

# Advanced Master's Degree

## MBA in HR Recruitment Expert

A M D M B A H R R E



## Advanced Master's Degree MBA in HR Recruitment Expert

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/advanced-masters-degree/advanced-masters-degree-mba-hr-recruitment-expert](http://www.techtitute.com/us/school-of-business/advanced-masters-degree/advanced-masters-degree-mba-hr-recruitment-expert)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 22*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 42*

08

Our Students' Profiles

---

*p. 50*

09

Course Management

---

*p. 54*

10

Impact on Your Career

---

*p. 58*

11

Benefits for Your Company

---

*p. 58*

12

Certificate

---

*p. 62*

# 01 Welcome

One of the main assets in all organizations is their human capital. For this reason, it is necessary that the personnel selection processes are carried out in an exhaustive manner, understanding, through the CV, interviews or other resources, what each candidate can contribute to the company. In addition, nowadays, recruitment processes that are carried out online are gaining more and more strength, so human resources managers must have the necessary expertise that allows them to easily understand, through various media, which professional profile should be selected for each position. This TECH program has been designed to help business professionals in a totally relevant area in companies, so that they can carry out selective processes adapted to the needs of the companies, with an international and more committed vision, attending to the social and cultural diversity of the employees.



Advanced Master's Degree MBA in RH Recruitment Expert.  
TECH Technological University



“

*HR managers will find in this program a unique opportunity to specialize in the recruitment process and be able to select the most suitable employees for each position”*

02

# 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 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 Technological 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. by studying 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:



### Analysis

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



### Academic Excellence

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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

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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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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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"*

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 Technological University community.

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

# 04

# Objectives

This Advanced Master's Degree MBA in HR, Recruitment Expert from TECH Technological University is a unique opportunity for business professionals who wish to specialize in the recruitment process. In this way, they will acquire the necessary training to develop successfully in a sector of great relevance at a business level, since the human team is one of the main assets of the companies.

“

*Become an expert in personnel selection thanks to the resources offered by this program"*

TECH makes the objectives of its students its own.  
They work together to achieve them.

The **Advanced Master's Degree MBA in HR Recruitment Expert** will train you to:

01

Gain a comprehensive view of a company's human resources management

02

Design the personnel selection and recruitment process

03

Analyze the decisions of the different areas through the corporate culture model, both nationally and internationally

04

Establish a valuable social network with other participants, teachers, business leaders and coaches to explore the challenges of today's changing environment

05

Develop cutting-edge methodologies and techniques in people management and talent development within the organization, through a strategic and innovative vision that favors challenges such as digital transformation and its impact on culture, business and talent management

06

In-depth knowledge of human resources management and administration processes: Hiring, dismissals, staff restructuring, collective bargaining, incapacity for work



07

Understand the financial and accounting basis of personnel management

10

Be familiar with the evolution of personnel selection, especially with regard to diversity in the workplace

08

Know how to apply coaching techniques and positive psychology to motivate employees

11

Collaborate and be a valuable asset when recruiting effective and functional professionals for the organizations

09

Knowledge of the characteristics and components of organizational behavior and organizational culture

12

Establishment of recruitment plans that promote the development and proper functioning of the organizations

13

Knowledge of the functioning of contracting procedures and Social Security

16

Understand and know how to apply the legal system to solve practical cases

14

Determine the legal regulations applicable to continuing vocational training for employment



15

Recognize different techniques of personal motivation in conflict resolution

17

Know the essential aspects of labor law

18

Obtain a vision of equality and diversity in the workplace

20

Knowledge of cybersecurity strategies in digital recruitment and selection processes



21

Be able to prepare an annual performance plan according to the organization within the scope of labor policies and equality at work

19

Describe the different phases and processes in personnel selection

22

Handle labor intermediation actions and their distinction with illegal assignment of workers

# 05 Skills

The students of this Advanced Master's Degree MBA in HR, Recruitment Expert will have acquired the necessary skills to successfully manage the selection of personnel and be able to choose for the companies in which they work the most suitable employees for each position, providing a mark/sign of quality that will help propel the company to achieving its highest possible performance. This is undoubtedly a unique program that will mark a before and after in your training.



“

*Acquire the necessary skills to successfully  
manage personnel selection”*

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

01

Have the ability to plan and organize the management level of an organization according to its structure and design

04

Knowledge and application of coaching concepts and strategies at the executive level, understanding the neurobiological principles of this process and its possible impact on self-control, personal growth and increased efficiency

02

Understand strategies for planning and managing Human Resources department projects. Have the ability to design jobs and understand the process and need for audits in this field



03

Knowledge related to finance, such as financial analysis, investment valuation and purchasing logistics, which will allow an integral vision of the organization to effectively establish the design and operation of the human resources area

05

Apply talent management strategies, identifying and selecting models and how to apply them efficiently in a particular organization

06

Establish the appropriate methodology to have an effective communication within the organization, seeking the prevention of conflicts, solving and negotiating the existing ones in order to solve them quickly and effectively

08

Apply new forms of organization and new work methodologies adapted to digital business



