

# Postgraduate Diploma

## Strategic Communication in Human Resources





## Postgraduate Diploma Strategic Communication in Human Resources

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

Website: [www.techtute.com/pk/psychology/postgraduate-diploma/postgraduate-diploma-strategic-communication-human-resources](http://www.techtute.com/pk/psychology/postgraduate-diploma/postgraduate-diploma-strategic-communication-human-resources)

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# 01

# Introduction

Today, organizations and companies of all sectors and sizes are fully aware of the importance of human capital to their success. In this sense, the role of the expert psychologist in Human Resources plays a very important because, through strategic communication, they will be able to nurture the company with processes that attract and recruit top-level professionals that promote the development of the company. Being fully aware of this, TECH professionals have designed this comprehensive program that aims to provide psychologists with the necessary skills to promote and design successful communication that attracts and retains the best talent for companies.





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*Acquire the knowledge of a Human Resources specialist and get the real skills necessary to be able to design successful strategic communication plans”*

Without a doubt, today almost everyone is aware that for an organization to be successful, the correct selection of personnel is an extremely important element. In this sense, if adequate communication is designed, it will be possible to promote the correct development of the tasks and duties that must be covered and, therefore, the best possible functioning of the organization will be ensured. This is where the psychologist specialized in Human Resources comes into play and acquires a fundamental role, since their strategic communication plans will be a direct asset for the development of the company.

For all these reasons, the Postgraduate Diploma in Postgraduate Diploma in Strategic Communication in Human Resources is an intensive program that prepares students to face challenges and business decisions in the field of psychology and Human Resources.

The content of this program is designed to promote the development of professional skills that allow decision-making with greater rigor in uncertain environments.

Throughout 375 hours of training, the student analyzes a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

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

A plan designed for the most visionary professional, focused on their professional improvement and that prepares them to achieve excellence in the field of internal communication and people management. A program that understands the needs of the student and their company, through innovative content based on the latest trends and, supported by the best educational methodology and an exceptional faculty, which will grant skills to solve critical situations creatively and efficiently.

This complete compendium of contents offered by TECH is designed to be taught in 100% digital format. As such, all students need is an electronic device with an Internet connection, and they will have access to the largest information bank imaginable the academic market. As it is an online program, students decide when, how and where to study, so they can balance the rest of their daily activities while they continue their education.

This **Postgraduate Diploma in Strategic Communication in Human Resources** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by rendering experts
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ New developments in the Selection of personas
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Emphasis on innovative methodologies in the field of Human Resources
- ♦ Theoretical lessons, questions for 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



*Add to your knowledge the most innovative approaches to Strategic Communication in HR. and begin to intervene in this exciting field”*



“*The most outstanding advances in the approach to Strategic Communication in HR condensed in this very complete program specially designed to catapult the professional career of psychologists”*

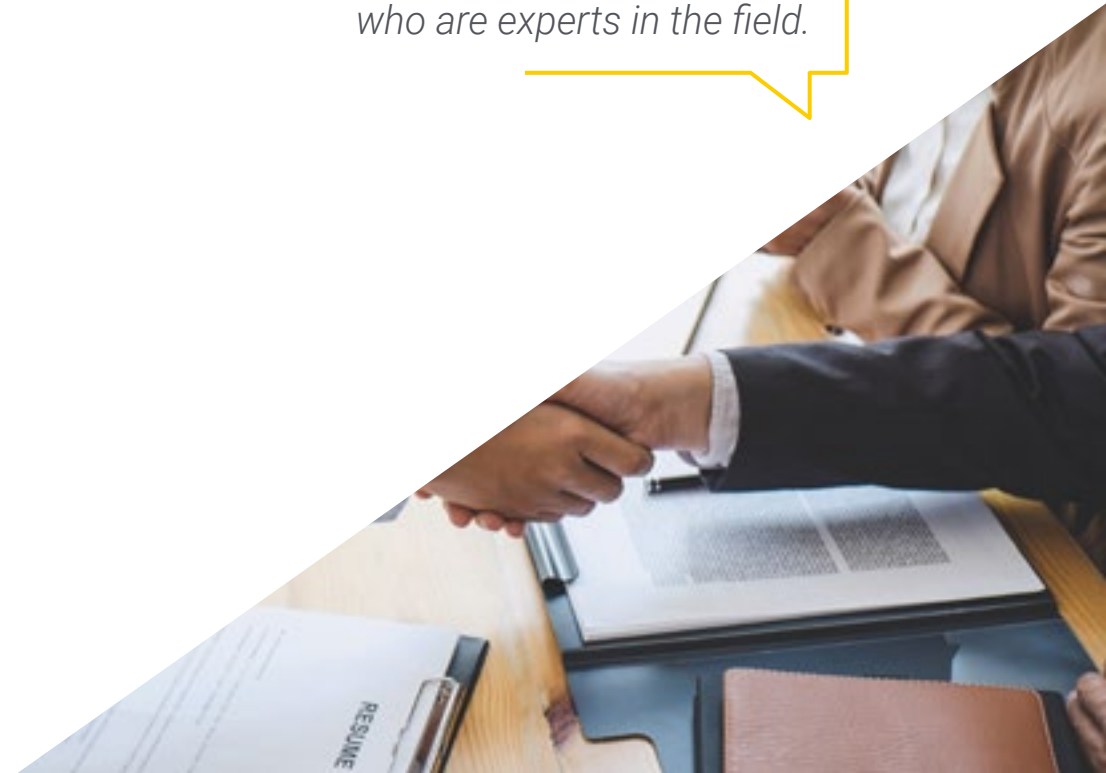
Its teaching staff includes expert professionals in Human Resources who pour the experience of their work into this program, as well as recognized specialists belonging to reference societies and prestigious universities.

