

Professional Master's Degree  
MBA in Education Center  
Management



## Professional Master's Degree MBA in Education Center Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credit: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/education/professional-master-degree/master-mba-education-center-management](http://www.techtute.com/us/education/professional-master-degree/master-mba-education-center-management)

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# 01

# Introduction

The MBA in Education Center Management is aimed at the professional specialization of university graduates who wish to acquire the necessary skills for the management and administration of educational centers. Teamwork, leadership, communication and innovation are the main skills that students will have acquired at the end of the Professional Master's Degree. Globalization, multiculturalism, diversity, the complex situations that teachers have to face in the classroom justify specialized qualification in resources and tools for the peaceful and dialogued resolution of conflicts that may arise in the educational center in all contexts: family, social and educational.





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*This MBA in Education Center Management will generate a sense of confidence when fulfilling your role in your profession, which will help you to grow both on a personal and professional level"*

Likewise, the MBA in Education Center Management stands out for the comprehensive information it provides, focusing on improving the learning environment and the general coexistence of all the professionals, allowing them to understand and improve their emotional state, self-esteem, motivation, adaptability, perseverance, empathy, decision making, delay of gratification, cooperation, teamwork, prevention and conflict management.

This specialization helps professionals in this field to increase their ability to succeed, which results in better praxis and performance that will have a direct impact on educational outcomes, on the improvement of the educational system and on the social benefit for the whole community"

The MBA in Education Center Management will allow university students to

- ♦ Receive specialized education in managing educational centers and institutions.
- ♦ Supervise, inspect and assess the education community based on the Management Plan of the Center
- ♦ Coordinate the different departments in an education center
- ♦ Lead an Educational Innovation Plan, Improvement Plan and Coexistence Plan

This update enables professionals in this field to enhance their level of competence, which will result in better praxis and results that will have a direct impact on the educational process, improving the educational system and providing a social benefit for the entire community.

This **MBA in Education Center Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 75 case studies, presented by experts in school management
- ♦ The graphic, schematic, and practical contents provide students with scientific and practical information on the disciplines that are essential for professional practice.
- ♦ Innovative ideas on school management
- ♦ Practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ With special emphasis on innovative methodologies in school management
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Expand your knowledge through the MBA in Education Center Management"*

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*This MBA in Education Center Management may be the best investment you can make when selecting a refresher program, for two reasons: in addition to expanding your knowledge in Education Center Management you will obtain a qualification from TECH Global University"*

The teaching staff includes professionals from the field of education center management, who bring their experience to this program, as well as renowned specialists from leading 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 immersive specialization, programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby, the educational manager must try to solve the different professional practice situations that arise throughout the program. For this purpose, the educational manager will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of educational center management with extensive teaching experience.

*Increase your decision-making confidence by updating your knowledge through this MBA in Education Center Management.*

*Take the opportunity to learn about the latest advances in Education Center Management and improve your students' education.*



02

# Objectives

The MBA in Education Center Management aims to broaden the specialization of teaching professionals who wish to become directors of public, private or subsidized educational institutions.





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*This MBA is designed to help you expand your knowledge in Education Center Management with the use of the latest educational technology, to contribute with quality and confidence to decision-making as a manager of education centers”*



## General Objectives

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- ♦ 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
- ♦ Know the profiles and styles of management and organization in the different 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. 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 2. 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 3. Direction and Management of Administrative and Economic Resources

- ♦ 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 4. 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 5. Regulatory Framework and Implementation Strategies in Educational Centers

- ♦ Know the legal framework of an educational 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 6. 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 (NLP)
- ♦ Explain the fundamentals of NLP
- ♦ Explain the cerebral hemispheres and their relationship to learning.

### **Module 7. Quality Management Evaluation of Plans to Improve the Center Designing 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 on High Intellectual Abilities students
- ♦ Analyze the importance of initial, continuous and final evaluation of learning

### **Module 8. 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 9. 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 Alexia application and its implementation in the educational center.

### **Module 10. 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

### **Module 11. Leadership, Ethics and Social Responsibility in Companies**

- ♦ Analyze the impact of globalization on corporate governance and corporate social responsibility
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders.
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business



### **Module 12. Economic and Financial Management**

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define the information systems and Business Intelligence for financial decision-making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtain business financing

### **Module 13. Commercial and Strategic Marketing Management**

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

### **Module 14. Executive Management**

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of managers in organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

# 03 Skills

With this MBA in Education Center Management, you will acquire the necessary skills to carry out your work as the manager of colleges, schools and other education centers. You will learn to plan, promote and evaluate successful measures to improve the school community.





