Advanced Master's Degree
MBA in Senior Hospitals and Health Services Management

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Advanced Master's Degree
MBA in Senior Hospitals and Health Services Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Global University**
- » Credits: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-maste-degreer-mba-senior-hospitals-health-services-management**

Index

01
Welcome

Healthcare management is a key element in ensuring that a hospital center becomes a benchmark, as it will enable it to offer users the care they require, through the most advanced treatments, achieving a good reputation in society. At this point, the figure of the director becomes very important, since they must manage, with rigor and security, all the resources at their disposal, both human and material and economic, achieving the precise distribution that provides greater profitability. In this field, studies tend to focus on the healthcare sector. However, TECH has gone a step further to provide business professionals with the necessary training that will enable them to enter an industry that requires highly skilled hospital and healthcare managers. In this way, this program will bring together two areas that may seem unrelated: business and health, but which, together, will mark the distinction that will provide greater quality in the management and development of hospitals and health services.

Advanced Master's Degree in MBA in Senior Hospitals and Health Services Management. TECH Global University

" *Discover the new techniques in hospital and health services management, and apply them with confidence in the daily practice of your profession"*

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

tech

"

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

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

Teachers representing 20 different nationalities.

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

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

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

Economy of Scale

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

03
Why Our Program?

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

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

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects

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

20% of our students develop their own business idea.

07 Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08 Be part of an exclusive community

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

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

04
Objectives

The main objective of this MBA in Senior Hospitals and Health Services Management of TECH is to provide business professionals with the necessary knowledge to develop successfully in a sector of prime necessity and that, therefore, requires the specialization of its workers to offer high quality services. In this way, the program has been designed to enable administrators to successfully manage entities in the health sector, applying business techniques that promote their growth and evolution.

> *Understand the complexity of hospital management and strengthen your knowledge to develop successfully in this field"*

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **MBA in Senior Hospitals and Health Services Management** will enable students to:

01 Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04 Develop strategies to carry out decision-making in a complex and unstable environment

02 Develop the key leadership skills that should define working professionals

03 Follow the sustainability criteria set by international standards when developing a business plan

05 Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

06 Develop the skills required to manage business activities strategically

07 Design innovative strategies and policies to improve management and business efficiency

08 Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

09 Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

10 Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

11 Be able to manage the company's economic and financial plan

14 Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

12 Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

13 Be able to apply information and communication technologies to the different areas within a company

15 Analyze the theories and models regarding the organization and functioning of Healthcare Systems, focusing on their political, social, legal, economic and organizational structure

16 Improve knowledge and professional skills in health management, knowing the practical methodological tools to apply in the critical areas of health management and direction, both institutional and day-to-day

18 Showcase and evaluate advanced hospital management initiatives and experiences

19 Learn the basic skills necessary to improve problem solving and decision making in hospital management

17 Approach clinical management using the criteria of efficacy, efficiency, effectiveness, equity, performance and profitability and the solution of problems through the appropriate use of information systems

20 Understand, interpret and appropriately apply the most appropriate tools in each context for valuation and decision making

21 Apply the essential concepts and methods of planning, organization and management of health institutions

22 Contextualize the care and medical division in the interdisciplinary team and learn about the new challenges of the health sector

23 Carry out an economic analysis of the functioning of health institutions and the economic behavior of the agents involved in health systems

24 Apply the fundamental concepts of economic evaluation techniques and tools applied in management practice within health systems

25 Determine the techniques, styles and methods for defining, guiding and leading professional-talent management policies in health institutions

26 Recognize, apply and know how to evaluate the usefulness in the clinical context of the different management tools that can be applied to the context of healthcare practice

28 Develop methodological and instrumental skills in epidemiological research and the assessment of centers, services, technologies and the health programs

29 Design and lead improvement, innovation and transformation processes in the units, services and centers

27 Lead quality and patient safety systems applied to the context of clinical management units

30 Identify, understand and integrate managerial skills into daily health management procedures

05
Skills

The MBA in Senior Hospitals and Health Services Management is an intensive program that brings together the most complete information on hospital management that business professionals need to know in order to manage successfully in a field as competitive as the healthcare sector. A program in which those interested will be able to find the latest educational resources that will allow them to develop the skills and abilities essential to excel in this field.

A unique program with which you will be able to develop the skills necessary to successfully manage health services"

At the end of this program, the student will be able to:

01 Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

04 Correctly manage teams to improve productivity and, therefore, the company's profits

02 Be part of and lead the company's corporate and competitive strategy

03 Resolve business conflicts and problems between workers

05 Exercise economic and financial control of a company

06 Control the company's logistics processes, as well as purchasing and procurement

08 Apply the most appropriate strategies to support e-commerce of the company's products

09 Develop and lead marketing plans

07 Delve into the new business models associated with information systems

10 Focus on innovation in all processes and areas of the company

11 Lead the different projects in a company

14 Recognize the need to maintain your professional skills and keep them up to date, with special emphasis on autonomous and continuous learning of new information

12 Commit to sustainably developing the company, avoiding environmental impacts

13 Develop within the profession in terms of working with other health professionals, acquiring skills to work as a team

15 Develop the capacity for critical analysis and research in your professional field

16 Plan health services and structures from a clinical management perspective, taking into account the differences in the organizational models and experiences of the National Health System and other entities of international projection, providing the future trends and needs of the health system

