

# Advanced Master's Degree Senior Management in Education Centers





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

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

Website: [www.techtitute.com/pk/education/advanced-master-degree/advanced-master-degree-senior-management-education-centers](http://www.techtitute.com/pk/education/advanced-master-degree/advanced-master-degree-senior-management-education-centers)

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# 01

# Introduction

The work of the directors of education centers is of extreme responsibility, since the proper functioning of these institutions depends on their management, in which a large number of people who make up the educational community: teachers, students, parents, etc. participate. This program offers the most complete specialization in order to acquire the necessary skills for the correct direction and management of educational centers.





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*We offer you the most complete specialization on the market to acquire the necessary skills in this field, so that you will be able to manage educational institutions with a global and strategic business vision”*



Managing a school is a complex task. Not only does the work of numerous teaching professionals fall under the supervision of this area, but also the intellectual, emotional and social development of hundreds of students who come to their school every day.

During this Advanced Master's Degree, you will be able to acquire the necessary knowledge to promote an environment of learning and coexistence in the educational center, which improves the emotional state, self-esteem, motivation, adaptability, perseverance and empathy. Thanks to this program, you will learn to positively manage decision-making, delayed gratification, cooperation, teamwork, conflict prevention and management between the teaching staff and students in all possible interactions.

Throughout this program, the students will go through all the current approaches to the different challenges of their profession. A high-level step that will become a process of improvement, not only on a professional level, but also on a personal level. Additionally, at TECH we have a social commitment: to help highly qualified professionals to specialize and to develop their personal, social and professional skills throughout the course of their studies.

We will not only take you through the theoretical knowledge, but we will show you another way of studying and learning, more organic, simpler and more efficient. TECH will work to keep the professional motivated and to create a passion for learning. And it will push you to think and develop critical thinking.

This Advanced Master's Degree is designed to give you access to the specific knowledge of this discipline in an intensive and practical way. A great value for any professional. Furthermore, as it is a 100% online specialization, the student decides where and when to study. No fixed schedules and no obligation to move to the classroom, which facilitates the reconciliation with family and work life.

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

- ◆ The latest technology in e-learning software
- ◆ Intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ◆ The development of practical case studies presented by practicing experts
- ◆ State-of-the-art interactive video systems
- ◆ Teaching supported by telepractice
- ◆ Continuous updating and recycling systems
- ◆ Self-regulated learning: full compatibility with other occupations
- ◆ Practical exercises for self-assessment and learning verification
- ◆ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ◆ Communication with the teacher and individual reflection work.
- ◆ Content that is accessible from any fixed or portable device with an Internet connection
- ◆ Supplementary documentation databases are permanently available, even after the program



*In this Advanced Master's Degree, we give you the keys to the correct management and administration of educational centers, in an intensive and complete specialization"*

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*A high-level educational specialization, supported by advanced technological development and the teaching experience of the best professionals”*

Our teaching staff is made up of working professionals. In this way, at TECH we ensure that we provide you with the up-to-date education we are aiming for. A multidisciplinary team of professionals prepared and experienced in different environments, who will develop theoretical knowledge efficiently, but, above all, will put at the service of specialization the practical knowledge derived from their own experience.

This command of the subject is complemented by the effectiveness of the methodological design of this Advanced Master's Degree. Developed by a multidisciplinary team of e-Learning experts, it integrates the latest advances in educational technology. In this way, the professionals will be able to study with a range of comfortable and versatile multimedia tools that will provide them with the operability they need in the program.

The design of this program is based on Problem-Based Learning: an approach that views learning as a highly practical process. To achieve this remotely, we will use telepractice. With the help of an innovative, interactive video system and Learning from an Expert, students will be able to acquire the knowledge as if they were dealing with the case in real time. A concept that will make it possible to integrate and fix learning in a more realistic and permanent way.

*A program created for professionals who aspire to excellence that will allow you to acquire new skills and strategies in a smooth and effective way.*

*A deep and complete immersion in the strategies and approaches needed to develop as a school manager.*



# 02

# Objectives

Our objective is to prepare highly qualified professionals for the work environment. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is aimed at helping professionals reach a much higher level of expertise and control. A goal that you can take for granted, with a high-intensity and high-precision program.