*With this program you will be able to master new methodologies and strategies in the MBA in Education Center Management”*





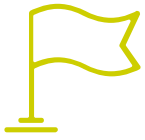
## General Skills

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- ♦ Acquire the necessary knowledge on the processes of direction 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 skills and techniques which are needed to lead and govern people in education institutions in order to benefit the entire educational community and its various fields of activity
- ♦ 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 information, in order to apply it appropriately in the processes of school management
- ♦ 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 specialization 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
- ♦ Be able to understand the school as an Institution and as an organization.
- ♦ Understand the school as a learning organization
- ♦ Be able to make teachers understand cooperative work as a tool for learning and as preparation for the working world
- ♦ Be able to lead an educational innovation plan in an education center
- ♦ Be able to transmit to the whole educational community, including families, the attention to diversity and inclusive education as a shared philosophy of the center
- ♦ Be able to lead a Coexistence Plan
- ♦ Understand the peaceful resolution of conflicts through dialogue
- ♦ Motivate the teaching team 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 the use, in different contexts, of the different types and supports of informative and computerized material that affect the Management of Educational Centers
- ♦ Analyze and contrast the competences, functions and tasks of the Management of Educational Centers, in its different areas and environments of action, and specifically in what affects both the teaching staff and the administration and services staff of the center
- ♦ Promote a strategic orientation in the different areas or fields of the Educational Centers Management
- ♦ Understand, analyze, describe and compare the different education models in the international field, in terms of the different cultures, social contexts and teaching/ learning methodologies

04

# Course Management

The program's teaching staff includes leading experts who contribute their vast work experience to this program. Additionally, other recognized experts participate in its design and preparation, completing the program in an interdisciplinary manner. A unique opportunity for the student to specialize in a sector with a high demand for professionals with the help of experts who have years of experience in the field.





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*Learn about all the aspects of education management from the experience of expert professionals in this field of work”*

## International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in technology recruitment and strategy. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBCUniversal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition at Mastercard she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-performing teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, integrate technologies into recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented wellness programs that have significantly increased employee satisfaction and retention.





## Ms. Dove, Jennifer

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- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami.

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*Thanks to TECH you will be able to learn with the best professionals in the world"*

## International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloudservices and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.





## D. Gauthier, Rick

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- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate for innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



## Mr. Arman, Romi

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- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

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*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige.”*

## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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*Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field.”*

## International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Products, Merchandising and Communication. All of this linked to with prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accesories. His tactics have also focused on the retail environment and consumer needs and behavior. In this

La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaings.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).





## Ms. La Sala, Andrea

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- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

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*The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



## Mr. Gram, Mick

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- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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*Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors.”*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



## Mr. Stevenson, Scott

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- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

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*Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”*

## International Guest Director

Eric Nyquist, Ph.D., is a leading international sports professional who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in world-class sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing**.

Nyquist has also made a significant mark on **Chicago's top sports franchises**. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in **sports** while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.





## Mr. Nyquist, Eric

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- ♦ Director of Communications and Impact at NASCAR, Florida, USA
- ♦ Senior Vice President of Strategic Development at NASCAR, Florida, United States
- ♦ Vice President of Strategic Planning at NASCAR
- ♦ Senior Director of Business Affairs at NASCAR
- ♦ Executive Vice President at Chicago White Sox Franchises
- ♦ Executive Vice President at Chicago Bulls Franchises
- ♦ Manager of Business Planning at the National Football League (NFL)
- ♦ Business Affairs/Legal Intern with the United States Soccer Federation
- ♦ Juris Doctor from the University of Chicago
- ♦ Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- ♦ B.A. in International Economics from Carleton College.



*Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"*

## Management



### Dr. Borrás Sanchís, Salvador

- ♦ Educational counselor at Generalitat Valenciana, Education Department
- ♦ Psychologist, Teacher and Speech Therapist
- ♦ 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

### Dr. 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

### 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

**Notario Pardo, Francisco**

- ♦ Degree in Pedagogy and Diploma in Social Education
- ♦ Postgraduate Diploma in "Intervention with at-risk families and children with antisocial behavior"
- ♦ Postgraduate Diploma 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
- ♦ Teacher (in the classroom and online) and content developer for various organizations and professional institutions
- ♦ Director of the Master's Degree in Inclusive Education for Children in Social Risk Situations

**Dr. De la Serna, Juan Moisés**

- ♦ PhD in Psychology and Master's Degree in Neurosciences and the Biology of Behavior
- ♦ Author of the Open Forum on Psychology and Neurosciences, and scientific disseminator

**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)

**Velasco Rico, Guillermo**

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

**Dr. Visconti Ibarra, Martín**

- ♦ General Director at Academia Europea Guadalajara
- ♦ Former General Director at Academia Europea Bilingual School
- ♦ Expert in Educational Sciences, Emotional Intelligence and Counselor
- ♦ Former Scientific Advisor to the Spanish Parliament
- ♦ Collaborator of the Juegaterapia Foundation
- ♦ Master's Degree in Educational Center Management and Administration
- ♦ Online Master's Degree in Learning Difficulties and Cognitive Processes
- ♦ Degree in Primary Education

# 05

# Structure and Content

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

The MBA in Education Center Management will specialize you in the specific areas of leadership, direction, administration and management of education institutions in accordance with the new demands of the education system and the current legislation.





“

*This MBA in Education Center Management contains the most complete and up-to-date management program on the market”*



### Module 1. Educational Leadership and Managerial Skills

- 1.1. Definition, Evolution and Approaches to Leadership
- 1.2. The Role of the Director as an Educational Leader and Figure of Authority
- 1.3. Managerial Skills: Definition and Types of Skills  
What are Managerial Skills?
- 1.4. Techniques for Developing Managerial Skills
- 1.5. Emotional Intelligence, Leadership and Managerial Skills
- 1.6. Psychology of Leadership and Managerial Skills
- 1.7. The Importance of Attitude in a Manager as Leader
- 1.8. The Structure of Power in an Education Center
- 1.9. Institutional Culture

### Module 2. Organization and Strategic Management in Educational Institutions

- 2.1. The Teaching Center as an Organization: Managerial Function and Institutional Documentation
- 2.2. Project-Based Center Management
- 2.3. Value Creation in Education Centers
- 2.4. Functions and Responsibilities of Management and the Management Team
- 2.5. Internal Organization (1): Governing Bodies
- 2.6. Internal Organization (2): Coordination Bodies
- 2.7. Internal Organization (3): Participation Bodies
- 2.8. Management of Center as an Education Organization: Curricular Models, Teacher Training, Educational Innovation, Networking
- 2.9. Evaluation of Teaching Practice

### Module 3. Direction and Management of Administrative Resources and Economics

- 3.1. Administrative Process Applied to an Education Center Planning and Organization
- 3.2. Administrative Process Applied to an Education Center Management and Control
- 3.3. Administrative Management of an Education Center
- 3.4. Administrative Process Applied to Economic Factors Planning and Organization
- 3.5. Administrative Process Applied to Economic Factors Management and Control
- 3.6. The Importance of the Budget

- 3.7. The Importance of Investments
- 3.8. The Importance of Promotion
- 3.9. Management of Human Resources
- 3.10. Transparency in Administrative Management

### Module 4. Direction and Management of Human Resources Interpersonal Communication

- 4.1. Organization and Management of HR
- 4.2. Management of an Education Center
- 4.3. The Middle Management Team
- 4.4. Teaching Human Resources
- 4.5. The Selection Process for Teaching Staff
- 4.6. Teacher Training
- 4.7. Non-Teaching Human Resources
- 4.8. The Selection Process for Non-Teaching Staff
- 4.9. Contracting Models
- 4.10. Fundamental Basics of Safety and Security at Work

### Module 5. Regulatory Framework and Implementation Strategies in Educational Centers

- 5.1. Institutional Documents of a Center
- 5.2. Theoretical-Practical Justification of its Design
- 5.3. Application Standards and Regulation of Institutional Documents
- 5.4. Structure of Each One of the Institutional Documents
- 5.5. Application and Design Strategies
- 5.6. Dissemination of Each of the Documents Techniques and Procedures
- 5.7. Assessment and Monitoring of Each Institutional Document
- 5.8. Shortfall Detection and Adjustment Procedures
- 5.9. Specific Training for Management Teams in Relation to the Design of Institutional Plans
- 5.10. Validity, Insufficiency and Quality of Documents