18 Improve care for complexity and chronicity by acquiring the necessary information on the interrelation and coordination with the health department

19 Incorporate the new developments on program contracts in a health area, as well as the design of budgets and subsequent cost control, assessing and interpreting financial and socioeconomic results of the various clinical processes

17 Identify clinical and health management tools and resources, favoring both the best possible quality of care and the optimal management of available care resources, including both social and economic costs, based on continuity of care

20 Assess the health and healthcare division with bioethical and good health governance criteria, in a multidisciplinary and interdisciplinary manner

21 Carry out the functions of health manager generating individual and collective critical reflection of each style of work, both individual and teamwork, within the organizational health setting

22 Acquire the fundamentals and principles of health economics applied to the field of clinical management in the areas of clinical management, professional-talent management and economic management

23 Develop an up-to-date management system for users-patients-clients with the main elements and systems of healthcare quality management and clinical safety, improving the satisfaction and loyalty of both users and the professionals who attend them and their work environment
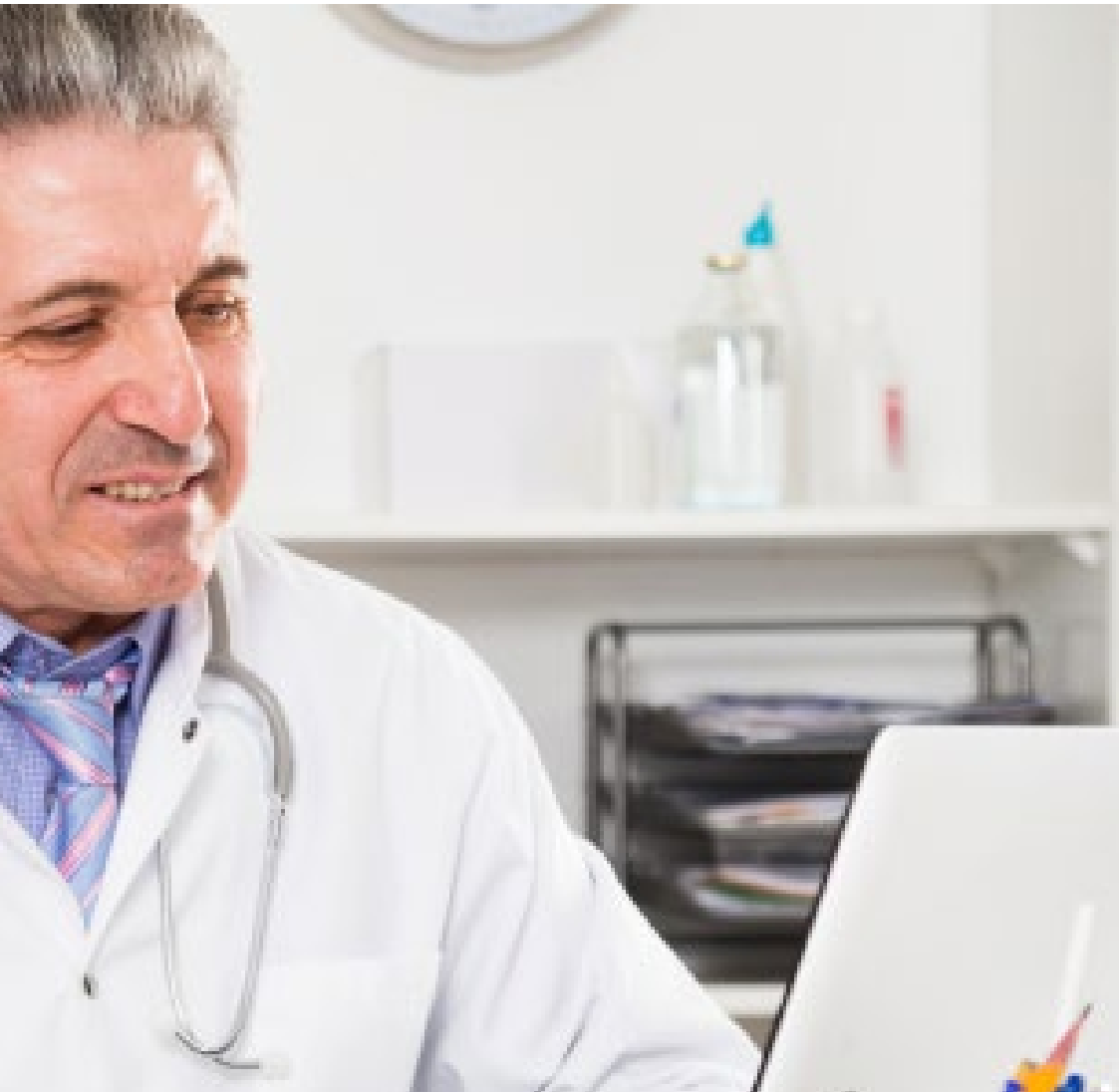
24 Define and use the basic concepts of Clinical and Healthcare management for organizing the various inpatient services, central services, special services and hospital support services, as well as primary care and outpatient care, in a complex and chronic patient management environment

25 Describe the actors in the health field and their current and future relationships with health professionals, as well as the main aspects of our health system, with its current and future developments

26 Apply leadership management tools, decision-making and management skills in general, including encouraging the creation of an appropriate "personal brand" using both external communication and marketing and the health organization's internal resources

Structure and Content

The MBA in Senior Hospitals and Health Services Management is a program of high academic level, composed of a high-quality curriculum that includes the most complete information on business management and hospital management. In this way, students will find, in a single program, all the information necessary to develop successfully in this field, so that they will know, first hand, the most relevant strategies at the business level, but also of health management. Undoubtedly, a complete curriculum that will mark a before and after in your academic preparation.