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*If your goal is to improve in your profession, to acquire a qualification that will enable you to compete among the best, then look no further: welcome to TECH”*



## General Objectives

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- ♦ Define the latest trends and developments in business management
- ♦ Build a plan for the development and improvement of personal and managerial skills
- ♦ Develop strategies for making decisions in a complex and unstable environment
- ♦ Develop the ability to detect, analyze and solve and problem solving
- ♦ Develop the essential competencies to strategically manage the business activity
- ♦ Explain the company from a global point of view, as well as the responsibility developed by each area of the company
- ♦ Design strategies and policies
- ♦ innovative solutions to improve business management and efficiency
- ♦ Formulate and implement growth strategies that adapt the company to changes in the national and international environment
- ♦ Know the structural lines and main problems in education centers
- ♦ Know the new models of educational management
- ♦ Know the new challenges that occur in the current education system
- ♦ Know the organization models and processes of centers
- ♦ Understand the general and organizational structure of a school center
- ♦ Learn about the profiles and styles of management and organization in the different styles of educational systems
- ♦ Learn how to manage and direct the elaboration and development of a management plan for an educational center
- ♦ Know how to manage and direct the definition and elaboration of the center's educational project in accordance with criteria of quality improvement, attention to diversity, coexistence and prevention of learning problems
- ♦ Identify the functions of the different single-person and collective bodies of the center
- ♦ Identify the agents of change and the resistances to change in an education center and be capable of managing them efficiently
- ♦ Know the processes of interaction and communication in the center and be able to provide solutions in situations of conflict
- ♦ Acquire the necessary tools for teamwork, negotiation and conciliation
- ♦ Understand the concepts of culture, climate and values and to be able to specify and define them in an educational center according to its characteristics



## Specific Objectives

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### Module 1. Leadership, Ethics, and CSR

- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ♦ Develop the key leadership skills that should define working professionals
- ♦ Follow the sustainability criteria set by international standards when developing a business plan
- ♦ Develop the skills required to manage business activities strategically

### Module 2. Strategic Direction and Executive Management

- ♦ Resolve business conflicts and problems between workers
- ♦ Develop strategies to carry out decision-making in a complex and unstable environment
- ♦ Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

### Module 3. People and Talent Management

- ♦ Correctly manage teams to improve productivity and, therefore, the company's profits
- ♦ Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits
- ♦ Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

### Module 4. Economic and Financial Management

- ♦ Exercise economic and financial control of a company
- ♦ Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes
- ♦ Be able to manage the company's economic and financial plan
- ♦ Design innovative strategies and policies to improve management and business efficiency

### Module 5. Operations and Logistics Management

- ♦ Control the company's logistics processes, as well as purchasing and procurement
- ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

### Module 6. Information Systems Management

- ♦ Delve into the new business models associated with information systems
- ♦ Be able to apply information and communication technologies to the different areas within a company

### Module 7. Commercial Management, Marketing, and Corporate Communication

- ♦ Develop and lead marketing plans
- ♦ Apply the most appropriate strategies to support e-commerce of the company's products
- ♦ Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

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

- ◆ Commit to sustainably developing the company, avoiding environmental impacts
- ◆ Focus on innovation in all processes and areas of the company
- ◆ Lead the different projects in a company
- ◆ Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring
- ◆ Create innovative strategies in line with our projects

### **Module 9. Educational Leadership and Managerial Skills**

- ◆ Get to know the functions of a school principal
- ◆ Know the functions, the obligations and the responsibilities of the center's governing bodies
- ◆ Demonstrate how oral expression is skill to develop in the classroom
- ◆ Acquire emotional intelligence, leadership and managerial skills
- ◆ Understand the importance of attitude in the manager as leader

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

- ◆ Know the different components of an educational center
- ◆ Analyze the different education systems of different countries
- ◆ Evaluate the education center as an institution and an organization
- ◆ Reflect on the constitutive dimensions of school organization
- ◆ Show the different models of education organizations
- ◆ Discover the different focuses of education centers
- ◆ Reflect on the school as a learning organization
- ◆ Examine the management criteria of the educational community as a whole
- ◆ Learn how to analyze the representational systems of teachers and students

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

- ◆ Establish the management criteria of the material and non-material resources
- ◆ Identify the administrative process applied to the educational center
- ◆ Understand the importance of budgeting and investments
- ◆ Examine what transparency in administrative management should look like
- ◆ Understand how an educational center should be administratively managed

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

- ◆ Identify the appropriate profiles of teachers for the different positions in the management department
- ◆ Describe the nature, objectives and resources of the center
- ◆ Determine the criteria for the configuration of the working day for the teachers
- ◆ Identify and understand the different types of hiring models

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

- ◆ Know the legal framework of an education center
- ◆ Analyze the school as an institution and as an organization
- ◆ Highlight the school-family binomial as important pillars of education
- ◆ Analyze the different types of institutional documents of a center
- ◆ Master the different application and design strategies

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

- ◆ Present the characteristics of the schools of the future
- ◆ Develop an educational innovation project
- ◆ Examine the key factors of education innovation
- ◆ Elaborate a technological innovation development plan
- ◆ Present the new paradigm of education
- ◆ Show the teaching transmission processes
- ◆ Define the concept of neurolinguistic programming
- ◆ Explain the fundamentals of NLP
- ◆ Explain the cerebral hemispheres and their relationship to learning