07

Understanding the importance of management in monitoring corporate social responsibility, taking into account the ethical component in labor, financial, environmental and social aspects

09

Understand and be able to implement talent management in companies, adapting to diversity, in compliance with labor regulations and respect for human rights

10

Understand the evolution of Human Resources from an integrated and strategic vision

11

Establish protocols for detecting professional competencies in digital environments and social networks

14

Manage bonuses for specific groups on an equal opportunity basis

12

Describe the new Human Resources policies in the digital era, through performance evaluation scales and observation techniques

13

Differentiate the types of contracting and contractual termination

15

Perform wage receipts and apply the contribution elements and wage bases





16

Manage different internal and external training programs

18

Use the methodology, tools and material resources adapted to personnel selection



19

Analyze the different recruitment tools, both traditional and digital

17

Manage the employee social security bonus systems

20

Manage different qualitative and quantitative selection tools, as well as competency-based interviews and situational tests

06

# Structure and Content

TECH has made available to its students a high-quality educational program, aimed at business professionals who wish to broaden their knowledge in human resources management, specifically in the field of personnel selection. In this way, students will find a very well-structured program that will help them to self-manage their study time in order to achieve a complete learning process adapted to their needs.





*Take a self-directed academic tour through the latest concepts and strategies for personnel selection"*

## Syllabus

This Advanced Master's Degree MBA in HR, Recruitment Expert by TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the company and is designed for managers to understand personnel management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of human resources management. 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 19 modules:

<b>Module 1</b>	Strategic HR Management
<b>Module 2</b>	HR Management and Administration Process
<b>Module 3</b>	Organizational Behavior
<b>Module 4</b>	Economic Management and Administration
<b>Module 5</b>	Executive Coaching
<b>Module 6</b>	Talent Management
<b>Module 7</b>	Strategic Communication
<b>Module 8</b>	Ethics and Corporate Social Responsibility
<b>Module 9</b>	Transforming Human Resources in the Digital Era
<b>Module 10</b>	Psychology of Work and Organizations
<b>Module 11</b>	People Management
<b>Module 12</b>	Management and Management of In-Company Training
<b>Module 13</b>	Strategic Management of Equality and Diversity in HR
<b>Module 14</b>	Selection of People (I): Quantitative and Qualitative Methodologies
<b>Module 15</b>	People Selection (II): Digital Era
<b>Module 16</b>	Performance Management and Compensation Policy
<b>Module 17</b>	Management of Labor Intermediation Policies
<b>Module 18</b>	Personal Productivity and Project Management



### Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. During the 24 months of training, you will be able to access all the contents of this program at any time, allowing 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. Strategic HR Management**

- |   |                                    |  |                                      |
|---|------------------------------------|--|--------------------------------------|
| 1.1. HR Evolution: An Integrated Vision     | 1.2. Strategic Thinking and System | 1.3. Planning and Management of HR Department Projects | 1.4. Strategic Organizational Design |
| 1.5. Job Design, Recruitment, and Selection | 1.6. Strategic Leadership          | 1.7. Auditing and Control of HR Function               |                                      |

**Module 2. HR Management and Administration Process**

- |                            |   |   |   |
|----------------------------|---|---|---|
| 2.1. Labor Recruitment     | 2.2. Labor Intermediation               | 2.3. Labor Relations and Information Technology | 2.4. Layoffs and Restructuring of the Workforce |
| 2.5. Collective Bargaining | 2.6. Occupational Disability and Health | 2.7. Occupational Health and Quality            |   |

**Module 3. Organizational Behavior**

- |                             |                                 |                              |  |
|-----------------------------|---------------------------------|------------------------------|--|
| 3.1. Organizational Culture | 3.2. Organizational Structure   | 3.3. Organization Management | 3.4. Behavior and Organizational Changes |
| 3.5. Power and Politics     | 3.6. HR Department Organization | 3.7. People in Organizations | 3.8. Knowledge management                |

**Module 4. Economic Management and Administration**

- |   |                          |   |                                     |
|---|--------------------------|---|-------------------------------------|
| 4.1. Financial and Accounting Basis for HR Management | 4.2. Financial Diagnosis | 4.3. Analysis of the Income Statement Profit and Loss | 4.4. Compensation Policy Management |
| 4.5. Compensation and Non-Economic Benefits           |                          |   |                                     |

**Module 5. Executive Coaching**

5.1. Neuromanagement	5.2. Self-control and Self-efficacy	5.3. Coaching	5.4. Positive Psychology
5.5. Management and Emotional Intelligence	5.6. Empathy and Collaboration	5.7. Time Management	

**Module 6. Talent Management**

6.1. Job Analysis	6.2. Selection, Group Dynamics and HR Recruitment	6.3. Human Resources Management by Competencies	6.4. Performance Evaluation and Compliance Management
6.5. Training Management	6.6. Talent Management	6.7. Innovation in Talent and People Management	6.8. Motivation
6.9. Employer Branding	6.10. Development of High Performance Teams		