A study plan designed with the main purpose of promoting your learning and helping you to achieve success"

Syllabus

Throughout 3,000 hours of study, the students will analyze a multitude of practical cases through individual work, achieving a contextual learning that they will be able to apply to their daily work. It is, therefore, an authentic immersion in real business situations.

This MBA in Senior Hospitals and Health Services Management deals in depth with the main areas of the company, and is designed for managers to understand hospital management from a strategic, international and innovative perspective.

A plan designed for professionals, focused on improving their career and preparing them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 26 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Planning and Control in Health Organizations
Module 10	Health Systems and Policies
Module 11	The Medical and Health Care Division in the Health System
Module 12	Clinical Management
Module 13	Chronicity and Telemedicine Management

Module 14	People and Talent Management
Module 15	Management and Economic Assessment
Module 16	Quality Management
Module 17	Management by Process Lean Healthcare
Module 18	Competency Management
Module 19	Patient Security
Module 20	Quality Accreditation in Healthcare
Module 21	Leadership Management
Module 22	Managerial Decision-Making
Module 23	Internal Communication in Management
Module 24	Creating a Personal Brand
Module 25	Healthcare Marketing and Communication
Module 26	Teaching and Research Management

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the 24 months of the program, you will be able to access the contents of this program at any time, which will allow you to self-manage your study time.

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

Module 1. Leadership, Ethics, and CSR.

1.1. Globalization and Governance
1.1.1. Globalization and Trends: Internationalization of Markets
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

1.2. Leadership
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.3. Management Roles and Responsibilities

1.3. Business Ethics
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Codes of Ethics and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental, and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Organizational Culture
2.1.2. Organisational analysis
2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
2.2.1. Corporate-Level Strategy
2.2.2. Types of Corporate-Level Strategies
2.2.3. Determining the Corporate Strategy
2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
2.4.1. Wealth, Value, and Return on Investments
2.4.2. Corporate Strategy: Methodologies
2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
2.5.1. Strategic Mission, Vision, and Values
2.5.2. Balanced Scorecard
2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy
2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
2.6.2. Supervision and Strategic Alignment
2.6.3. Continuous Improvement Approach

2.7. Executive Management
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management
3.2.1. Job Design, Recruitment, and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis: Design and Selection of People
3.2.4. Training and Professional Development

3.3. Management and Leadership Development
3.3.1. Management Skills: 21st Century Skills and Abilities
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

3.4. Change Management
3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management
3.5.1. Negotiation Objectives: Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication
3.6.1. Performance Analysis
3.6.2. Leading Change. Resistance to Change
3.6.3. Managing Change Processes
3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance
3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Executive Meetings: Planning and Time Management

3.8. Knowledge and Talent Management
3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting
4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control
4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility
4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems
4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

4.6. Financial Management
4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning
4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy
4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context
4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

4.10. Strategic Financing
4.10.1. The Banking Business: Current Environment
4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets
4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/ Problems
4.12.1. Problem Solving Methodology
4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

5.2. Purchasing Management
5.2.1. Stock Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (II) Implementation
5.4.1. Lean Manufacturing/Lean Thinking
5.4.2. Logistics Management
5.4.3. Purchasing

5.5. Logistical Processes
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production, Distribution
5.5.3. Quality, Quality Costs, and Tools
5.5.4. After-Sales Service

5.6. Logistics and Customers
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics
5.7.1. Customs, Export and Import processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

5.8. Competing through Operations
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business IntelligenceArchitecture

6.5. New ICT-Based Business Models
6.5.1. Technology-Based Business Models
6.5.2. Innovation Abilities
6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
6.6.1. E-Commerce Strategic Plan.
6.6.2. Logistics Management and Customer Service in E-Commerce.
6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

6.8. Digital Business
6.8.1. Mobile E-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management
7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

7.2. Marketing
7.2.1. Marketing and the Impact on the Company
7.2.2. Basic Marketing Variables
7.2.3. Marketing Plan

7.3. Strategic Marketing Management
7.3.1. Sources of Innovation
7.3.2. Current Trends in Marketing
7.3.3. Marketing Tools
7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy
7.4.1. Approach to Digital Marketing
7.4.2. Digital Marketing Tools
7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy
7.5.1. Positioning and Promotion
7.5.2. Public Relations
7.5.3. Sales and Communication Strategy

7.6. Corporate Communication
7.6.1. Internal and External Communication
7.6.2. Communication Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy
7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
8.1.1. Conceptual Framework for Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