**Module 15. Quality Management. Evaluation of Plans to Improve the Center. Design excellence plans**

- ◆ Define a Management Project
- ◆ Present collaborative work as a means for attention to diversity and inclusive education
- ◆ Establish the principles of attention to diversity
- ◆ Reflect on the creation of programs according to the needs of the education center
- ◆ Acquire knowledge about high intellectual abilities
- ◆ Analyze the importance of initial, continuous and final evaluation of learning

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

- ◆ Understand the importance of competitive advantage in promotion
- ◆ Analyze and apply different elements of branding for educational centers
- ◆ Delve into the application of the Disney model in the educational center
- ◆ Identify how to carry out a promotional campaign
- ◆ The figure of the customer in an educational center

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

- ◆ Encourage the participation of the entire education community in digital chats and forums
- ◆ Learn how to work with ICT resources in the classroom
- ◆ Delve into the use of social networks in the classroom
- ◆ Identify the different task management tools
- ◆ Master the Alexa application and its implementation in the education center

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

- ◆ Justify motivation in the classroom as a motor for learning
- ◆ Develop the basis of collaborative work
- ◆ Incorporate co-evaluation for groups and individuals
- ◆ Develop a plan for the prevention of violence in the classroom
- ◆ Establish measures for the peaceful resolution of conflicts
- ◆ Focus on individual differences as an initial and final objective
- ◆ Direct and supervise the digital forums



*Become an agent of change  
in the educational paradigm  
by empowering your students  
to achieve their goals”*



# 03 Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Senior Management in Education Centers have been achieved, the professional will have superior competence and performance in this area. A very complete approach, in a high-level Advanced Master's Degree, which makes the difference.



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*Achieving excellence in any profession requires effort and perseverance. But, above all, the support of professionals, who will give you the boost you need, with the necessary means and assistance. At TECH, we offer you everything you need”*



## General Skills

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- ◆ Acquire the necessary knowledge on the processes of direction and management of educational centers, which will enable them to understand and develop the mechanisms and procedures of organization, planning, execution, supervision and evaluation of results in the different areas of action of educational institutions
- ◆ Facilitate the necessary basic strategies and instruments to be able to put into practice innovative management techniques that generate educational quality
- ◆ Integrate those values and attitudes which facilitate the efficient leadership in education institutions and in change management
- ◆ Incorporate the necessary techniques and skills required for the leadership and management of people in educational institutions, for the benefit of the entire educational community and its diverse environments
- ◆ Distinguish the alternative methodologies which allow for collaborative management, and which promote cooperative and participatory work in education institutions
- ◆ Select and develop various forms of feedback, in order to apply it appropriately in the processes of management and administration of educational centers
- ◆ Identify current national and international educational legislation and regulations, and know how to apply them in the direction and management of educational centers
- ◆ Recognize, select and evaluate the procedures for both internal and external interaction and communication in an education institution
- ◆ Promote, incorporate and analyze basic skills and abilities to foster coexistence in different educational environments and efficiently address the resolution of possible conflicts





## Specific Skills

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- ◆ Know the direction and management systems of centers in different countries
- ◆ Know the basic elements of the management team of an educational center
- ◆ Know the functions of each member of a management team
- ◆ Be able to understand the figure of the director as the leader of the organization
- ◆ Raise awareness and make the entire educational community aware of the need for continuous training or Lifelong Learning in a changing society
- ◆ Internalize and adopt the notion of the educational concept as a new organization that moves away from the traditional concept of school
- ◆ Be able to lead a management plan according to the needs of their educational center
- ◆ Understand the school as an institution and as an organization
- ◆ Understand the school as a learning organization
- ◆ Ensure that all teachers understand cooperative work as a tool for learning and preparation for the professional world
- ◆ Lead an educational innovation plan in the education center
- ◆ Transmit to the whole education community, including families, the attention to diversity and inclusive education as a shared philosophy of the center
- ◆ Lead a coexistence plan
- ◆ Understand the peaceful resolution of conflicts through dialogue
- ◆ Encourage teachers to include ICT in their classrooms as a learning tool
- ◆ Understand and implement the documents related to the management of resources of the educational center; both for the direction and management of human resources, as well as for the administrative, economic and material management of the center
- ◆ Identify and evaluate, in different contexts, the use of the different types of information and computerized material that have an impact on the management and administration of educational centers
- ◆ Analyze and contrast the skills, functions and tasks involved in the direction and management of educational centers within the different areas and fields of action. Focus specifically on how they affect both the teaching staff and the administration and services personnel of the center
- ◆ Promote strategic orientation in the different areas of school management and administration
- ◆ Understand, analyze and describe, in a comparative way, different educational models at the international level, and according to different cultures, social contexts and teaching and learning methodologies



# 04

# Course Management

Within the concept of total quality of our university, we are proud to offer a teaching staff of the highest level, chosen for their proven experience in the educational field. Professionals from different areas and fields of expertise that make up a complete, multidisciplinary team. A unique opportunity to learn from the best.