**Module 7. Strategic Communication**

7.1. Interpersonal Communication
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**Module 8. Ethics and Corporate Social Responsibility**

8.1. The Managerial Role and CSR	8.2. Corporate Responsibility
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**Module 9. Transforming Human Resources in the Digital Era**

9.1. New Forms of Organization and New Work Methodologies

9.2. Digital Skills and Professional Brand

9.3. HR and Data Analysis

9.4. Managing People in the Digital Age

**Module 10. Psychology of Work and Organizations**

**10.1. Approach to Work and Organizational Psychology**

- 10.1.1. Definition and Historical Conceptualization
- 10.1.2. Application of the Psychology of Work and Organizations
- 10.1.3. Psychological Pictures in the Workplace

**10.2. Organizational Structure**

- 10.2.1. Organizational Structure: The Organizational Chart
- 10.2.2. Group Structure: Types of Business Groups
- 10.2.3. Information Processing and Exchange in the Organization

**10.3. Organizational Climate**

- 10.3.1. Concept of Organizational Climate
- 10.3.2. The Importance of Establishing an Organizational Culture in the Company and its Impact on the Worker
- 10.3.3. Organizational Climate Assessment

**10.4. The Positive and Creative Context in Organizations**

- 10.4.1. Introduction to the Positive Context
- 10.4.2. Handling Turbulent Contexts and Dispensers
- 10.4.3. Mediation Actions
- 10.4.4. Organizational Change

**10.5. Social Psychology of Conflict and Negotiation**

- 10.5.1. Social Conflict (The Human Group and its Cognitive Components in a Group)
- 10.5.2. The Human Group: Collective Processes
- 10.5.3. Stimulation of Conflict

**10.6. Psychosocial Foundations of Human Behavior**

- 10.6.1. Psychological Foundations of Human Behavior
- 10.6.2. Values
- 10.6.3. Perception
- 10.6.4. Learning
- 10.6.5. Commitment

**10.7. Job Orientation**

- 10.7.1. Contextualization of Guidance in the World of Work
- 10.7.2. Career Guidance in Lifelong Work-Based Learning: Skills
- 10.7.3. Digital Transformation in Career Guidance
- 10.7.4. International Organizations in Vocational and Professional Guidance

**10.8. Leadership, Change, Innovation and Development**

- 10.8.1. Introduction and Definition of Leadership
- 10.8.2. Leadership Typologies
- 10.8.3. Leadership Competencies Focused on Change and Innovation

**10.9. Personality, Attitudes and Values in the Work Environment**

- 10.9.1. Conceptualization of Personality
- 10.9.2. Personality Theories
- 10.9.3. Relationship between Attitudes and Personality
- 10.9.4. Personality and Work Environment

**10.10. Motivation and Job Satisfaction**

- 10.10.1. Motivation: Types (Extrinsic and Intrinsic)
- 10.10.2. Motivation and Personality
- 10.10.3. Job Satisfaction and Fulfillment



**Module 11. People Management****11.1. Introduction to Personnel Management**

- 11.1.1. Human Resources in the Company
- 11.1.2. Personnel Administration Management in Human Resources (HR)

**11.2. Recruitment Modalities**

- 11.2.1. The Work Contract
- 11.2.2. Types of Contracts
- 11.2.3. Types of Contract Termination

**11.3. The Payroll Receipt (I)**

- 11.3.1. Salary
- 11.3.2. Salary Payments
- 11.3.3. Extra Salary Payments

**11.4. The Payroll Receipt (II): Calculation**

- 11.4.1. Payroll Structure
- 11.4.2. Contribution Bases
- 11.4.3. Payroll Accounting

**11.5. The Payroll Receipt (III): Deductions**

- 11.5.1. Deductions
- 11.5.2. Taxes
- 11.5.3. Social Security
- 11.5.4. Other Deduction Types

**11.6. Working Hours, Vacations and Leave**

- 11.6.1. Workday
- 11.6.2. Vacations
- 11.6.3. Work Permits
- 11.6.4. Disabilities

**11.7. Taxes**

- 11.7.1. The Tax System
- 11.7.2. Tax Obligations of Employees
- 11.7.3. Employer's Tax Obligations

**11.8. Technological Tools for Payroll Processing**

- 11.8.1. The ERP Concept
- 11.8.2. Importance in Payroll Management
- 11.8.3. Most Common Programs

**11.9. Compensation and Benefits**

- 11.9.1. Compensation and Benefits Administration
- 11.9.2. Benefits in Excess of the Law
- 11.9.3. Emotional Salary
- 11.9.4. Home Office

**11.10. Equal Opportunity in Personnel Administration**

- 11.10.1. Equal Opportunity as Part of Organizational Culture
- 11.10.2. Gender Equity
- 11.10.3. Social Responsibility

**Module 12. Management and Management of in-company Training**

**12.1. In-company Training**

- 12.1.1. Training Concept, Objectives and Actors
- 12.1.2. Training as an Element of Business Strategy