8.2. Innovation Strategy
8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8.2.3. Innovation Workshops

8.3. Business Model Design and Validation
8.3.1. The Lean Start-up Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
8.3.5. Growth and Loyalty

8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Planning and Control in Health Organizations

9.1. The Process of Strategic Planning
9.1.1. Mission, Vision, and Values
9.1.2. The Cycle of Strategic Planning. Strategic Plan and Strategic Lines
9.1.3. Planning and Continuous Quality Improvement. Advantages of Planning
9.1.4. Internal Analysis and Competitive Analysis of the Environment. Benchmarking

9.2. Management by Values and Objectives
9.2.1. Operative Planning. Obtaining Objectives from Strategic Lines of Action
9.2.2. Types of Objectives Goals
9.2.3. Management by Values and Objectives: Management Plans
9.2.4. Assessment of the Strategic and Operational Plan

9.3. Organizational Theory Applied to Healthcare.
9.3.1. Types of Organization
9.3.2. Organizational Behavior Studies
9.3.3. Characteristics of the Public Organization
9.3.4. New Organizational Models. Fluid and Matrix Organizations

9.4. Management and Direction
9.4.1. The Management Process
9.4.2. Collegiate Management Bodies
9.4.3. Management Styles

9.5. Future Organization

Module 10. Health Systems and Policies

10.1. Health Systems
10.1.1. Main Health System Models. Comparison and Results
10.1.2. Beverige SMS Health Systems Model: Example
10.1.3. Health Systems - Biskmark Assurance Model: Examples
10.1.4. Evolution of the Different Health Systems

10.2. Healthcare Financing and Provision
10.2.1. Financing of the Health Systems. Public Contributions
10.2.2. The Right to Health Care: Basic and Complementary Services
10.2.3. Different Provision Models in the NHS. Private Provision
10.2.4. Co-payment and User Financing

10.3. Evolution and Other Aspects of Health Systems
10.3.1. Complexity and Chronicity Care
10.3.2. Information Technology as a Driver for the Transformation of Healthcare Systems
10.3.3. Promotion of Health and Heath Education Prevention
10.3.4. Traditional Public Health and Its Evolution
10.3.5. Health Coordination or Integration. The Concept of a Public Health Space

10.4. Alternatives to the Traditional Management Models
10.4.1. Evaluation of New Management Models. Results and Experience

Module 11. The Medical and Health Care Division in the Health System

11.1. Classic Medical Management vs. Care Management
11.1.1. Structure and Content of Health System Governing Bodies. Current Organization Charts and Future Alternatives
11.1.2. Physicians as Managers: From Board Members to Care Directors and Managers, Including General Management
11.1.3. Preparation and Value Contribution
11.1.4. Medical Division: Critical Areas
11.1.5. Different Organizational Structures within the Medical Division

11.2. Management Information Systems and Electronic Medical Records
11.2.1. Control Panels
11.2.2. Electronic Clinical History
11.2.3. Assisted Prescription Systems
11.2.4. MBDS, ICD
11.2.5. Other Useful Information Systems in Health Management

11.3. Continuity of Care: Integration of Primary Care, Hospital Care and Social Healthcare
11.3.1. Health Care Continuity in the Care Process. Integrated Healthcare Processes
11.3.2. Moving Towards a Model of Social and Health Care

11.4. Bioethics and Humanization in Medical Practice
11.4.1. Bioethical Principles
11.4.2. Ethics Committees in Health Organizations
11.4.3. Humanization of Healthcare

11.5. Medical and Healthcare Management: Relations with the Nursing Division
11.5.1. Knowledge Management Tools for Clinical and Healthcare Management
11.5.2. Medical and Healthcare Management: Relations with the Nursing Division

11.6. Public Health, Promotion of Health and Health Education for Welfare Directorates
11.6.1. Public Health Concept and Scope
11.6.2. Promotion of Health and Heath Education
11.6.3. Types of Prevention Program

Module 12. Purchasing and Procurement Function

12.1. Clinical Management
12.1.1. Different Definitions and Visions of Clinical Management
12.1.2. Different Decrees and Regulations on Clinical Management
12.1.3. Levels of Autonomy

12.2. Processes and Protocols in Clinical Management. Handling Scientific Evidence
12.2.1. Types and Classification of Scientific Evidence
12.2.2. Protocols, Clinical Practice Guidelines, Clinical Pathways: Differences
12.2.3. Grade and Care Routes

12.3. Patient Classification Systems
12.3.1. Patient Classification Systems
12.3.2. Patient Dependency Analysis. Dependency Scales and Classification
12.3.3. Calculation of Staffing/Cash Flow Based on Patient Classification. Workload Distribution

12.4. Models and Clinical Management Units
12.4.1. Types of Clinical Management Units
12.4.2. Mixed Primary and Specialized Care Units
12.4.3. Interservice Units
12.4.4. Inter-hospital Units

12.5. Prudent Drug Prescription. Electronic Prescription
12.5.1. Prudent Prescribing: Choosing Wisely
12.5.2. "Non-action" Strategies

12.6. Prescription Complementary Tests
12.6.1. Prudent Prescribing vs. Defensive Medicine
12.6.2. Prescription Audits and Prescription Monitoring: Results