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*Our professors bring their vast experience and their teaching skills to offer you a stimulating and creative specialized training program”*

## Management



### Dr. Borrás Sanchís, Salvador

- ♦ Psychologist, Teacher and Speech Therapist
- ♦ Educational Counselor at Generalitat Valenciana, Consejería de Educación (Valencian Regional Government)
- ♦ Pedagogical Director at the DEIAP Institute
- ♦ Degree in Psychology
- ♦ Hearing and Speech Teacher
- ♦ Diploma in Speech Therapy
- ♦ Educational Counselor at the Ministry of Education in Valenciana
- ♦ Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom)

## Professors

### D. Arroyo Fernández, Alejandro

- ♦ PhD in North American Literature from the Complutense University of Madrid
- ♦ Degree in English Philology
- ♦ Specialist in Contemporary North American Literature and Victorian Literature
- ♦ Master's Degree in European Literary Studies
- ♦ Master's Degree in Teaching Spanish as a Foreign Language
- ♦ Contributor to digital magazines of literary criticism and teacher of Spanish as a Foreign Language

### Dr. De la Serna, Juan Moisés

- ♦ PhD in Psychology and Professional Master's Degree in Neurosciences and Behavioral Biology
- ♦ Author of the Cátedra Abierta de Psicología y Neurociencias and scientific disseminator

### Ms. Azcunaga Hernández, Amaia

- ♦ Teacher of Foreign Languages with teaching experience in various countries and educational fields
- ♦ Master's Degree in Teaching Spanish as a Foreign Language
- ♦ Specialist in group dynamics applied to teaching

### Dr. Visconti Ibarra, Martín

- ♦ PhD in Education and Behavioral Sciences with specialization in Emotional Intelligence
- ♦ Degree in Elementary Education Teaching
- ♦ Online Master's Degree in Learning Difficulties and Cognitive Processes



#### **Ms. Jiménez Romero, Yolanda**

- ♦ Territorial Director of the Extremeño-Castilla La Mancha Institute of High Abilities
- ♦ Degree in Elementary Education
- ♦ Master's Degree in Neuropsychology of High Abilities
- ♦ Master's Degree in Emotional Intelligence. Specialist in NPL
- ♦ Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom)

#### **Notario Pardo, Francisco**

- ♦ Degree in Pedagogy and Diploma in Social Education
- ♦ Expert in "Intervention with at-risk families and children with antisocial behavior"
- ♦ Expert in Social Education and Sociocultural Motivation
- ♦ Family and School Mediator, and Official Court Expert
- ♦ He has been working since 2004 as an Educator and Director of Foster Care Centers, as well as Technician and Coordinator of the Foster Care Intervention Center in Alicante
- ♦ Currently working as Educator in a Grassroots Social Work Unit
- ♦ He directs, teaches (classroom and e-learning) and develops content for various entities and professional associations
- ♦ Director of the Master's Degree in Inclusive Education for Children in Social Risk Situations

#### **Mr. Velasco Rico, Guillermo**

- ♦ Degree in Hispanic Philology from the Complutense University of Madrid
- ♦ Master's Degree in SFL, Complutense University of Madrid
- ♦ Spanish Teacher at the Complutense University of Madrid
- ♦ Academic Coordinator of the Center for Hispanic Studies in Sarajevo

# 05

# Structure and Content

The contents of this specialization have been developed by different professors with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in this field. The content of this Advanced Master's Degree will allow you to learn all aspects of the different disciplines involved in this area. A comprehensive and well-structured program that will lead to the highest standards of quality and success.







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*Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment in Senior Management in Education Centers"*



## Module 1. Leadership, Ethics, and CSR

- 1.1. Globalization and Governance
  - 1.1.1. Globalization and Trends: Market Internationalization
  - 1.1.2. Economic Environment and Corporate Governance
  - 1.1.3. Accountability
- 1.2. Leadership
  - 1.2.1. Intercultural Environment
  - 1.2.2. Leadership and Business Management
  - 1.2.3. Management Roles and Responsibilities
- 1.3. Business Ethics
  - 1.3.1. Ethics and Integrity
  - 1.3.2. Ethical Behavior in Companies
  - 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
  - 1.3.4. Fraud and Corruption Prevention
- 1.4. Sustainability
  - 1.4.1. Business and Sustainable Development
  - 1.4.2. Social, Environmental, and Economic Impact
  - 1.4.3. The 2030 Agenda and the SDGs.
- 1.5. Corporate Social Responsibility
  - 1.5.1. Corporate Social Responsibility
  - 1.5.2. Roles and Responsibilities
  - 1.5.3. Implementing Corporate Social Responsibility

