

# Advanced Master's Degree MBA in Nursing Management and Administration

A M D M B A N M A





## Advanced Master's Degree MBA in Nursing Management and Administration

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

Website: [www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-nursing-management-administration](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-nursing-management-administration)

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# 01 Welcome

The new challenges in the health profession, such as the need to improve health care, increase efficiency in the use of resources or find a position in the multidisciplinary team, leads nurses to train in other areas that provide them with the necessary knowledge to perform management tasks. This Advanced Master's Degree is aimed at training nursing professionals, developing skills, techniques and methodologies that promote their leadership, administration work, and team management.

One of the main objectives of this Advanced Master's Degree MBA in Nursing Management is to promote your personal and professional growth, helping you to be successful in your company.



**MBA in Nursing Management and Administration**  
**TECH Global University**



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work”*

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 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.





### 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"*



### 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.

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

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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

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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

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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

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree MBA in Nursing Management and Administration** will train you to:

01

Define the latest trends and developments in business management

04

Develop the ability to detect, analyze, and solve problems

02

Build a plan to develop and improve personal and managerial skills

03

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

05

Explain the company from a global point of view, as well as how each area of the company functions





06

Design innovative strategies and policies to improve management and business efficiency

08

Analyze the theories and models on the organization and functioning of health systems, focusing on their political, social, legal, economic and organizational structures

09

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

07

Formulate and implement growth strategies that adapt the company to changes in the national and international environment

10

Describe the principles of clinical management that facilitate planning, organization, management and assessment at a center, service or care unit



05

# 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

Andrew D. Magalee is an outstanding leader in the field of Nursing and Healthcare Management, with a career marked by his commitment to excellence and innovation. As such, he has served as Director of Nursing for Nursing Staffing and Resource Management at Johns Hopkins Bayview Medical Center, a position of great responsibility at one of the most prestigious medical institutions internationally.

With a strong academic background, including a Master's Degree in Nursing Administration, with a specialization in Pediatric Care, from New York University, he has combined his theoretical knowledge with extensive practical experience. In addition, he has held the position of Director of Nursing at Dartmouth-Hitchcock Medical Center, where he has made a significant mark in improving quality of care and operational efficiency. He has also served as Assistant Manager at Langone Medical Center, New York University.

In addition to his outstanding professional work, Andrew D. Magalee has demonstrated a commitment to academic preparation, having completed bachelor's degrees in both Biology and Nursing at renowned American institutions such as St. John's University and New York University. In this way, his knowledge and skills range from hospital management to the implementation of health technologies, including his extensive background in Human Resources, performance improvement, health insurance, clinical research and emergency management. All of this positions him as an influential and respected figure in the international healthcare field.



## Mr. Magalee, Andrew D.

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- Director of Nursing, Personnel and Resource Management, Johns Hopkins Bayview Medical Center, United States
- Director of Nursing, Dartmouth-Hitchcock Medical Center, Dartmouth-Hitchcock Medical Center, New Hampshire
- Assistant Manager, Langone Medical Center, by the University of New York
- Master's Degree in Nursing Administration, specialization in Pediatric Care, by the University of New York
- Bachelor of Science in Nursing, by the University of New York
- Bachelor of Science in Biology, St. John's University



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

06

# Structure and Content

The Advanced Master's Degree MBA in Nursing Management and Administration is a tailor-made program delivered in a 100% online format so you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager or entrepreneur.



“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us”*



## Syllabus

This TECH Global University Advanced Master's Degree MBA in Nursing Management and Administration is an intense program that prepares you to face challenges and business decisions both on a national and international level.

The content of the Advanced Master's Degree MBA in Nursing Management and Administration is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 3,000 hours, the student analyzes a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Nursing Management deals in depth with the main areas of a company and is designed to train managers who understand strategic management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement, that also prepares 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 teaching staff, which will provide you with the skills to creatively and efficiently resolve critical situations.

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	Strategic Management and Administration
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing, and Corporate Communications
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Planning and Control of Health Organizations
<b>Module 10</b>	Health Systems and Policies
<b>Module 11</b>	The Nursing Department in the Health System
<b>Module 12</b>	Clinical and Nursing Care Management
<b>Module 13</b>	People and Talent Management
<b>Module 14</b>	Management and Economic Assessment



## Where, When and How is it Taught?

This MBA in Nursing Management and Administration takes place over 24 months. You can complete it 100% online, even attending out virtual workshops and conferences.

