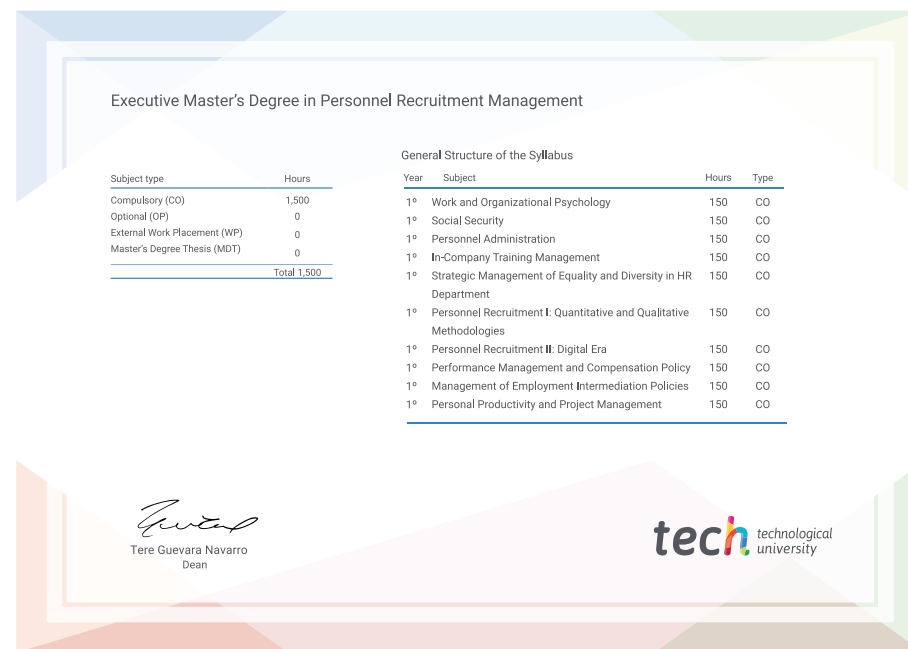
Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Executive Master's Degree in Personal Recruitment Management** contains the most complete and up-to-date educational program the market.

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

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

Title: **Executive Master's Degree in Personnel Recruitment Management**
 Official N° of hours: **1,500 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.



**Executive Master's
Degree**
Personnel Recruitment
Management

Language: English

Course Modality: Online

Duration: 12 months.

Certificate: TECH Technological University

Official N° of hours: 1,500 h.

Executive Master's Degree Personnel Recruitment Management