**Module 6.** Educational Innovation and Research Comparative Analysis of Education Models

- 6.1. Advantages and Disadvantages of the Use of Technology in Education
- 6.2. Educational Neurotechnology
- 6.3. Programming in Education
- 6.4. Introduction to the Flipped Classroom
- 6.5. Introduction to Gamification
- 6.6. Introduction to Robotics
- 6.7. Introduction to Augmented Reality
- 6.8. How to Develop Your Own Apps in AR
- 6.9. Samsung Virtual School Suitcase
- 6.10. Tips and Examples of Use in the Classroom

**Module 7.** Quality Management Evaluation of Plans to Improve the Center Designing Excellence Plans

- 7.1. Nature and Evolution of the Concept of Quality
- 7.2. Quality in Education: Dimensions and Components
- 7.3. First Level of Action: Center Management
- 7.4. Second Level of Action: Product Creation
- 7.5. Third Level of Action: Design and Development
- 7.6. Fourth Level of Action: Measurement, Analysis and Improvement
- 7.7. Quality Management Systems: ISO 9000 Standards
- 7.8. Designing Excellence Plans
- 7.9. Interpretation of the Criteria for Excellence in Education Centers
- 7.10. Action Plans for Improvement

## Module 8. Educational Marketing, Commercial Management and External Promotion

- 8.1. What is Promotion?
- 8.2. What is the Promotional Mix?
- 8.3. The Importance of Competitive Advantage in Promotion
- 8.4. The Marketing Mix in the Education Center
- 8.5. The Client in the Education Center
- 8.6. Branding Elements for Education Centers
- 8.7. The Brand in the Education Center
- 8.8. The Models in the Education Center
- 8.9. Promotion Campaign
- 8.10. What Really Matters These Days in the Education Market

## Module 9. ICT as a Management and Planning Tool

- 9.1. ICT Tools in the Center
- 9.2. Communication
- 9.3. E-mail
- 9.4. Document Generation
- 9.5. Task Management Tools
- 9.6. Schedules
- 9.7. Social Networks
- 9.8. Introduction and Parameter Setting of Alexia Classrooms
- 9.9. Licensing and Administrative Management in Alexia Classrooms
- 9.10. Alexia Teacher Education

## Module 10. Teamwork, Group Dynamics and Conflict Resolution

- 10.1. The Differences Between Group and Teamwork
- 10.2. Characteristics of a High-Performance Team
- 10.3. The Role of the Leader in the Efficient Working of a Team
- 10.4. The Different Roles of a Team and Their Correct Management
- 10.5. Motivation in Work Teams

- 10.6. Values as an Element of Cohesion in a Team
- 10.7. Dynamics
- 10.8. How to Achieve Learning With the Sharing Dynamics?
- 10.9. Conflict Resolution
- 10.10. Practical Applications Creating a High-Performance Team

## Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
  - 11.1.1. Governance and Corporate Governance
  - 11.1.2. The Fundamentals of Corporate Governance in Companies
  - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Cross Cultural Management
  - 11.2.1. Cross Cultural Management Concept
  - 11.2.2. Contributions to Knowledge of National Cultures
  - 11.2.3. Diversity Management
- 11.3. Business Ethics
  - 11.3.1. Ethics and Morality
  - 11.3.2. Business Ethics
  - 11.3.3. Leadership and Ethics in Companies
- 11.4. Sustainability
  - 11.4.1. Sustainability and Sustainable Development
  - 11.4.2. The 2030 Agenda
  - 11.4.3. Sustainable Companies
- 11.5. Corporate Social Responsibility
  - 11.5.1. International Dimensions of Corporate Social Responsibility
  - 11.5.2. Implementing Corporate Social Responsibility
  - 11.5.3. The Impact and Measurement of Corporate Social Responsibility
- 11.6. Responsible Management Systems and Tools
  - 11.6.1. CSR: Corporate Social Responsibility
  - 11.6.2. Essential Aspects for Implementing a Responsible Management Strategy

- 11.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System.
- 11.6.4. CSR Tools and Standards
- 11.7. Multinationals and Human Rights
  - 11.7.1. Globalization, Multinational Companies and Human Rights
  - 11.7.2. Multinational Corporations and International Law
  - 11.7.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.8. Legal Environment and Corporate Governance
  - 11.8.1. International Rules on Importation and Exportation
  - 11.8.2. Intellectual and Industrial Property
  - 11.8.3. International Labor Law