Module 13. Chronicity and Telemedicine Management

13.1. Complex and Chronic Patient Management
13.1.1. Chronic Care Model and Population Stratification: Kaiser Permanente (Life-Changing Healthcare)
13.1.2. Management of Population Groups at Risk. Management of Complex and/or Chronic Diseases at Home
13.1.3. Chronicity and Public Health Care

13.2. Experiences in Patient Empowerment: Active Patients, School of Patients
13.2.1. Active Patient Model. Stanford University
13.2.2. Self-care Education Program. International and Spanish Experiences
13.2.3. Patient Schools
13.2.4. Patient Empowerment and Nursing Input

13.3. Telemedicine
13.3.1. Services Currently in Place and Future Perspectives

Module 14. People and Talent Management

14.1. Employability Tools in the Private and Public Sector
14.1.1. Public Employment Offers. Types of offers. Merit Scales
14.1.2. Personnel Selection Systems in the Private Sector
14.1.3. Terminations or Dismissals, Motivation, Justification and Communication, thereof

14.2. Staff Evaluation and Talent Development. Social and Institutional Climate
14.2.1. Welcome, Mentoring and Farewell Plans
14.2.2. Talent Detection and Development
14.2.3. Institutional and Social Climate: Measurement and Improvement

14.3. Staffing and Performance Calculations

14.4. Visibility in Clinical and Healthcare Management: Blog and Networks
14.4.1. The Digital Revolution in Welfare Practice and Clinical Management. Description of New Digital Tools. How to Improve Visibility
14.4.2. Experiences with Networks and Blogs of Health Professionals

14.5. Health Professionals and Types of Relationships

Module 15. Socio-Ecological Impact

15.1. Cost Calculation
15.1.1. Weighting and Calculation of Health Costs
    15.1.1.1. Cost/Benefit
    15.1.1.2. Cost/Utility
    15.1.1.3. Cost/Productivity

15.2. Accounting Basis

15.3. Budget and Purchasing

15.4. Efficiency and Sustainability of Health Systems
15.4.1. Financial Situation of the Public Health System, Sustainability Crisis
15.4.2. Spending for Health Benefits. Comparison of Investments for Further Health Benefits
15.4.3. Expenditure Control in the Public Health System

15.5. Funding Models
15.5.1. Financing Based on Historical Budget and Activity
15.5.2. Capitation Funding
15.5.3. Financing by DRGs and Processes, Payment per Procedure
15.5.4. Incentives to Professionals Based on Funding

15.6. Clinical and Economic Management Agreements and Contracts
15.6.1. Management Agreements. Definition and Models
15.6.2. Development and Assessment of a Management Agreement

Module 16. Quality Management

16.1. Quality in Health Care

16.1.1. Definitions of Quality and of the Historical Development of the Concept. Quality Dimensions
16.1.2. Quality Assessment and Improvement Cycle
16.1.3. EFQM Quality Improvement Model. Implementation.
16.1.4. ISO standards and External Quality Accreditation Models

16.2. Quality of Healthcare Programs

16.2.1. Quality Circles
16.2.2. Continuous Quality Improvement Strategies
16.2.3. LEAN

Module 17. Management by Process Lean Healthcare

17.1. Management of "What": Process Management and Management by Processes

17.2. The Management of "How"

17.3. Process Improvement

Module 18. Competency Management

18.1. Performance Evaluation. Competency Management

18.1.1. Definition of Competencies
18.1.2. Performance Assessment Procedure. Implementation
18.1.3. Feedback from Professions for Improving their Performance and Self-evaluation
18.1.4. Training Itinerary Design for Skills Development

18.2. Methods and Techniques

18.2.1. The Assessment Interview. Instructions for the Assessor
18.2.2. Main Common Errors and Impediments in Assessment
18.2.3. Motivational Interview
18.2.4. Miller's Pyramid

Module 19. Patient Security

19.1. Patient Safety. Evolution Over Time
19.1.1. Introduction and Definition. Background and Current Situation
19.1.2. Basic Studies on Patient Safety

19.2. Nosocomial Infections
19.2.1. Definition and Classification. Evolution EPINE Studies
19.2.2. Hospital Infection Control and Surveillance Programs and Networks
19.2.3. Asepsis, Disinfection and Sterilization

19.3. Prevention
19.3.1. Prevention and Detection of Adverse Events Related to Health Care
19.3.2. FMEA: (Modal Analysis of Failures and Effects). Root Cause Analysis

19.4. Information and Record Systems
19.4.1. Adverse Event Reporting and Recording Systems

19.5. Secondary and Tertiary Victims
19.5.1. Health Professionals in the Face of Adverse Effects
19.5.2. Recovery Trajectory and Emotional Support
19.5.3. Impact on Corporate Image

Module 20. Quality Accreditation in Healthcare

20.1. Accreditation in Health Care
20.1.1. Specific Features of Health Services Accreditation
20.1.2. The Value of Being Accredited. How the Organization and Patients Benefit
20.1.3. Health Accreditation in Clinical Services

20.2. Joint Commission International
20.2.1. Criteria and Process Phases

20.3. EFQM Model
20.3.1. The Concept of Self-assessment
20.3.2. Improvement Plans
20.3.3. An Example of EFQM Model Implementation in a Hospital and in an Area of Health Care