## Module 2. Strategic Direction and Executive Management

- 2.1. Organizational Analysis and Design
  - 2.1.1. Organizational Culture
  - 2.1.2. Organisational analysis
  - 2.1.3. Designing the Organizational Structure
- 2.2. Corporate Strategy
  - 2.2.1. Corporate-Level Strategy
  - 2.2.2. Types of Corporate-Level Strategies.
  - 2.2.3. Determining the Corporate Strategy
  - 2.2.4. Corporate Strategy and Reputational Image
- 2.3. Strategic Planning and Strategy Formulation
  - 2.3.1. Strategic Thinking
  - 2.3.2. Strategic Planning and Formulation
  - 2.3.3. Sustainability and Corporate Strategy
- 2.4. Strategy Models and Patterns
  - 2.4.1. Wealth, Value, and Return on Investments
  - 2.4.2. Corporate: Methodologies Strategy
  - 2.4.3. Growing and Consolidating the Corporate Strategy
- 2.5. Strategic Management
  - 2.5.1. Strategic Mission, Vision, and Values
  - 2.5.2. TheBalanced Scorecard
  - 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
  - 2.5.4. Strategic Management and Reporting
- 2.6. Implementing and Executing Strategy
  - 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
  - 2.6.2. Supervision and Strategic Alignment
  - 2.6.3. Continuous Improvement Approach
- 2.7. Executive Management
  - 2.7.1. Integrating Functional Strategies into the Global Business Strategies
  - 2.7.2. Management Policy and Processes
  - 2.7.3. Knowledge Management
- 2.8. Analyzing and Solving Cases/Problems
  - 2.8.1. Problem-Solving Methodology
  - 2.8.2. Case Method
  - 2.8.3. Positioning and Decision-Making.

### Module 3. People and Talent Management

- 3.1. Organizational Behavior
  - 3.1.1. Organizational Theory
  - 3.1.2. Key Factors for Change in Organizations
  - 3.1.3. Corporate Strategies, Types, and Knowledge Management
- 3.2. Strategic People Management
  - 3.2.1. Job Design, Recruitment, and Selection
  - 3.2.2. Human Resources Strategic Plan: Design and Implementation
  - 3.2.3. Job Analysis: Design and Selection of People
  - 3.2.4. Training and Professional Development
- 3.3. Management and Leadership Development
  - 3.3.1. Management Skills: 21st Century Skills and Abilities
  - 3.3.2. Non-Managerial Skills
  - 3.3.3. Map of Skills and Abilities
  - 3.3.4. Leadership and People Management
- 3.4. Change Management
  - 3.4.1. Performance Analysis
  - 3.4.2. Strategic Approach
  - 3.4.3. Change Management: Key Factors, Process Design and Management.
  - 3.4.4. Continuous Improvement Approach
- 3.5. Negotiation and Conflict Management
  - 3.5.1. Negotiation Objectives: Differentiating Elements
  - 3.5.2. Effective Negotiation Techniques
  - 3.5.3. Conflicts: Factors and Types
  - 3.5.4. Efficient Conflict Management: Negotiation and Communication
- 3.6. Executive Communication
  - 3.6.1. Performance Analysis
  - 3.6.2. Leading Change. Resistance to Change
  - 3.6.3. Managing Change Processes
  - 3.6.4. Managing Multicultural Teams

- 3.7. Team Management and People Performance
  - 3.7.1. Multicultural and Multidisciplinary Environment
  - 3.7.2. Team and People Management
  - 3.7.3. Coaching and People Performance
  - 3.7.4. Executive Meetings: Planning and Time Management
- 3.8. Knowledge and Talent Management
  - 3.8.1. Identifying Knowledge and Talent in Organizations
  - 3.8.2. Corporate Knowledge and Talent Management Models
  - 3.8.3. Creativity and Innovation

### Module 4. Economic and Financial Management

- 4.1. Economic Environment
  - 4.1.1. Organizational Theory
  - 4.1.2. Key Factors for Change in Organizations
  - 4.1.3. Corporate Strategies, Types, and Knowledge Management
- 4.2. Executive Accounting
  - 4.2.1. International Accounting Framework
  - 4.2.2. Introduction to the Accounting Cycle
  - 4.2.3. Company Financial Statements
  - 4.2.4. Analysis of Financial Statements: Decision-Making.
- 4.3. Budget and Management Control
  - 4.3.1. Budgetary Planning
  - 4.3.2. Management Control: Design and Objectives
  - 4.3.3. Supervision and Reporting
- 4.4. Corporate Tax Responsibility
  - 4.4.1. Corporate Tax Responsibility
  - 4.4.2. Tax Procedure: Approach to a Country Case Study
- 4.5. Corporate Control Systems
  - 4.5.1. Types of Control
  - 4.5.2. Legal/Regulatory Compliance
  - 4.5.3. Internal Auditing
  - 4.5.4. External Auditing