**12.2. Training Planning**

- 12.2.1. Element of Training Planning
- 12.2.2. Budget Management

**12.3. Assessment of Training Needs**

- 12.3.1. Detection of DNC Training Needs
- 12.3.2. Techniques and Data Collection
- 12.3.3. Analysis and Valuation

**12.4. Training Methods**

- 12.4.1. On-the-job Training
- 12.4.2. Off-the-job Training
- 12.4.3. Training in Digital Environments: elearning
- 12.4.4. Blended Training

**12.5. Design and Programming of Training Actions**

- 12.5.1. Concept of Design and Programming of Training Actions
- 12.5.2. Definition of the Objective and Contents of the Training Actions
- 12.5.3. Methodology of Teaching in Training Activities

**12.6. The Dual Education System**

- 12.6.1. Origin of Dual Training and Reference Countries
- 12.6.2. Labor Aspects of the Dual Training Context
- 12.6.3. Training Aspects of the Dual Training Context
- 12.6.4. Perspectives and Evolution of Dual Training

**12.7. Legal Framework for Training**

- 12.7.1. Art. 123
- 12.7.2. Federal Labor Law
- 12.7.3. Collective Bargaining Agreements

**12.8. The Cost of Training in the Organization**

- 12.8.1. Direct Training Costs
- 12.8.2. Indirect Training Costs

**12.9. The Economic Impact of Proper Training in the Company**

**12.10. In-house Training Inspections and Audits**

- 12.10.1. Government Inspections
- 12.10.2. External Audits
- 12.10.3. Risks in Case of Non-compliance

**12.11. High Specialty Training**

- 12.11.1. High-risk Positions
- 12.11.2. Special Training Programs

**Module 13.** Strategic Management of Equality and Diversity in HR

<p><b>13.1. Government Employment Programs and Policies</b></p> <p>13.1.1. Knowledge of Current Governmental Employment Policies</p> <p>13.1.2. Employment Subsidy Programs</p> <p>13.1.3. Government as a Provider of Employment</p>	<p><b>13.2. Poverty and Social Exclusion Policies</b></p> <p>13.2.1. Conceptualization of Poverty in Socio-economic Terms</p> <p>13.2.2. Legal and Social Contextualization</p> <p>13.2.3. Poverty and Social Inclusion in Employment Policies</p>	<p><b>13.3. Social Groups and Employment Difficulties</b></p> <p>13.3.1. Identification of Social Groups</p> <p>13.3.2. Exclusionary Labor Practices</p> <p>13.3.3. Programs and Laws Protecting Social Groups</p>	<p><b>13.4. Disability in the Work Environment</b></p> <p>13.4.1. Conceptualization of Disability</p> <p>13.4.2. Inclusion Programs in the Company</p> <p>13.4.3. Government Incentives</p>
<p><b>13.5. Youth and First Job Programs</b></p> <p>13.5.1. Policies for Interns and Trainees in the Company</p> <p>13.5.2. Government Programs</p> <p>13.5.3. Challenges of Youth Employment in the Context of Digital Transformation</p>	<p><b>13.6. Pensions and Retirement</b></p> <p>13.6.1. Corresponding Laws</p> <p>13.6.2. Pension or Retirement Eligibility</p>	<p><b>13.7. Women and Work (I): Gender Violence</b></p> <p>13.7.1. Contextualization of Gender Violence</p> <p>13.7.2. Business Programs Against Gender Violence</p> <p>13.7.3. Promoting Employment Among Women Victims of Gender-Based Violence</p>	<p><b>13.8. Women and Work (II): Discrimination and Marginalization in Employment</b></p> <p>13.8.1. Women in the Labor Context Throughout History</p> <p>13.8.2. Employment Discrimination</p> <p>13.8.3. Productive Sectors with Greater Employability for Women</p>
<p><b>13.9. Immigration and Labor</b></p> <p>13.9.1. Types of Immigrants</p> <p>13.9.2. Government Programs</p> <p>13.9.3. Work Permits</p>	<p><b>13.10. International Personnel Management</b></p> <p>13.10.1. Global Companies</p> <p>13.10.2. Immigrants and Expatriates</p> <p>13.10.3. Fostering a Global Corporate Culture</p>		

**Module 14.** Selection of people (I): Quantitative and Qualitative Methodologies

**14.1. Introduction to Personnel Management**

- 14.1.1. Personnel Selection
- 14.1.2. Stages of Personnel Selection

**14.2. Recruitment: Techniques**

- 14.2.1. Internal Recruitment Sources
- 14.2.2. External Recruitment Sources
- 14.2.3. Digital Recruitment: e-Recruitment

**14.3. Quantitative Personnel Selection Tests**

- 14.3.1. Psychometrics
- 14.3.2. Psychometric Tests
- 14.3.3. Skills or Knowledge Tests

**14.4. Psychological Tests in the Work Environment**

- 14.4.1. Intelligence Test
- 14.4.2. The Personality Test
- 14.4.3. Test of Specific Competences