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

<b>Module 15</b>	Quality Management
<b>Module 16</b>	Competency Management
<b>Module 17</b>	Patient Security
<b>Module 18</b>	Quality Accreditation in Healthcare
<b>Module 19</b>	Managing Special and Hospitalization Services
<b>Module 20</b>	Information Systems Management
<b>Module 21</b>	Management of Transversal and Primary Services
<b>Module 22</b>	Managing Outpatient Services
<b>Module 23</b>	Leadership Management
<b>Module 24</b>	Managerial Decision-making
<b>Module 25</b>	Internal Communication in Management
<b>Module 26</b>	Creating a Personal Brand
<b>Module 27</b>	Communication and Marketing in Health
<b>Module 28</b>	Teaching and Research Management

**Module 1. Leadership, Ethics, and CSR**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Internationalization Trends in the Market
- 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, Ethics Codes 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 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 Management and Administration**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organizational Analysis
- 2.1.3. Designing Organizational Structures

**2.2. Corporate Strategy**

- 2.2.1. Corporate Level Strategy
- 2.2.2. Types of Corporate Level Strategies
- 2.2.2. Determining Corporate Strategy
- 2.2.3. Corporate Strategy and Reputation/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 Corporate Strategies

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating Corporate Strategies
- 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. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into 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, Typologies 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 Selecting 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. Skills and Abilities Map
- 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 Environments
- 3.7.2. Team and People Management
- 3.7.3. *Coaching* and People Performance
- 3.7.4. Management 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, Typologies and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to Accounting Cycles
- 4.2.3. Company Financial Statements
- 4.2.4. Financial Statements Analysis: 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/Normative 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. Banking: 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 Operations Strategies
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Managing Stocks
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management I**

- 5.3.1. Operations Chain: Costs and Efficiency
- 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 IS Strategies
- 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 Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning 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. Strategies Using Social Media
- 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. Drafting Press Releases/Clipping/Publicity

**Module 8. Innovation and Project Management**
**8.1. Innovation**

- 8.1.1. Macro Concept of 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 Methodology Lean Startup
- 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 of health organizations**
**9.1. The Process of Strategic Planning**

- 9.1.1. Definition of Planning in Healthcare
- 9.1.2. Planning Principles in Healthcare
- 9.1.3. Planning Levels
- 9.1.4. Stages in the Planning Process
- 9.1.5. Strategic Planning
- 9.1.6. Explicit Mission, Vision, and Values
- 9.1.7. Analysing the Situation

- 9.1.8. Establishing Strategic Lines, Objectives and Goals Action Plan
- 9.1.9. Planning and Continuous Quality Improvement
- 9.1.10. Advantages of Strategic Planning
- 9.1.11. Limitations of Strategic Planning
- 9.1.12. Assessment

**9.2. Management by Values and Objectives**

- 9.2.1. Management by Values and Objectives
- 9.2.2. Strategic Lines and Objectives
- 9.2.3. Monitoring Actions and Ongoing Evaluation
- 9.2.4. Planning and Management Techniques
- 9.2.5. Healthcare Management Plans, Programs and Projects
- 9.2.6. Planning Assessment

**9.3. Organizational Theory Applied to Healthcare**

- 9.3.1. Types of Organization
- 9.3.2. Organizational Behavior
- 9.3.3. New Organizational Models

**9.4. Management and Direction**

- 9.4.1. The Concept of Management
- 9.4.2. The Managerial Function
- 9.4.3. Other Theories on the Managerial Function
- 9.4.4. Collegiate Management Bodies

**9.5. Management Control**

- 9.5.1. Definition, Types and Procedures
- 9.5.2. Audits, Permanent Control and Monitoring

**Module 10. Health Systems and Policies**
**10.1. Health Systems**

- 10.1.1. Main Health System Models
- 10.1.2. Health System Models: Beveridge
- 10.1.3. Health System Models: Beveridge

**10.2. Healthcare Financing and Provision**

- 10.2.1. Components and Actors in Health Systems
- 10.2.2. Types of Financing
- 10.2.3. Financing Health Systems
- 10.2.4. The Right to Healthcare Basic and Complementary Services Portfolio
- 10.2.5. Different Provision Models in an NHS
- 10.2.6. Co-payment and User Financing

**10.3. Evolution and Other Aspects of Health Systems**

- 10.3.1. Information Technology as a Driver for the Transformation of Healthcare Systems
- 10.3.2. Impact of Appropriate ICT-Based Knowledge Management
- 10.3.3. Public Health Promotion of Health and Health Education Prevention

- 10.3.4. Social and Health Coordination or Integration The Concept of a Public Social Health Space

**Module 11.** The Nursing Department in the Health System

**11.1. Nursing Department and Strategic Management**

- 11.1.1. Introduction
- 11.1.2. Structure and Content of Health System Authorities
- 11.1.3. Nursing Administration
- 11.1.4. Nurse Managers
- 11.1.5. The Concept of Strategic Management in a Nursing Department
- 11.1.6. Creating High-Performance Teams

**11.2. Information Systems in Nursing**

- 11.2.1. Introduction
- 11.2.2. The Importance of Knowledge Management through ICT in Health Organizations
- 11.2.3. ICT and Decision-Making Interpretation of Indicators and Scorecards
- 11.2.4. The Impact of ICT and Information Systems on Clinical Efficiency, Quality and Safety ICT, Communication and Management?
- 11.2.5. Intranet Nursing Administration A Design

**11.3. Continued Service**

- 11.3.1. Introduction
- 11.3.2. Levels of Care Single or Integrated Management
- 11.3.3. Continued Service and Continued Care
- 11.3.4. Care Pathways and Integrated Care Processes
- 11.3.5. New Nursing Care Roles: Primary Care, Hospital Liaison Manager, and Complex Primary Care Case Manager
- 11.3.6. Strategies to Improve Continued Service