- 4.6. Financial Management
  - 4.6.1. Introduction to Financial Management
  - 4.6.2. Financial Management and Corporate Strategy
  - 4.6.3. Chief Financial Officer (CFO): Managerial Skills
- 4.7. Financial Planning
  - 4.7.1. Business Models and Financing Needs
  - 4.7.2. Financial Analysis Tools
  - 4.7.3. Short-Term Financial Planning.
  - 4.7.4. Long-Term Financial Planning.
- 4.8. Corporate Financial Strategy
  - 4.8.1. Corporate Financial Investments
  - 4.8.2. Strategic Growth: Types
- 4.9. Macroeconomic Context
  - 4.9.1. Macroeconomic Analysis
  - 4.9.2. Economic Indicators
  - 4.9.3. Economic Cycle
- 4.10. Strategic Financing
  - 4.10.1. Banking Business: Current Environment
  - 4.10.2. Risk Analysis and Management
- 4.11. Money and Capital Markets
  - 4.11.1. Fixed Income Market
  - 4.11.2. Equity Market
  - 4.11.3. Valuation of Companies
- 4.12. Analyzing and Solving Cases/Problems
  - 4.12.1. Problem-Solving Methodology
  - 4.12.2. Case Method



**Module 5. Operations and Logistics Management**

- 5.1. Operations Management
  - 5.1.1. Define the Operations Strategy
  - 5.1.2. Supply Chain Planning and Control
  - 5.1.3. Indicator Systems
- 5.2. Purchasing Management
  - 5.2.1. Stocks Management
  - 5.2.2. Warehouse Management
  - 5.2.3. Purchasing and Procurement Management
- 5.3. Supply Chain Management I
  - 5.3.1. Costs and Efficiency of the Operations Chain
  - 5.3.2. Change in Demand Patterns
  - 5.3.3. Change in Operations Strategy
- 5.4. Supply Chain Management II. Implementation
  - 5.4.1. Lean Manufacturing/Lean Thinking
  - 5.4.2. Logistics Management
  - 5.4.3. Purchasing
- 5.5. Logistical Processes
  - 5.5.1. Organization and Management by Processes
  - 5.5.2. Procurement, Production, Distribution
  - 5.5.3. Quality, Quality Costs, and Tools
  - 5.5.4. After Sales Service
- 5.6. Logistics and Customers
  - 5.6.1. Demand Analysis and Forecasting
  - 5.6.2. Sales Forecasting and Planning
  - 5.6.3. Collaborative Planning, Forecasting, and Replacement
- 5.7. International Logistics
  - 5.7.1. Customs, Export and Import processes
  - 5.7.2. Methods and Means of International Payment
  - 5.7.3. International Logistics Platforms
- 5.8. Competing through Operations
  - 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
  - 5.8.2. Emerging Technologies and Sciences
  - 5.8.3. Information Systems in Operations

## Module 6. Information Systems Management

- 6.1. Information Systems Management
  - 6.1.1. Business Information Systems
  - 6.1.2. Strategic Decisions
  - 6.1.3. The Role of the CIO
- 6.2. Information Technology and Business Strategy
  - 6.2.1. Company and Industry Sector Analysis
  - 6.2.2. Online Business Models
  - 6.2.3. The Value of IT in a Company
- 6.3. IS Strategic Planning
  - 6.3.1. The Process of Strategic Planning
  - 6.3.2. Formulating the IS Strategy
  - 6.3.3. Strategy Implementation Plan
- 6.4. Information Systems and Business Intelligence
  - 6.4.1. CRM and Business Intelligence
  - 6.4.2. Business Intelligence Project Management
  - 6.4.3. Business Intelligence Architecture
- 6.5. New ICT-Based Business Models
  - 6.5.1. Technology-Based Business Models
  - 6.5.2. Innovation Abilities
  - 6.5.3. Redesigning the Value Chain Processes
- 6.6. E-Commerce
  - 6.6.1. E-Commerce Strategic Plan
  - 6.6.2. Logistics Management and Customer Service in E-Commerce.
  - 6.6.3. E-Commerce as an Opportunity for Internationalization
- 6.7. E-Business Strategies
  - 6.7.1. Social Media Strategies
  - 6.7.2. Optimizing Service Channels and Customer Support
  - 6.7.3. Digital Regulation
- 6.8. Digital Business
  - 6.8.1. Mobile E-Commerce
  - 6.8.2. Design and Usability
  - 6.8.3. E-Commerce Operations