## Module 12. Economic and Financial Management

- 12.1. Economic Environment
  - 12.1.1. Macroeconomic Environment and the National Financial System
  - 12.1.2. Financial Institutions
  - 12.1.3. Financial Markets
  - 12.1.4. Financial Assets
  - 12.1.5. Other Financial Sector Entities
- 12.2. Executive Accounting
  - 12.2.1. Basic Concepts
  - 12.2.2. The Company's Assets
  - 12.2.3. The Company's Liabilities
  - 12.2.4. The Company's Net Worth
  - 12.2.5. The Income Statement
- 12.3. Information Systems and Business Intelligence
  - 12.3.1. Fundamentals and Classification
  - 12.3.2. Cost Allocation Phases and Methods
  - 12.3.3. Choice of Cost Center and Impact
- 12.4. Budget and Management Control
  - 12.4.1. The Budget Model
  - 12.4.2. The Capital Budget
  - 12.4.3. The Operating Budget
  - 12.4.5. Treasury Budget
  - 12.4.6. Budget Monitoring
- 12.5. Financial Management
  - 12.5.1. The Company's Financial Decisions
  - 12.5.2. Financial Department
  - 12.5.3. Cash Surpluses
  - 12.5.4. Risks Associated with Financial Management
  - 12.5.5. Financial Administration Risk Management
- 12.6. Financial Planning
  - 12.6.1. Definition of Financial Planning
  - 12.6.2. Actions to be Taken in Financial Planning
  - 12.6.3. Creation and Establishment of the Business Strategy
  - 12.6.4. The Cash Flow Table
  - 12.6.5. The Working Capital Table
- 12.7. Corporate Financial Strategy
  - 12.7.1. Corporate Strategy and Sources of Financing
  - 12.7.2. Financial Products for Corporate Financing
- 12.8. Strategic Financing
  - 12.8.1. Self-financing
  - 12.8.2. Increase in Equity
  - 12.8.3. Hybrid Resources
  - 12.8.4. Financing Through Intermediaries
- 12.9. Financial Analysis and Planning
  - 12.9.1. Analysis of the Balance Sheet
  - 12.9.2. Analysis of the Income Statement
  - 12.9.3. Profitability Analysis
- 12.10. Analyzing and Solving Cases/Problems
  - 12.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 13. Commercial and Strategic Marketing Management

- 13.1. Commercial Management
  - 13.1.1. Conceptual Framework of Commercial Management
  - 13.1.2. Business Strategy and Planning
  - 13.1.3. The Role of Sales Managers
- 13.2. Marketing
  - 13.2.1. The Concept of Marketing
  - 13.2.2. Basic Elements of Marketing
  - 13.2.3. Marketing Activities of the Company
- 13.3. Strategic Marketing Management
  - 13.3.1. The Concept of Strategic Marketing
  - 13.3.2. Concept of Strategic Marketing Planning
  - 13.3.3. Stages in the Process of Strategic Marketing Planning
- 13.4. Digital Marketing and e-Commerce
  - 13.4.1. Digital Marketing and E-commerce Objectives
  - 13.4.2. Digital Marketing and Media Used
  - 13.4.3. E-Commerce General Context
  - 13.4.4. Categories of E-commerce
  - 13.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce.
- 13.5. Digital Marketing to Reinforce a Brand
  - 13.5.1. Online Strategies to Improve Your Brand's Reputation
  - 13.5.2. Branded Content and Storytelling
- 13.6. Digital Marketing to Attract and Retain Customers
  - 13.6.1. Loyalty and Engagement Strategies through the Internet
  - 13.6.2. Visitor Relationship Management
  - 13.6.3. Hypersegmentation
- 13.7. Managing Digital Campaigns
  - 13.7.1. What is a Digital Advertising Campaign?
  - 13.7.2. Steps to Launch an Online Marketing Campaign
  - 13.7.3. Mistakes in Digital Advertising Campaigns
- 13.8. Sales Strategy
  - 13.8.1. Sales Strategy
  - 13.8.2. Sales Methods

- 13.9. Corporate Communication
  - 13.9.1. Concept
  - 13.9.2. The Importance of Communication in the Organization
  - 13.9.3. Type of Communication in the Organization
  - 13.9.4. Functions of Communication in the Organization
  - 13.9.5. Elements of Communication
  - 13.9.6. Communication Problems
  - 13.9.7. Communication Scenarios
- 13.10. Digital Communication and Reputation
  - 13.10.1. Online Reputation
  - 13.10.2. How to Measure Digital Reputation?
  - 13.10.3. Online Reputation Tools
  - 13.10.4. Online Reputation Report
  - 13.10.5. Online Branding