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 program designed to learn in real situations.

The design of this program is focused on Problem-Based Learning, through which students must try to solve the different situations of professional practice that arise throughout the course. To do this, students will have the help of an innovative interactive video system that will give them contextualization and the practical point of view they need.

*TECH has created this very complete program to propel you to another professional level.*

*This educational program will allow you to enter a job market that is increasingly demanding psychologists who are experts in the field.*



# 02

# Objectives

The objectives of this program are based on alleviating the educational needs of Human Resources professionals in this field. The objectives of this program are based on alleviating the educational needs of Psychology and Human Resources professionals in this field. In this sense, a complete and interactive training has been established to lead the students to academic excellence and encourage them to achieve an efficient progression in his professional career. For all this, this Postgraduate Diploma will be a journey of both personal and professional growth for the student that will take them to the highest quality in their intervention as a psychologist and Human Resources professional.





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*Learn in a simple, intensive and flexible way with the quality of the highest rated teaching models in the online teaching landscape"*



## General Objectives

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- Be familiar with the evolution of Strategic Communication, especially with regard to diversity in the workplace
- Use a scientific vocabulary adjusted to the demands of the multiprofessional teams, participating in the coordination and follow-up Strategic Communication processes
- Collaborate and be a valuable asset when recruiting effective and functional professionals for the organizations
- Participate in the organizations' management understanding of the importance of diversity in the workplace
- Use the methodology, tools and material resources adapted to the Strategic Communication
- Establishment of recruitment plans that promote the development and proper functioning of the organizations
- Explore the psychology of work and organizations
- Learn how to implement personnel management plans
- Determine the legal regulations applicable to continuing vocational training for employment



*Take the step and open a new path of development and growth to your career as an expert in psychology and Human Resources”*





## Specific Objectives

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### **Module 1. Organizational Behavior**

- ♦ Enhance management development at a personal and team level in order to grow as leaders in their area of competence
- ♦ Influence the opinions, attitudes and behaviors of the organization's internal and external audiences

### **Module 2. Strategic Communication**

- ♦ Develop cutting-edge methodologies and techniques in people management and talent development within the organization through a strategic and innovative vision
- ♦ Practice appropriate internal communication techniques to maintain cohesion and correctly transmit strategic objectives
- ♦ Implement effective negotiation techniques to resolve conflicts and reach agreements

### **Module 3. Ethics and Corporate Social Responsibility**

- ♦ Establish Ethics and Corporate Social Responsibility protocols for conducting interviews in an organized and efficient manner
- ♦ Work on effective public speaking and presentation techniques to improve influence and leadership



# 03

## Structure and Content

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





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*A complete program created to offer teaching professional with the psychologists an effective and fast learning process that is compatible with personal and professional life”*



## Module 1. Organizational Behavior

- 1.1. Organizational Behavior
  - 1.1.1. Organizations
  - 1.1.2. Organizational Theory
  - 1.1.3. Organizations, People and Society
  - 1.1.4. Historical Evolution of Organizational Behavior
- 1.2. Organizational Culture
  - 1.2.1. Values and Organizational Culture
  - 1.2.2. Key Components for Change in Organizations
  - 1.2.3. The Evolution of Scientific Thought and the Organization as a System
  - 1.2.4. Culture and Transformation
- 1.3. Organization Management
  - 1.3.1. Levels and Managerial Qualities
  - 1.3.2. The Function of Planning and Organization
  - 1.3.3. The Function of Management and Control
  - 1.3.4. The New Role of the HR Manager
- 1.4. Knowledge Management
  - 1.4.1. Collective Intelligence vs. Knowledge Management
  - 1.4.2. Perspectives and Tools for Knowledge Management
  - 1.4.3. Collaborative Environments and Learning Communities
- 1.5. People in Organizations.
  - 1.5.1. Quality of Work Life and Psychological Well-Being
  - 1.5.2. Work Teams and Management Meetings
  - 1.5.3. Coaching and Team Management
- 1.6. Organizational Structure.
  - 1.6.1. Main Coordination Mechanisms
  - 1.6.2. Departments and Organization Charts
  - 1.6.3. Authority and Responsibility
  - 1.6.4. Empowerment