## Module 7. Commercial Management, Marketing, and Corporate Communication

- 7.1. Commercial Management
  - 7.1.1. Sales Management
  - 7.1.2. Commercial Strategy
  - 7.1.3. Sales and Negotiation Techniques
  - 7.1.4. Management of Sales Teams
- 7.2. Marketing
  - 7.2.1. Marketing and the Impact on the Company
  - 7.2.2. Basic Marketing Variables
  - 7.2.3. Marketing Plan
- 7.3. Strategic Marketing Management
  - 7.3.1. Sources of Innovation
  - 7.3.2. Current Trends in Marketing
  - 7.3.3. Marketing Tools
  - 7.3.4. Marketing Strategy and Communication with Customers
- 7.4. Digital Marketing Strategy
  - 7.4.1. Approach to Digital Marketing
  - 7.4.2. Digital Marketing Tools
  - 7.4.3. Inbound Marketing and the Evolution of Digital Marketing
- 7.5. Sales and Communication Strategy
  - 7.5.1. Positioning and Promotion
  - 7.5.2. Public Relations
  - 7.5.3. Sales and Communication Strategy
- 7.6. Corporate Communication
  - 7.6.1. Internal and External Communication
  - 7.6.2. Communication Departments
  - 7.6.3. Communication Managers: Managerial Skills and Responsibilities
- 7.7. Corporate Communication Strategy
  - 7.7.1. Corporate Communication Strategy
  - 7.7.2. Communication Plan
  - 7.7.3. Press Release/Clipping/Publicity



**Module 8. Innovation and Project Management**

- 8.1. Innovation
  - 8.1.1. Macro Concept of Innovation
  - 8.1.2. Types of Innovation
  - 8.1.3. Continuous and Discontinuous Innovation
  - 8.1.4. Training and Innovation
- 8.2. Innovation from Strategy
  - 8.2.1. Innovation and Corporate Strategy
  - 8.2.2. Global Innovation Project: Design and Management
  - 8.2.3. Innovation Workshops
- 8.3. Business Model Design and Validation
  - 8.3.1. The Lean Start-up Methodology
  - 8.3.2. Innovative Business Initiative: Stages
  - 8.3.3. Financing Arrangements
  - 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
  - 8.3.5. Growth and Loyalty
- 8.4. Project Management
  - 8.4.1. Innovation Opportunities
  - 8.4.2. Feasibility Study and Proposal Specification
  - 8.4.3. Project Definition and Design
  - 8.4.4. Project Implementation
  - 8.4.5. Project Closure

**Module 9. Educational Leadership and Managerial Skills**

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

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

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

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

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

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

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

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

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

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

- 14.1. Advantages and Disadvantages of the Use of Technology in Education
- 14.2. Educational Neurotechnology
- 14.3. Programming in Education
- 14.4. Introduction to the Flipped Classroom
- 14.5. Introduction to Gamification
- 14.6. Introduction to Robotics
- 14.7. Introduction to Augmented Reality
- 14.8. How to Develop Your Own Apps in AR
- 14.9. Samsung's Virtual School Suitcase

14.10. Tips and Examples of Use in the Classroom

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

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

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

- 16.1. What is Promotion?
- 16.2. What is the Promotional Mix?
- 16.3. The Importance of Competitive Advantage in Promotion
- 16.4. The Marketing Mix in the Education Center
- 16.5. The Client in the Education Center
- 16.6. Branding Elements for Education Centers
- 16.7. The Brand in the Education Center
- 16.8. The Disney Model in the Education Center