20.4. ISO Accreditation.
20.4.1. Definition and General Criteria
20.4.2. ISO 9001
20.4.3. ISO 14001
20.4.4. Other Types of ISO Relevant to the Health Sector

Module 21. Leadership Management

21.1. Team Leadership
21.1.1. Theories on the Nature and Origin of Authority: Traditional or Institutional Conceptions. Functional Conception. Behavioral Conception. Integrative Conception
21.1.2. Authority and Power, Types of Power
21.1.3. Leadership; Components of Leadership and Types
21.1.4. How to Make a Leader?
21.1.5. New Leadership Models. Situational and Leader Coaches
21.1.6. The Term 'Staff', Functional Hierarchical Scheme, Different Types of Staff, Line and Staff Concepts; Theories, Influence of Cultures on Leadership

21.2. Motivation
21.2.1. Motivating Agents. Intrinsic and Extrinsic Motivation
21.2.2. Differences between Motivation and Satisfaction: Different Theories
21.2.3. Available Evidence on How to Motivate Professionals

21.3. Delegation
21.3.1. What is Delegation? Forms of Delegation, Ways to Evaluate Delegation, Tasks and Delegation, Non-Delegable Tasks and Functions
21.3.2. Personal Attitudes Towards Delegation. Guidelines for Effective Delegation

21.4. Executive Coaching
21.4.1. Coaching Types of Coaching
21.4.2. Organizational Benefits and Applications to the Health Sector. Examples

Module 22. Purchasing and Procurement Function

22.1. Decision-Making

22.2. The Decision Process
22.2.1. Centralized Decision-Making Process, Individual Decision-Making Process, Group Decision Making Process
22.2.2. Limiting Factor Principle. Cost Effectiveness and Efficiency in the Decision-making Process
22.2.3. Choosing the Best Solution. Prioritization. Decision Tree

22.3. Time, Stress and Happiness Management
22.3.1. Techniques for Managing Time, Personal Agenda and Work-Life Balance
22.3.2. Stress Management Techniques and Techniques for Promoting Personal and Professional Happiness

Module 23. Internal Communication in Management

23.1. Communication
23.1.1. Communication and Information. The Communication Process. Elements of Communication. Requirements for Communication. Communication Barriers
23.1.2. Communication Methods and Tools. Verbal Communication. Non-Verbal Communication. Written Communication

23.2. Meetings
23.2.1. Techniques for Holding Profitable Meetings. Preparation for Meetings and Types of Meetings. Participant Selection
23.2.2. Healthcare and Technical Committees and Commissions in Hospitals, Centers and Areas of Health Care
23.2.3. Negotiation. Types of Strategies. Assertiveness. WiN WiN Strategy

23.3. Conflict Management
23.3.1. Possible Conflicts in Health Organizations Preventive Strategies
23.3.2. Conflict Management. Mediation

Module 24. Creating a Personal Brand

24.1. Public Profile
24.1.1. Presenting Ourselves to the World. Our Digital Footprint
24.1.2. Professional Profile on Professional Social Networks
24.1.3. Digital Reputation. Positive References
24.1.4. Cover Letter

24.2. The Interview Process to Apply for a Managerial Position
24.2.1. How to Face an Interview?
24.2.2. Body Language During an Interview. Kinesics

Module 25. Healthcare Marketing and Communication

25.1. Marketing and Social Media
25.1.1. Definition of the Term. Dimensions of Marketing. Marketing Mission and Cycles. Marketing Tools
25.1.2. Patient, Client, User? Marketing Aimed at Public Health Care Users
25.1.3. External Marketing Planning in a Private Center
25.1.4. The Internal Client. Marketing and Internal Communication Plans in Health Institutions
25.1.5. Management of Institutional Presence on Social Networks. Facebook
25.1.6. Use of Twitter by the Organization
25.1.7. The Use of Twitter by the Organization and on a Professional Level
25.1.8. Use of Other Networks: Instagram, Tumblr

25.2. Communication in Organizations
25.2.1. Communication Systems in Organizations. Intranet/Internet
25.2.2. Communication Specific to Welfare Institutions. Hospitals
25.2.3. Welfare Awards. Presentation of Nominations
25.2.4. rganization of Conferences, Congresses and Other Educational Events
25.2.5. National Communication Management: Healthcare Press
25.2.6. External Conflicts. Information Crises Due to Bad News and How it is Managed

25.3. Relations with Social Agents, Users and Suppliers
25.3.1. Communication with Citizens, and with Patient and Consumer- User Associations
25.3.2. Communication with Political Leaders, Owners-Shareholders, and Suppliers
25.3.3. Collaboration with the Pharmaceutical Industry
25.3.4. Internationalization of the Health Sector. Health Tourism

25.4. Corporate Social Responsibility. Good Healthcare Governance
25.4.1. CSR in the Welfare Sector. CSR Strategic Plans in Organizations. Good Healthcare Governance: Transparency on the Part of Public and Private Companies
25.4.2. Environmental Management and Energy Efficiency in Healthcare Institutions
25.4.3. Development Cooperation through Health Institutions
25.4.4. Networking. Strategic Partnerships
25.4.5. The Patient Portal. Health Promotion and Disease Prevention Through the Internet

