

# Postgraduate Certificate

## Organization and Strategic Management of Educational Institutions





## Postgraduate Certificate Organization and Strategic Management of Educational Institutions

Course Modality: **Online**

Duration: **2 months.**

Endorsed by: **TECH - Technological University**

**6 ECTS Credits**

Hours **150 hours.**

Website: [www.techtute.com/us/education/postgraduate-certificate/organization-strategic-management-educational-institutions](http://www.techtute.com/us/education/postgraduate-certificate/organization-strategic-management-educational-institutions)

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01

# Introduction

This program fills an important need for highly qualified professionals who want to play their role in secondary schools, for which they have to develop a series of communication skills, as well as learn about the use of innovative didactic resources to support their classes.





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*This Postgraduate Certificate program in Organization and Strategic Management of Educational Institutions will generate a sense of confidence in the performance of your profession, which will help you grow personally and professionally"*

In this program, the professional is not only introduced to the teaching reality they will encounter, but is also trained to get the best out of their experience, all this hand in hand with the management of the latest technologies applied to the classroom.



*Update your knowledge through the Postgraduate Certificate program in Organization and Strategic Management of Educational Institutions"*

This **Postgraduate Certificate in Organization and Strategic Management of Educational Institutions** contains the most complete and up to date scientific program on the market. The most important features of the Postgraduate Certificate are:

- ♦ Development of more than 75 case studies presented by experts in Organization and Strategic Management of Educational Institutions.
- ♦ The graphic, schematic, and eminently practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice.
- ♦ News on the Organization and Strategic Management of Educational Institutions. It contains practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ With special emphasis on innovative methodologies in Organization and Strategic Management of Educational Institutions.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection

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*This Postgraduate Certificate may be the best investment you can make in the selection of a refresher program for two reasons: in addition to updating your knowledge in Organization and Strategic Management of Educational Institutions, you will obtain a certificate from TECH - Technological University"*

Its teaching staff includes professionals belonging to the field of Organization and Strategic Management of Educational Institutions, who contribute their work experience to this program, as well as renowned specialists belonging to reference societies and prestigious universities.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program to train in real situations.

Problem-Based Learning underpins this program design, and the educator must use it to try and solve the different professional practice situations that arise throughout the Postgraduate Certificate. To do so, the educator will be assisted by an innovative interactive video system developed by recognized experts in the field of Organization and Strategic Management of Educational Institutions with extensive teaching experience.

*Increase your decision-making confidence by updating your knowledge through this Postgraduate Certificate.*

*Take the opportunity to learn about the latest advances in Organization and Strategic Management of Educational Institutions and improve the attention of your students.*



02

# Objectives

The Postgraduate Course in Organization and Strategic Management of Educational Institutions is oriented to facilitate the performance of the professional dedicated to the Organization and Strategic Management of Educational Institutions.





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*This Postgraduate Certificate is designed for you to update your knowledge in Organization and Strategic Management of Educational Institutions, with the use of the latest educational technology, to contribute with quality and security to the decision making and monitoring of these students"*



## General Objectives

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- ♦ The main objective of this Postgraduate Certificate is to prepare the teaching staff for the management of educational centers, understanding the new challenges of education and bearing in mind throughout its design the need to innovate in management in order to meet the challenges, needs and demands of the 21st century society.
- ♦ For this reason, a module focused on the concept of leader and the evolution of the term up to the current perspective is contemplated. This is intended to deepen the study of the various approaches and types of leadership as well as to define the essential management skills and how to develop them. Concepts such as participation, commitment, co-responsibility, conflict and mediation will also be discussed in order to provide future managers with a complete framework for the execution of the managerial function.
- ♦ Another important aspect of this Postgraduate Certificate is the strategic management of educational institutions and all that this entails. We will emphasize knowledge of institutional documentation, governing bodies and planning structures. From the point of view of human resources management and administrative management, we will take a break in the balance between budget and educational quality.
- ♦ A director must also be familiar with the selection and hiring processes, the criteria to be followed and the regulations in this regard. The management of resources, both human and material, is key to the correct operation of a center and the second, third, fourth and fifth modules are a good example of this.