**14.5. Qualitative Personnel Selection Tests**

- 14.5.1. Role Play
- 14.5.2. Assessment Center
- 14.5.3. Group Dynamics

**14.6. Evaluation of the Effectiveness and Efficiency of Selection Processes**

- 14.6.1. Methods of Quantitative Assessment of Selection Processes
- 14.6.2. Methods for Qualitative Assessment of Selection Processes

**14.7. On Boarding**

- 14.7.1. Welcoming Protocols
- 14.7.2. Induction
- 14.7.3. Organizational Culture Attachment Strategy
- 14.7.4. Adjustment Interview

**14.8. Incorporation of Equal Opportunities in the Quantitative and Qualitative Selection Processes**

- 14.8.1. Equal Opportunities in Organizations
- 14.8.2. Protocols for Incorporating Equal Opportunity in the Selection and Promotion Processes

**14.9. Internal Promotion Processes**

- 14.9.1. Life and Career Plan
- 14.9.2. Replacement Letters
- 14.9.3. Promotion Processes

**14.10. Employer Branding**

- 14.10.1. Employer Branding and its Importance
- 14.10.2. Online Corporate Branding Tools (website, social networks, blogs)
- 14.10.3. Offline Corporate Branding Tools: Job Fairs, Media Impact

**Module 15. People Selection (II): Digital Era**

<p><b>15.1. Job Skills in the Digital Era</b></p> <ul style="list-style-type: none"> <li>15.1.1. Concept of Competence</li> <li>15.1.2. Competencies and Careers of the Future in the Fourth Industrial Revolution</li> <li>15.1.3. National and International Frameworks of Professional c-Competencies</li> </ul>	<p><b>15.2. Introduction to the 2.0 Environment and Selection</b></p> <ul style="list-style-type: none"> <li>15.2.1. Advantages of the 2.0 Environment in Recruitment and Selection</li> <li>15.2.2. Main Means to Carry Out Online Selection Processes</li> </ul>	<p><b>15.3. Analysis of Professional Competencies in the Business Environment</b></p> <ul style="list-style-type: none"> <li>15.3.1. Identification of Competency Needs in the Job Positions</li> <li>15.3.2. Elaboration of the Dictionary of Competencies</li> </ul>	<p><b>15.4. Personnel Selection by Professional Competencies</b></p> <ul style="list-style-type: none"> <li>15.4.1. Competency-based Selection Interview</li> <li>15.4.2. STAR Methodology</li> <li>15.4.3. Assessment Center</li> <li>15.4.4. Evaluation of the Competency-based Selection Process</li> </ul>
<p><b>15.5. E-Recruitment, Nethunting and Employer Branding</b></p> <ul style="list-style-type: none"> <li>15.5.1. Social Reputation and Employer Branding</li> <li>15.5.2. Social Media recruiting</li> <li>15.5.3. Inbound recruitment</li> <li>15.5.4. Mobile recruitment</li> <li>15.5.5. The new e-Recruitment professionals: The Nethunters</li> </ul>	<p><b>15.6. Competency-based Selection Processes in Digital Environments</b></p> <ul style="list-style-type: none"> <li>15.6.1. Big Data Analysis in the Identification of Professional Competences</li> <li>15.6.2. Algorithmics in the Selection of People (Job Portals 2.0)</li> <li>15.6.3. Gamification Tests</li> <li>15.6.4. Networking and Personal Branding</li> </ul>	<p><b>15.7. Headhunting and the Recruitment of Digital Human Talent</b></p> <ul style="list-style-type: none"> <li>15.7.1. Headhunting</li> <li>15.7.2. Job Mapping</li> <li>15.7.3. Online Talent Management</li> <li>15.7.4. International Recruitment</li> </ul>	<p><b>15.8. Intranet as a Communication and Selection Tool</b></p> <ul style="list-style-type: none"> <li>15.8.1. Intranet: Operation, Concepts and Definitions</li> <li>15.8.2. Operation of an Intranet</li> <li>15.8.3. Types of Intranet</li> <li>15.8.4. Intranet Implementation in HR Processes</li> </ul>
<p><b>15.9. Development of Digital Competencies</b></p> <ul style="list-style-type: none"> <li>15.9.1. Detection of Transversal Digital Competencies</li> <li>15.9.2. Digital Skills Training in the Business Environment</li> </ul>	<p><b>15.10. Digital Culture and Workers' Inherent Digital Rights</b></p> <ul style="list-style-type: none"> <li>15.10.1. Society 3.0</li> <li>15.10.2. Cybersecurity and Personal Data Protection</li> </ul>		

**Module 16. Performance Management and Compensation Policy**

**16.1. Introduction to Performance Management and Management by Objectives**

- 16.1.1. The Impact of the Digital Era on Professional Performance
- 16.1.2. Digital Transformation in Companies

- 16.1.3. New Human Resources Policies in the Digital Era
- 16.1.4. New Work Environments
- 16.1.5. Performance Evaluation: What is it and What is it for?
- 16.1.6. Performance Evaluation Models

**16.2. The Performance Management Cycle**

- 16.2.1. New Work Environments
- 16.2.2. Phases of the Performance Management Cycle
- 16.2.3. Models in Work Systems