Module 26. Teaching and Research Management

26.1. Research Methodology: Epidemiology and Research Study Designs and Biases

26.2. Sources of Information for Research and Sourcing Strategies

26.3. Critical Reading of Articles

26.4. Research Projects: Financial Resources. Product and Patents Development

26.5. Communication and Dissemination of Research Findings

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

07
Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

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

A learning method that is different and innovative

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

❝

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

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

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

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

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

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

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

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

TECH students are people with higher education who understand the need to continue their specialization during their working life. Therefore, although they already have basic training, they do not hesitate to complement their knowledge with programs related to their field of action, improving their skills and, consequently, their daily practice. Broadly qualified individuals looking for an academic opportunity to help give their career a boost.

First level students join TECH's educational community to achieve that much needed specialization in the field of hospital management"

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Economics and Business **17%**

Medicine **32%**

Nursing **22%**

Social Sciences **16%**

Other **13%**

Academic Profile

Hospital Managers **23%**

Auditors **15%**

Hospitals **25%**

Welfare Professionals **21%**

Other **16%**
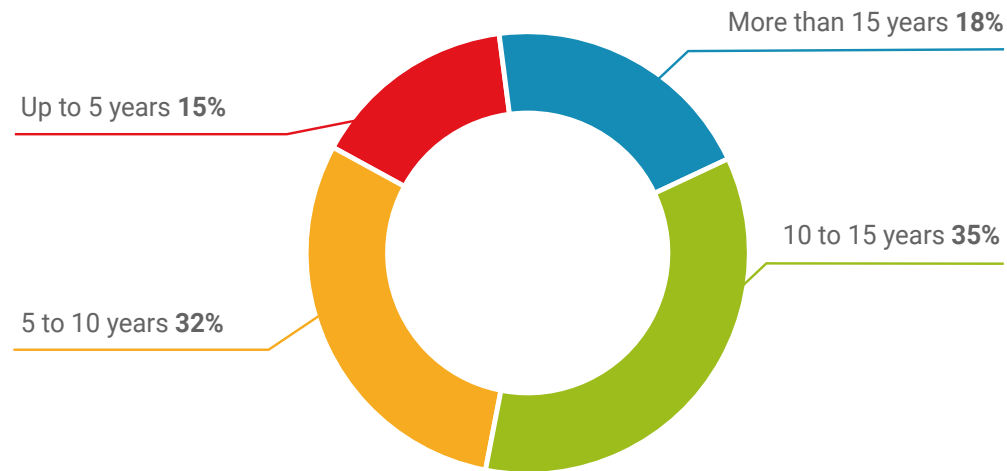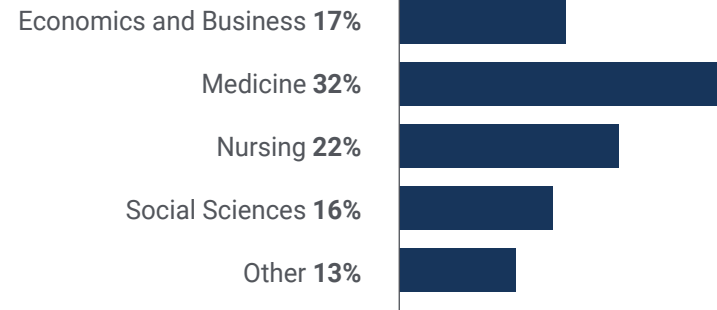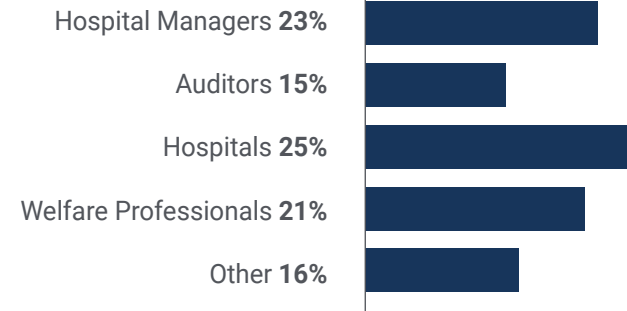
Geographical Distribution

- USA **9%**
- Spain **38%**
- Mexico **21%**
- Colombia **7%**
- Argentina **12%**
- Chile **5%**
- Peru **2%**
- Others **6%**
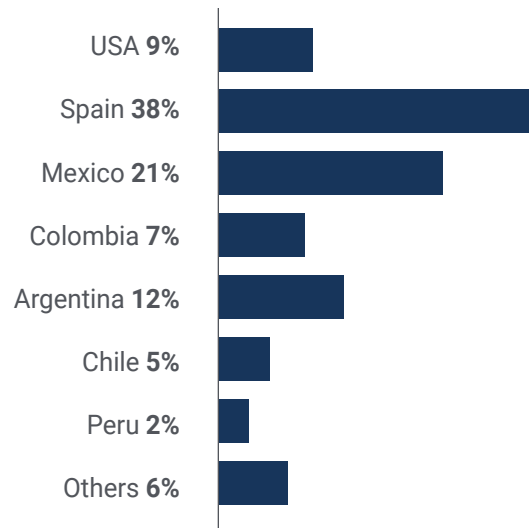
Francisco Muñoz

Manager of a Hospital Center

"The management of a hospital center is a complex task, due to the fact that this work involves multiple areas that require proper administration. However, considering a Advanced Master's Degree of this type is not easy, especially if you have to balance it with the rest of your daily obligations. Fortunately, this TECH program has allowed me to increase my training in this field with the best faculty and teaching methodology. Thanks to this, today I am the director of a hospital center"

Course Management

The program includes in its teaching staff leading experts in hospital and health services management, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.