- ♦ It is common knowledge that education and society go hand in hand, and that educational centers can be understood as engines of social change. For this to be possible, the center must be immersed in a continuous process of improvement and innovation, and in this sense the directors must be active agents of this transformation, promoting models of excellence and action plans framed in the quality system.
- ♦ In short, management teams must learn to promote interest in the practice of active classroom methodologies such as project-based learning, gamification and the flipped classroom, among many other approaches, and implement plans for which specific teacher training is required. We refer to strategies that are designed with the clear objective of connecting the center with other realities, relying on the use of ICT, digital promotion and visibility that these tools offer us.
- ♦ Thus, this Postgraduate Certificate provides the student, the future school director, with a broad knowledge of the operating framework of educational institutions that will guarantee the successful development of his or her managerial function.



*Take advantage of the opportunity and take the step to get up to date on the latest developments in the Organization and Strategic Management of Educational Institutions"*



## Specific Objectives

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- ♦ Know the institutional documents of the center
- ♦ Identify the different projects included in the Center's Educational Project.
- ♦ Knowing the responsibilities and functions of the management function
- ♦ Identify the governing bodies of the center
- ♦ Identify the planning and coordination structures of the center and know how they work.
- ♦ Identify the center's participation bodies. Know how it works and its characteristics
- ♦ Recognize the importance that good networking offers to the educational community, leading to better information, communication and an improvement in the teaching-learning process offered by the center.
- ♦ Value the importance of the evaluation of teaching practice as a key factor in the improvement of the educational quality of the center.
- ♦ Recognize the importance for the teacher of carrying out a performance evaluation.

03

# Course Management

The program's faculty includes leading experts in Organization and Strategic Management of Educational Institutions who bring the experience of their work to this program. In addition, other experts of renowned prestige participate in its design and planning completing the program in an interdisciplinary manner.



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*Learn from leading professionals the latest advances in the Organization and Strategic Management of Educational Institutions”*

## Management



### Míguez Souto, Alexandra

- Physics and Music teacher (bilingual program) at the High School stage at the Institución Profesional Salesianos Carabanchel (Madrid).
- Expert in school management, management of school coexistence and active methodologies.
- Extensive experience in the coordination of work teams and design of interdisciplinary educational projects.
- Collaborator in the creation of contents for university training courses.



### Morata Sanz, Juan Ignacio

- Psychopedagogue and Social Educator with experience in the field of psychopedagogy with groups of minors at risk of social exclusion.
- Trainer of trainers and creator of contents and experiences in both public and private educational institutions on a freelance basis, such as the Telefónica Education Foundation (Scolartio) or the National Institute of Educational Technologies and Teacher Training (INTEF) belonging to the Ministry of Education, Culture and Sport.



## Professors

### **Alonso Ayala, Abraham**

- ♦ Linked to educational innovation centers
- ♦ Specialized in TAC (Technologies for Learning and Knowledge) especially in mobility, although I also coordinate projects with VR (Virtual Reality) and 3D printing.
- ♦ Has taught teacher training courses and workshops in many teacher training centers (Santiago de Compostela, Alicante, Alcañiz, Zaragoza...).
- ♦ Currently, he works as ICT coordinator and secondary school teacher at the Cardenal Xavierre School in Zaragoza.

### **Álvarez Herrero, Juan Francisco**

- ♦ Doctor in Educational Technology
- ♦ Master's Degree in Educational Center Management and Administration.
- ♦ Director from September 2014 to September 2017 of an integrated center in Alcoy (Alicante).
- ♦ Author and Coordinator of INTEF's online courses: Management Performance and Management Competency Update
- ♦ Physics and Chemistry teacher at Sagrada Familia School - Alcoy (Alicante)
- ♦ Associate Professor of the Department of General Didactics and Specific Didactics of the Faculty of Education of the University of Alicante.

### **Álvarez, Nazaret**

- ♦ Educational counselor and trainer of public education examinations in the company Magister (Madrid).
- ♦ Collaborating professor at the Antonio Nebrija University in Madrid, in the online degree program for children.
- ♦ Director of public schools in the autonomous community of Cantabria and the Canary Islands.