**16.3. Performance Planning**

- 16.3.1. Initial Design of the Performance Evaluation: Company Analysis
- 16.3.2. Setting Individual and Group Objectives
- 16.3.3. Performance Metrics
- 16.3.4. Competency-based Evaluation Systems

**16.4. Performance Monitoring**

- 16.4.1. Management of the Corporate Talent Map
- 16.4.2. Individual and Group Action Plan Follow-up Mechanisms: Observation, Coaching and Feedback Techniques
- 16.4.3. Recognition Plans

**16.5. Performance Evaluation**

- 16.5.1. Key Points in Performance Appraisal: Objectives, Competencies and Project/Team
- 16.5.2. Definition of Evaluation Scales and Parameters of Excellence
- 16.5.3. The Application of the Evaluation

**16.6. Underperformance Management**

- 16.6.1. Observation Techniques
- 16.6.2. Incentive Motivation and Coaching Methodologies
- 16.6.3. Recovery Plan

**16.7. Remuneration Policy**

- 16.7.1. Regulation of Work and Remuneration
- 16.7.2. Establishment of the General Compensation System
- 16.7.3. Variable Remuneration
- 16.7.4. Control Systems

**16.8. Legal and Labor Aspects of Remuneration**

- 16.8.1. Legal Framework
- 16.8.2. Application

**16.9. Annual Planning of Performance Plans**

- 16.9.1. Design and Development of an Annual Performance Plan
- 16.9.2. Analysis of Results

**16.10. Additional Compensation Aspects**

- 16.10.1. Pension Plans
- 16.10.2. Other Special Situations

**Module 17. Management of Labor Intermediation Policies**
**17.1. Labor Intermediation in the Common Portfolio of the National Employment System Services**

- 17.1.1. Labor Intermediation
- 17.1.2. The New Role of Public Employment Services
- 17.1.3. Discrimination in Access to Employment

**17.2. Labor Intermediation**

- 17.2.1. Conceptualization of Intermediation: Basic Principles
- 17.2.2. Labor Intermediation and Professional Orientation
- 17.2.3. Labor Intermediation Within Active Employment Policies in Public Services
- 17.2.4. Collaborating Agents in the Outsourcing of Intermediation: Recruitment Agencies and Temporary Employment Agencies

**17.3. Job Prospecting (I)**

- 17.3.1. Statistical Data on the Business Fabric
- 17.3.2. Sources of Labor Market Information
- 17.3.3. Current Labor Market Indicators
- 17.3.4. Employment Opportunities

**17.4. Job Prospecting (II)**

- 17.4.1. Diagnosis and Analysis of the Labor Market
- 17.4.2. Prospecting and its Phases: Approaching the Company and Recruiting Plan
- 17.4.3. Loyalty and Evaluation of the Relationship with Companies
- 17.4.4. Management of the Employment Demand and Accompaniment to the Company

**17.5. Recruitment Activities**

- 17.5.1. Conceptualization of Recruitment: Typologies
- 17.5.2. Recruitment Procedures in the Digital era: e-Recruitment
- 17.5.3. Recruitment in the Collaborating Placement Agencies

**17.6. Personalized Itineraries of Orientation and Labor Market Insertion**

- 17.6.1. Basic Aspects and Elements that Include it
- 17.6.2. Elaboration of Personalized Itineraries of Orientation and Labor Market Insertion
- 17.6.3. Special Considerations for Groups with Labor Market Insertion Difficulties

**17.7. The Sanctioning Regime for Brokerage Activities**

- 17.7.1. Lack of Penalties for the Recruitment of Irregular Labor Orientation and Placement
- 17.7.2. The Training Sanctioning Regime

**17.8. Illegal Assignment of Workers: Regulatory Framework**

- 17.8.1. Successive Reforms of the Concept and the Current Identification of Illegal Assignment
- 17.8.2. Illegal Intercompany Transfers
- 17.8.3. Consequences of Unlawful Assignment

**17.9. Public-Private Collaboration in Labor Intermediation**

- 17.9.1. European Public-Private Partnership Models
- 17.9.2. The Public-Private Partnership Framework Agreement after the Labor Reform
- 17.9.3. The Convergence of Training Obligations with the Public Employment Services

**17.10. Challenges of Labor Intermediation Policies in the Digital Era**

- 17.10.1. Labor Intermediation in Telematic Employment Agencies
- 17.10.2. Labor Mobility and Globalization in Employment Policies
- 17.10.3. Job Prospecting in the Digital Era

**Module 18. Personal Productivity and Project Management**

**18.1. Time Management**

- 18.1.1. Use of Time
- 18.1.2. Time Planning: Time Thieves
- 18.1.3. Development of Operational Plans and Management Control
- 18.1.4. New Technologies at the Disposal of Time: Outlook, Microsoft Project

**18.2. Personal Energy Management**

- 18.2.1. Personal Competencies and Management Skills
- 18.2.2. Interpersonal Skills
- 18.2.3. Conflict Resolution