## Module 14. Executive Management

- 14.1. General Management
  - 14.1.1. The Concept of General Management
  - 14.1.2. The Role of the CEO
  - 14.1.3. The CEO and their Responsibilities
  - 14.1.4. Transforming the Work of Management
- 14.2. Manager Functions: Organizational Culture and Approaches
  - 14.2.1. Manager Functions: Organizational Culture and Approaches
- 14.3. Operations Management
  - 14.3.1. The Importance of Management
  - 14.3.2. Value Chain
  - 14.3.3. Quality Management
- 14.4. Public Speaking and Spokesperson Education
  - 14.4.1. Interpersonal Communication
  - 14.4.2. Communication Skills and Influence
  - 14.4.3. Communication Barriers

- 14.5. Personal and Organizational Communications Tools
  - 14.5.1. Interpersonal Communication
  - 14.5.2. Interpersonal Communication Tools
  - 14.5.3. Communication in the Organization
  - 14.5.4. Tools in the Organization
- 14.6. Communication in Crisis Situations
  - 14.6.1. Crisis
  - 14.6.2. Phases of the Crisis
  - 14.6.3. Messages: Contents and Moments
- 14.7. Preparation of a Crisis Plan
  - 14.7.1. Analysis of Possible Problems
  - 14.7.2. Planning
  - 14.7.3. Adequacy of Personnel
- 14.8. Emotional Intelligence
  - 14.8.1. Emotional Intelligence and Communication
  - 14.8.2. Assertiveness, Empathy, and Active Listening
  - 14.8.3. Self-Esteem and Emotional Communication
- 14.9. Personal Branding
  - 14.9.1. Strategies for Personal Brand Development
  - 14.9.2. Personal Branding Laws
  - 14.9.3. Tools for Creating Personal Brands
- 14.10. Leadership and Team Management
  - 14.10.1. Leadership and Leadership Styles
  - 14.10.2. Leader Capabilities and Challenges
  - 14.10.3. Managing Change Processes
  - 14.10.4. Managing Multicultural Teams

“ *A unique, crucial and decisive learning experience to boost your professional development* ”





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 MBA in Education Center Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University.





“

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



This private qualification will allow you to obtain a **MBA in Education Center Management** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

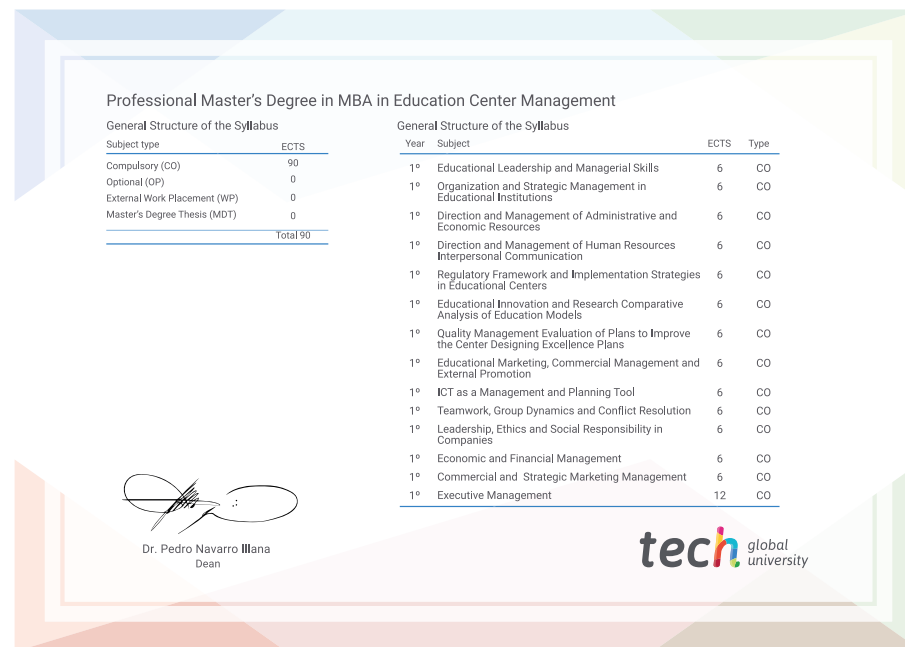
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree in MBA in Education Center Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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  
development language  
virtual classroom

**tech** global  
university

Professional Master's  
Degree

MBA in Education

Center Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credit: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree  
MBA in Marketing Education  
Center Management