Learn everything related to hospital management from a team of experts in the field"

Management

Ms. Carrasco González, Mercedes

- Attending Physician, Intensive Care Medicine at San Juan Clinical Hospital in Alicante
- Director of the Emergency Health Service (S.E.S.) from Alicante with functions of coordination and management of all human and technical resources involved in Emergency Care in the province of Alicante for 10 years
- S.E.S. (Emergency Health Services) Director Valencian Community, assuming the joint management of the three provinces for 2 years
- LEAD Diploma (Specialization in Leadership and Transformation in Welfare Organizations and Systems), with the best academic record in her class (2014-2015)
- Master's Degree in Health Management and Planning for Health Executives
- EADA Diploma in Hospital Management Techniques
- Clinical Simulation Instructor qualification from Harvard University

10 Impact on Your Career

TECH Global University offers its students this Advanced Master's Degree MBA in Senior Hospital and Health Services Management, in which they will find the best theoretical and practical material and totally innovative teaching tools. Undoubtedly, an academic program that will mark a before and after in their training and that will help them achieve the professional change they desire. A first-class opportunity for those seeking excellence in this field.

Achieve that much desired promotion by improving your skills with this program"

Achieve the specialization you need to turn your professional career around, thanks to the completion of this Advanced Master's Degree.

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

The MBA in Senior Hospitals and Health Services Management of TECH Global University is an intensive program that prepares students to face business challenges and decisions, at both national and international levels. Its main objective is to promote your personal and professional growth Helping students achieve success. Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

Professionals must continue to specialize throughout their careers in order to update their knowledge and keep abreast of all the latest developments in the industry.

When the change occurs

| During the program **21%** | During the first year **57%** | After 2 years **22%** |

Type of change

Internal Promotion **30%**
Change of Company **45%**
Entrepreneurship **25%**
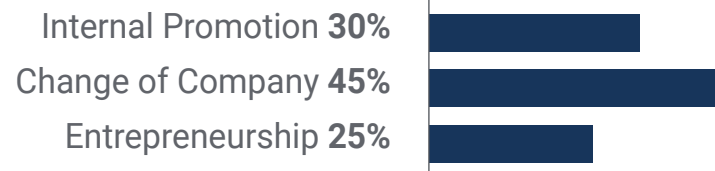
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11
Benefits for Your Company

The MBA in Senior Hospitals and Health Services Management is a unique study opportunity for business professionals who wish to expand their career field to the healthcare sector. This is a high-level program that will provide students with the necessary training to understand this work from a strategic and international perspective. In this way, they will be able to understand how hospital management is actually carried out, taking into account that these are multisectoral facilities that seek, as an ultimate goal, to improve the health of patients, so the work must be carried out meticulously and in accordance with their needs.

"

The completion of this program will allow you to bring a new business vision to your company"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

You will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05

Project Development

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

Increased competitiveness

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

12
Certificate

The MBA in Senior Hospitals and Health Services Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Global University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Hospitals and Health Services 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** title 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: **Advanced Master's Degree in Senior Hospitals and Health Services Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Hospitals and Health Services Management

This is a program of 3,000 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in MBA in Senior Hospitals and Health Services Management

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Leadership, Ethics, and CSR.	4	CO	2º	People and Talent Management	4	CO
1º	Strategic Direction and Executive Management	4	CO	2º	Socio-Ecological Impact	4	CO
1º	People and Talent Management	4	CO	2º	Quality Management	4	CO
1º	Economic and Financial Management	4	CO	2º	Management by Process Lean Healthcare	4	CO
1º	Operations and Logistics Management	4	CO	2º	Competency Management	4	CO
1º	Information Systems Management	4	CO	2º	Patient Security	4	CO
1º	Commercial Management, Marketing, and Corporate Communication	4	CO	2º	Quality Accreditation in Healthcare	4	CO
1º	Innovation and Project Management	4	CO	2º	Leadership Management	4	CO
1º	Planning and Control in Health Organizations	4	CO	2º	Purchasing and Procurement Function	4	CO
1º	Health Systems and Policies	4	CO	2º	Internal Communication in Management	7	CO
1º	The Medical and Health Care Division in the Health System	4	CO	2º	Creating a Personal Brand	7	CO
1º	Purchasing and Procurement Function	4	CO	2º	Healthcare Marketing and Communication	9	CO
1º	Chronicity and Telemedicine Management	4	CO	2º	Teaching and Research Management	9	CO

Dr. Pedro Navarro Illana
Rector

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*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.

tech global university

Advanced Master's Degree
MBA in Senior Hospitals and Health Services Management

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Advanced Master's Degree
MBA in Senior Hospitals and Health Services Management

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