- 1.7. Organizational Design
  - 1.7.1. The Environment
  - 1.7.2. The Strategy
  - 1.7.3. Technology
  - 1.7.4. Human Resources
- 1.8. Power and Politics.
  - 1.8.1. Power within Organizations
  - 1.8.2. Structural Power Sources
  - 1.8.3. Political Tactics

## Module 2. Strategic Communication

- 2.1. Communication in Organizations
  - 2.1.1. The Information Technology Revolution
  - 2.1.2. Types of Information Systems for Management
  - 2.1.3. Informal Organization
- 2.2. Internal Communication and Comprehensive Communication Plan
  - 2.2.1. HR Marketing and Communication
  - 2.2.2. Programming, Execution and Evaluation of the Plan
  - 2.2.3. Barriers to Business Communication
- 2.3. Interpersonal Communication
  - 2.3.1. Body Language
  - 2.3.2. Assertive Communication
  - 2.3.3. Interviews
- 2.4. Open Communication
  - 2.4.1. Openness and Problem Solving
  - 2.4.2. Detection of Unsupportive Behavior
  - 2.4.3. Active Listening

- 2.5. Personal and Influential Skills
  - 2.5.1. Impact and Influence
  - 2.5.2. Public Speaking
  - 2.5.3. Stress Mastery
  - 2.5.4. Time Management
- 2.6. Conflicts in Organizations
  - 2.6.1. Interpersonal Conflicts
  - 2.6.2. Conflict Conditions
  - 2.6.3. Consequences of Conflicts
- 2.7. Negotiation
  - 2.7.1. Intercultural Negotiation
  - 2.7.2. Negotiation Focuses
  - 2.7.3. Effective Negotiation Techniques
  - 2.7.4. Restructuring

### Module 3. Ethics and Corporate Social Responsibility

- 3.1. The Managerial Role and CSR
  - 3.1.1. Strategic Vision and Corporate Social Responsibility
  - 3.1.2. Systems and Models for Implementing CSR
  - 3.1.3. Organization of CSR Roles and Responsibilities
- 3.2. Corporate Responsibility
  - 3.2.1. Value Creation in an Economy of Intangibles
  - 3.2.2. CSR: Corporate Commitment
  - 3.2.3. Social, Environmental, and Economic Impact
- 3.3. Responsible Finance and Investment
  - 3.3.1. Sustainability and the CFO's Responsibility
  - 3.3.2. Transparency in Information
  - 3.3.3. Finance and Responsible Investment
  - 3.3.4. Social Economy, Cooperativity and Corporate Social Responsibility



- 3.4. Business and Environment
  - 3.4.1. Sustainable Development
  - 3.4.2. Legislative Development in Environmental Responsibility
  - 3.4.3. Response of Companies to Environmental Problems
  - 3.4.4. Waste and Emissions
- 3.5. Responsible Management Systems and Tools
  - 3.5.1. Social Responsibility Management Systems
  - 3.5.2. Quality Management Systems, the Environment and Occupational Health and Safety
  - 3.5.3. Audits
- 3.6. Business ethics
  - 3.6.1. Ethical Behavior in Companies
  - 3.6.2. Deontology and Ethical Codes
  - 3.6.3. Fraud and Conflicts of Interest

“Welcome to the educational program that will lay the foundation for your and personal professional growth”