16.9. Promotion Campaign

16.10. What Really Matters These Days in the Education Market

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

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

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

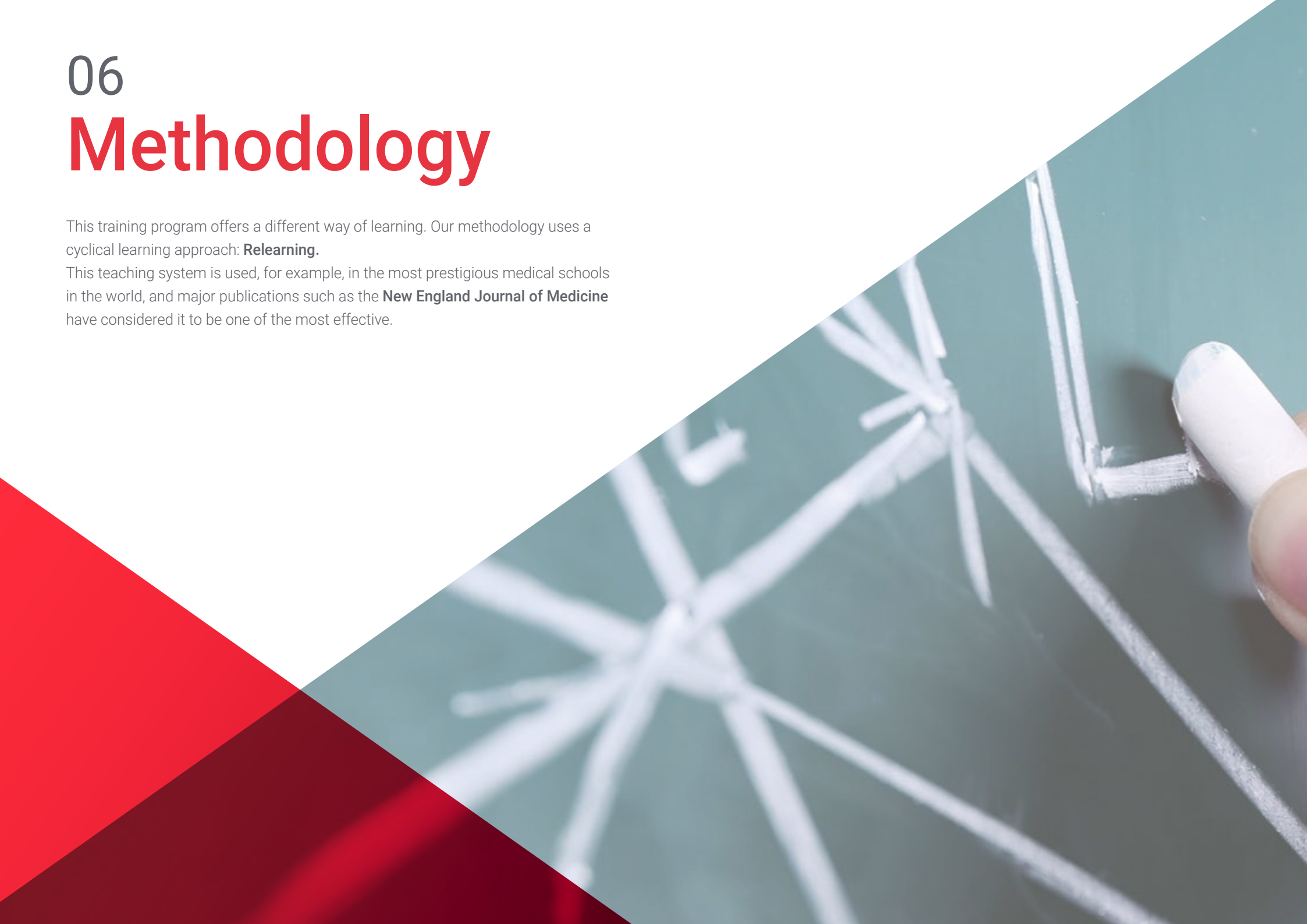
- 18.1. The Differences Between Group and Teamwork
- 18.2. Characteristics of a High-Performance Team
- 18.3. The Role of the Leader in the Efficient Working of a Team
- 18.4. The Different Roles of a Team and Their Correct Management
- 18.5. Motivation in Work Teams
- 18.6. Values as an Element of Cohesion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

06

# Methodology

This training program offers 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"*



### At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

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

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### 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 multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### 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.







#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### 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 your goals.



#### 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.



#### Quick Action Guides

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



07

# Certificate

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



“

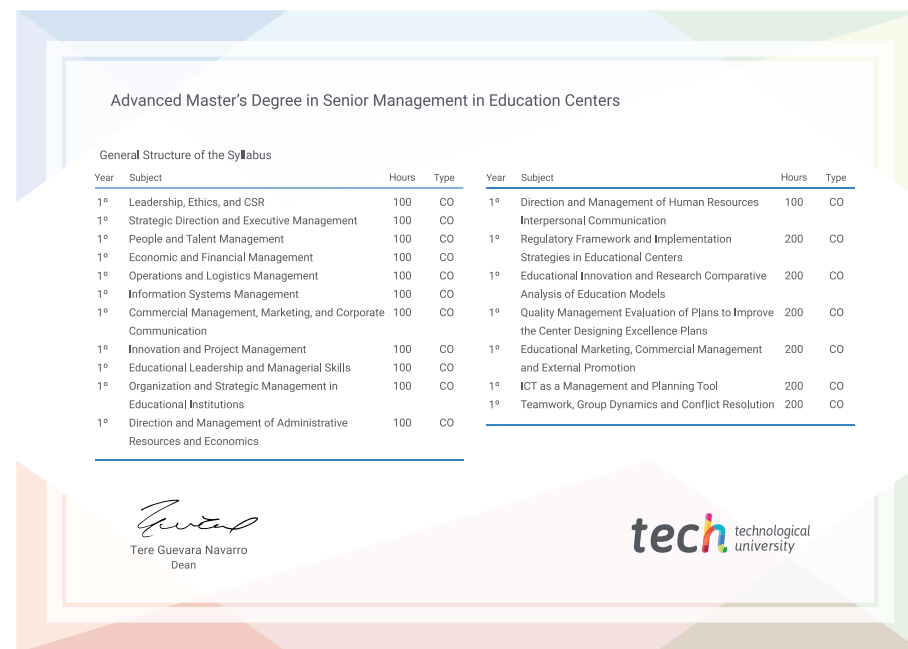
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

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

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

The certificate issued by **TECH Technological University** will express the qualification obtained in the Professional Master's Degree, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Advanced Master's Degree in Senior Management in Education Centers**  
 Official N° of Hours: **3,000 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



## Advanced Master's Degree

Senior Management  
in Education Centers

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



# Advanced Master's Degree Senior Management in Education Centers