**18.3. Personal Stress Management Strategies**

- 18.3.1. Stress: Basic Concepts and its Role in Survival
- 18.3.2. Eustress and Distress
- 18.3.3. Stress Management Strategies: Cognitive, Behavioral and Emotional

**18.4. Project Planning and Control**

- 18.4.1. Scope Management
- 18.4.2. Project Schedule Management
- 18.4.3. Project Cost Management

**18.5. Project Quality Management**

- 18.5.1. Planning, Quality Assurance and Quality Control: Applicable Regulations
- 18.5.2. Project Risk Management and Technical Tools for Project Risk Management

**18.6. People Management**

- 18.6.1. Leadership Management and Team Management in Human Resources
- 18.6.2. Corporate Responsibility and Ethics of the Project Manager

**18.7. Legal Aspects of Project Management**

- 18.7.1. Recruitment Management
- 18.7.2. Procurement Planning (The Purchasing Cycle)
- 18.7.3. Contract Administration and Procurement

**18.8. Project Financing**

- 18.8.1. Economic-Financial and Risk Analysis
- 18.8.2. Financing Mechanisms
- 18.8.3. Program Financial Management (Budget, Program Control, Program Closing)

**18.9. Communication and Project Sales**

- 18.9.1. Communication and Stakeholder Management
- 18.9.2. Project Sale Management
- 18.9.3. Quality Assessment in Knowledge Management and Project Management Trends

- 18.9.4. Information Management
- 18.9.5. ISO Business School 10006
  - 18.9.5.1. UNE 412001: Practical Guide to Knowledge Management
  - 18.9.5.2. Tiwana Methodology





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.*



## 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.

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

## 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.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and relearn). 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 elearning, 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.







### 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.



08

# Our Students' Profiles

This academic program by TECH Technological University is aimed at professionals with extensive experience in the sector who, aware of the importance of continuing their studies throughout their working life, have decided to broaden their training with an Advanced Master's Degree in which they will find the most relevant information on human resources management and the personnel selection process. A program that will, undoubtedly, give more visibility to your CV.





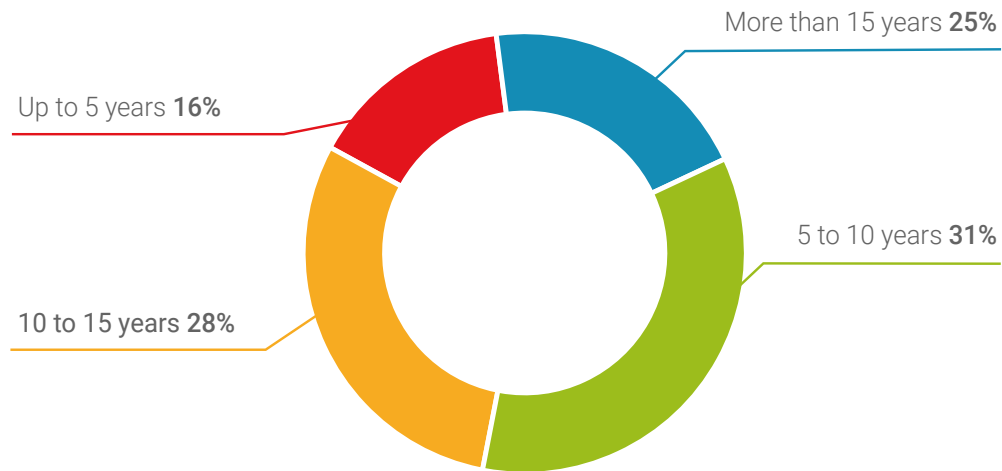
“

*TECH students are professionals with extensive experience who are looking for a better job"*

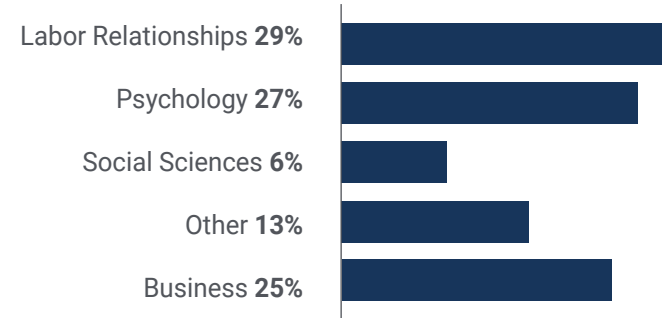
### Average Age

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

### Years of Experience



### Training

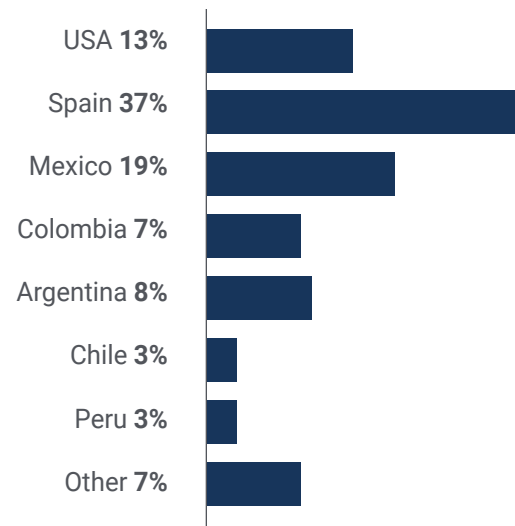


### Academic Profile



## Geographical Distribution

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## Mr. Jaime González

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HR Director

*"This program has provided me with the knowledge I need to handle myself with ease in my work practice. In this way, I have been able to update myself on new strategies in the personnel selection process, achieving greater confidence in my work and my way of acting. In addition, its 100% online methodology has been essential to be able to study without problems, combining the completion of the program with the rest of my obligations"*