04

# Methodology

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

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



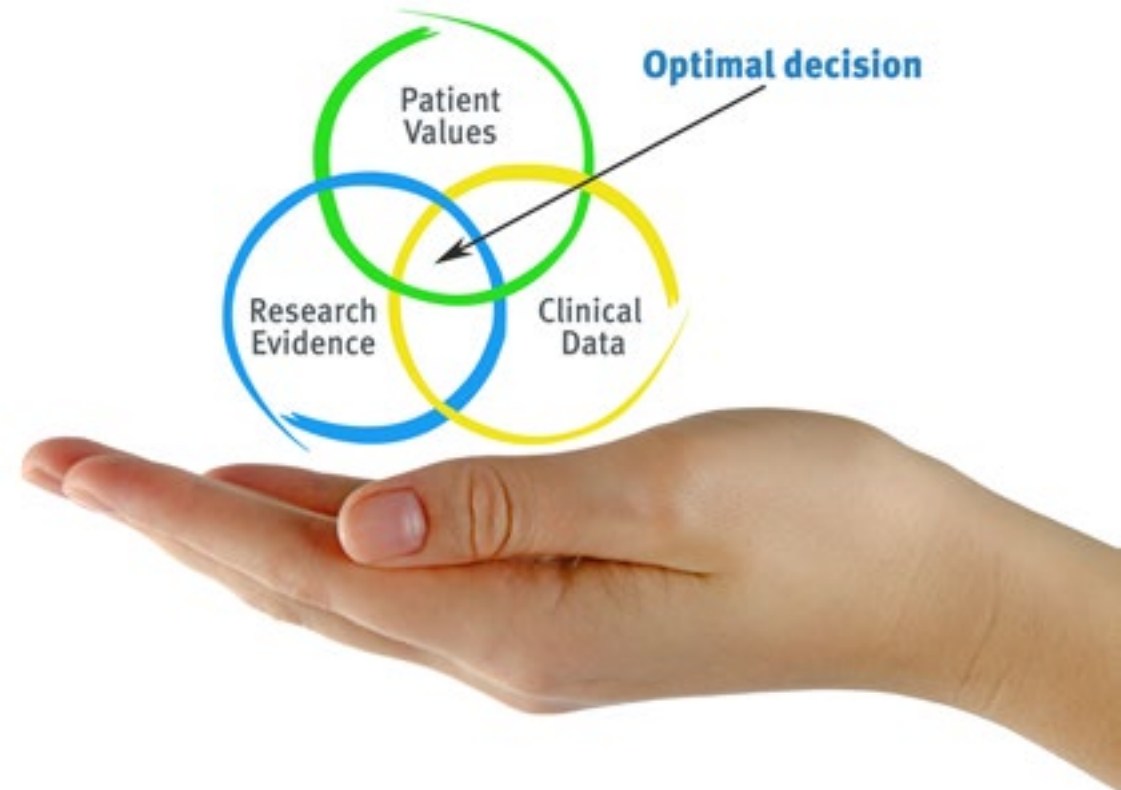
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH the psychologist experiences a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the psychologist's professional practice.



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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. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
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 the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

*The psychologist 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).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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 specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

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



#### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

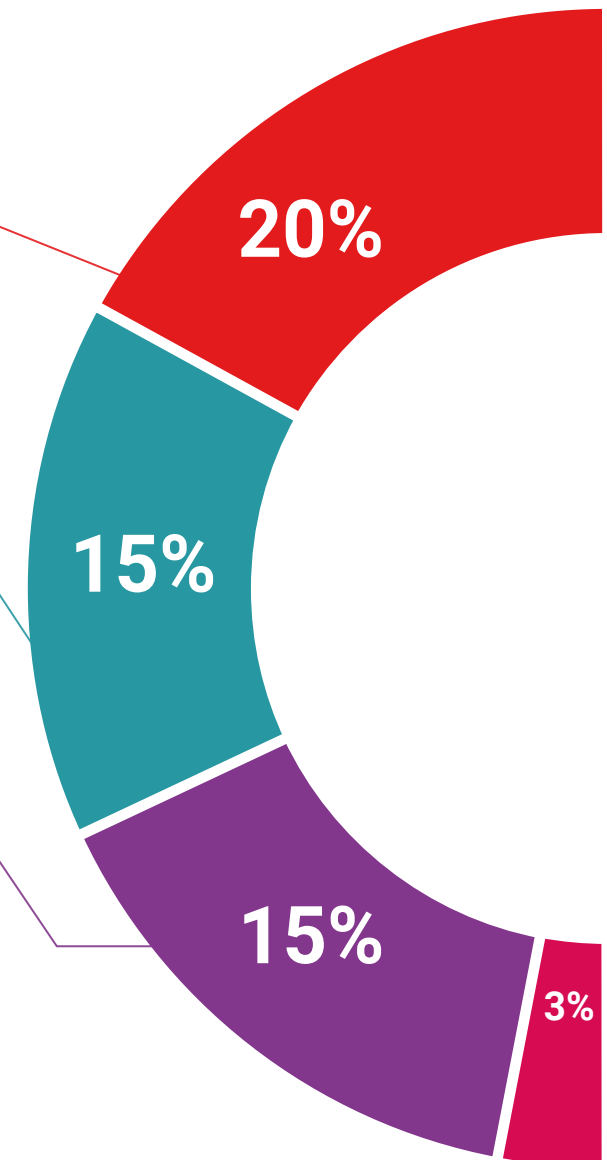
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



#### 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 their 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.



05

# Certificate

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





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

This **Postgraduate Diploma in Strategic Communication in Human Resources** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma**, issued by **TECH Technological University** via tracked delivery\*.

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

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

Official N° of Hours: **375 h.**



\*Apostille Convention. In the event that the student wishes to have their paper 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  
online training  
development language  
virtual classroom



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