### Del Río, Icíar

- ♦ Bilingual Project Coordinator and ICT Coordinator
- ♦ Teacher of Teachers' Examinations Preparation Teacher

### Martínez, Edgar Adrián

- ♦ MBA at the University Anahuac, certified by the AMBA.
- ♦ Administrative Manager of the Cumbres de Valencia school, from 2005-2007, as well as participated in the Semper Altius school network (Mexico), developing efficiency projects.
- ♦ Regional Administrative Manager

### Robledo Gandarias, María

- ♦ Trainer and Teacher
- ♦ Author of the book "How we learn from pain" and of several articles in pedagogical journals.
- ♦ Personal development coach, certified as a values coach
- ♦ Coordinator of the online master's program for teachers and educational advisor.







**Romero Monteserín, Jose María**

- ♦ Academic Director at the School of Spanish Language of the University of Salamanca in Lisbon and collaborator of other ELE USAL in management.
- ♦ External Professor at the CIESE-Comillas Foundation in the field of Educational Center Management and Training.
- ♦ Master's Degree in Educational Center Management
- ♦ Postgraduate in School Organization
- ♦ Higher University Technician in Human Resources Management
- ♦ Senior Technician of In-Company Training
- ♦ Expert in Project Management
- ♦ Degree in Elementary Education Teaching.

**Valero Moreno, Juan José**

- ♦ Doctorate in Quality and Equity in Education
- ♦ Faculty of Education of the UNED
- ♦ Occupational Trainer and Employment Counselor
- ♦ Coordinator and Quality Manager of a vocational training center for employment

04

# Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational institutions and universities in the country, who are aware of the relevance of up-to-date, innovative training and are committed to quality teaching using new educational technologies.





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*This Postgraduate Certificate in Organization and Strategic Management of Educational Institutions contains the most complete and up to date scientific program on the market"*

## Module 1. Organization and Strategic Management in Educational Institutions

- 1.1. The Teaching Center as an Organization: Managerial Function and Institutional Documentation
- 1.2. Project-Based Center Management
- 1.3. Value Creation in Education Centers
- 1.4. Functions and Responsibilities of Management and the Management Team
- 1.5. Internal Organization (1): Governing Bodies
- 1.6. Internal Organization (2): Coordination Bodies
- 1.7. Internal Organization (3): Participation Bodies
- 1.8. Management of Center as an Education Organization: Curricular Models, Teacher Training, Educational Innovation, Networking
- 1.9. Evaluation of Teaching Practice





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*A unique, key, and decisive experience to boost your professional development”*

05

# Methodology

This training provides you with a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

This teaching system is used 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.





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*Discover Re-learning, 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 would you do? Throughout the program, you will be presented with multiple simulated cases based on real situations, where you 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 will 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.*



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*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 enable educators to better integrate 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.



## Re-learning Methodology

At TECH we enhance the Harvard case method with the best 100% online teaching methodology available: Re-learning.

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; 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 Re-learning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best Spanish-speaking online university (Columbia University).

Using this methodology, we have trained more than 85,000 educators with unprecedented success in all specialties. Our teaching methodology is developed in a highly demanding environment, where the students have a strong socio-economic profile, and their average age is 43.5 years.

*Re-learning 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 (we 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.



06

# Certificate

The Postgraduate Certificate in Organization and Strategic Management of Educational Institutions guarantees you, in addition to the most rigorous and up to date training, access to a Postgraduate Certificate issued by TECH - Technological University.



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*Successfully complete this program  
and receive your diploma without travel  
or laborious paperwork”*

This **Postgraduate Certificate in Organization and Strategic Management of Educational Institutions** contains the most complete and up to date scientific program on the market.

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

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

Diploma: **Postgraduate Certificate in Organization and Strategic Management of Educational Institutions**

ECTS: 6

Nº Hours: 150



\*Apostille Convention. In the event that the student wishes to have their paper diploma Apostilled, TECH EDUCATION will make the necessary arrangements to obtain it at an additional cost of €140 plus shipping costs of the Apostilled diploma.

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

**tech** technological  
university

Postgraduate Certificate  
Organization and Strategic  
Management of  
Educational Institutions

Course Modality: Online

Duration: 2 months.

Endorsed by: TECH - Technological University

6 ECTS Credits

Hours 150 hours.

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