09

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology 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, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

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





## Dr. Dove, Jennifer

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- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, 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

“

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

10

# Impact on Your Career

The completion of this program will provide students with the necessary skills to develop professionally in an indispensable area in any business. In this way, human resources managers will have in their hands in order the most innovative tools to carry out the selection processes in an effective and efficient way, incorporating into their companies the most qualified personnel for each position. Undoubtedly, a unique program that will give a boost to your career.



“

*A unique program that will mark a before and after in the training of professionals"*

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

This Advanced Master's Degree MBA in HR, Recruitment Expert by TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its main objective is to promote your personal and professional growth Helping them 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.

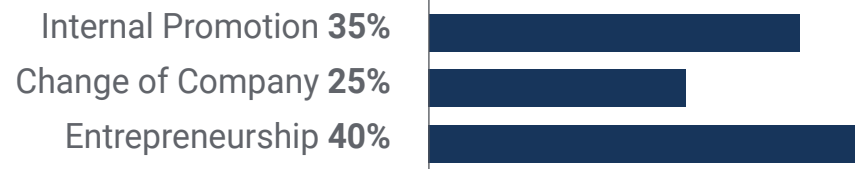
*A large percentage of our students achieve employment success after studying with us.*

*If you want to make a positive change in your profession, do not miss the opportunity to specialize in TECH.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



11

# Benefits for Your Company

Business professionals who complete this Advanced Master's Degree will not only experience personal and academic growth, but will also bring a new business vision to their company more adapted to the needs of the 21st century. And they will achieve this with a high-quality program that incorporates the latest and most up-to-date information in this field, so that students can get up to date in a fundamental area of business.





“

*The completion of this program will allow you to choose the most qualified employees for each position with complete confidence"*

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

01

### Intellectual Capital and Talent Growth

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

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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

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

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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**

The manager will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This Advanced Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

This Advanced Master's Degree in MBA in HR Recruitment Expert guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.



“

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

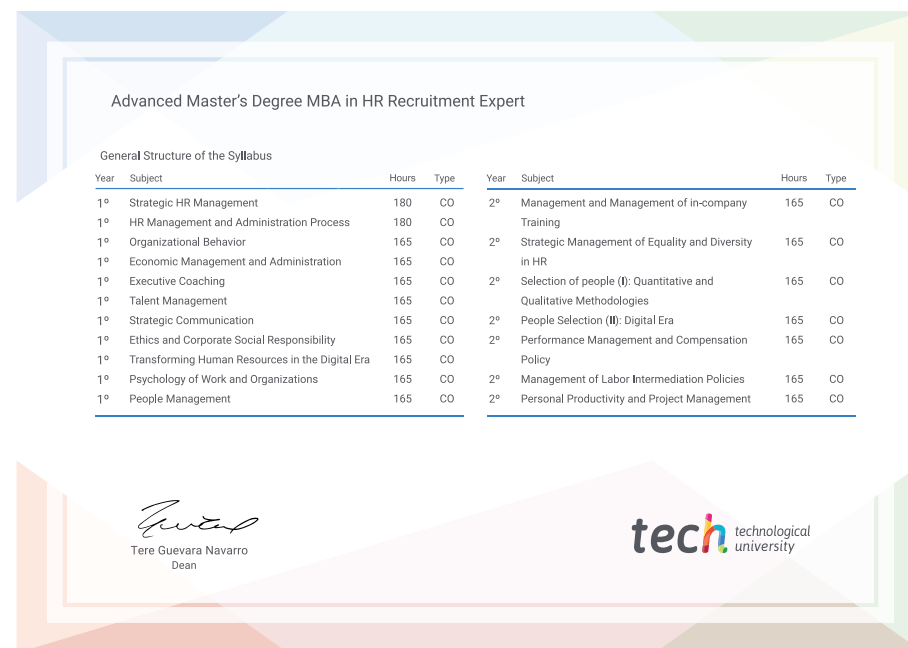
This **Advanced Master's Degree in MBA in HR Recruitment Expert** contains the most complete and updated program on the market.

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

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Advanced Master's Degree in MBA in HR Recruitment Expert**

Official N° of hours: **3,000 h.**



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



## Advanced Master's Degree MBA in HR Recruitment Expert

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree

## MBA in HR Recruitment Expert