**11.4. Bioethics in Nursing Procedures and Value-Based Management**

- 11.4.1. Introduction and Concepts
- 11.4.2. Principles of Bioethics
- 11.4.3. The Role of Nurses in Ethical Decision Making in Interdisciplinary Teams
- 11.4.4. Ethics Committees in Health Organizations
- 11.4.5. Values Management

**11.5. Managing Nursing Knowledge**

- 11.5.1. Introduction
- 11.5.2. Knowledge Management in Healthcare Organizations Teaching and Training Committees and Commissions
- 11.5.3. Undergraduate Teaching in Health Institutions Tutoring
- 11.5.4. Tools for Knowledge Management in Nursing Administration

**11.6. Visibility in Nursing: Blog and Networks**

- 11.6.1. Introduction
- 11.6.2. The Digital Revolution in Care: Description of New Digital Tools How to Improve Visibility
- 11.6.3. Experiences on Nursing Networks and Blogs
- 11.6.4. Concept of Hospital or Liquid Health Organization

**Module 12. Clinical and Nursing Care Management****12.1. Normalization of Nursing Language**

- 12.1.1. Introduction
- 12.1.2. Importance of Standardizing Nursing Languages
- 12.1.3. Standardized Nursing Terminologies
- 12.1.4. NANDA International
- 12.1.5. The Core of Nursing Classifications and Clinical Effectiveness

- 12.1.6. NANDA Nursing Diagnoses
- 12.1.7. NOC Results
- 12.1.8. NIC Interventions
- 12.1.9. NNN Taxonomy

**12.2. Information and Registering Systems in Nursing**

- 12.2.1. Introduction
- 12.2.2. Control Panels
- 12.2.3. Electronic Medical Record/Electronic Health Record
- 12.2.4. Nursing Records
- 12.2.5. Applying Big Data Healthcare

**12.3. Health Results**

- 12.3.1. Introduction
- 12.3.2. Health Outcome Variables
- 12.3.3. Measuring Results
- 12.3.4. Health Outcome Research
- 12.3.5. Determinants of Nurse Practice-Sensitive Outcomes

**12.4. Patient Classification Systems**

- 12.4.1. Introduction
- 12.4.2. Diagnosis-Related Groups (DRGs)
- 12.4.3. Patient Classification Systems in Nursing Care

**12.5. Evidence-Based Nursing**

- 12.5.1. Introduction
- 12.5.2. Evidence-Based Nursing
- 12.5.3. PBE Phases
- 12.5.4. Measuring PBE
- 12.5.5. Centers Committed to Excellent Care Project

**12.6. Tools for Care Management: Clinical and Procedures Management**

- 12.6.1. Clinical Management
- 12.6.2. Instruments for Clinical Management

**Module 13. People and Talent Management****13.1. Health Professionals**

- 13.1.1. Introduction
- 13.1.2. Historical Context
- 13.1.3. General Principles of the Relationship Between Health Professionals and the People They Care For
- 13.1.4. Types of Professionals
- 13.1.5. On Training Health Professionals

**13.2. Working Hours in Units and Services**

- 13.2.1. Introduction
- 13.2.2. Shift Work Organization: Types

**13.3. Employability Tools in the Private and Public Sector**

**Module 14. Management and Economic Assessment**

**14.1. Bases of Accounting Applied to Economic Health Management**

- 14.1.1. Objectives
- 14.1.2. What Is Economic-Financial Management?
- 14.1.3. Balance Sheets
- 14.1.4. Income Statements
- 14.1.5. Financial Management

**14.2. Efficiency and Sustainability of Health Systems**

- 14.2.1. Introduction
- 14.2.2. Definitions
- 14.2.3. Macroeconomic Sustainability
- 14.2.4. Use in Health Services Supply and Demand

- 14.2.5. Health System Reports and Sustainability
- 14.2.6. Measures to Improve Health System Efficiency and Sustainability
- 14.2.7. Improving Efficiency through Process Management
- 14.2.8. Summary and Recommendations to Improve Efficiency and Sustainability

**14.3. Budget and Purchasing**

- 14.3.1. Budget Concept and Budgetary Principles
- 14.3.2. Types of Budgets
- 14.3.3. Budget Structure
- 14.3.4. Budget Cycle
- 14.3.5. Purchasing and Procurement Management
- 14.3.6. Management of Public Service Procurement

**14.4. Financing and Payment Models**

- 14.4.1. Objectives
- 14.4.2. Payment Models and Actors in the Health System
- 14.4.3. Payment Models to Professionals
- 14.4.4. Ideal Payment Model
- 14.4.5. Payment Models and Incentive Models
- 14.4.6. Assess Incentive Efficacy

**14.5. Nursing Contribution to the Evaluation of Medical Products Nursing Managers of Material Resources**

- 14.5.1. Introduction
- 14.5.2. Why Put a Nurse in Charge of Material Resources?

- 14.5.3. Material Resources Nurse Profile
- 14.5.4. Competencies and Scope of Action
- 14.5.5. Centralized Purchasing
- 14.5.6. Technical Specification Elaborated by the Technical Commission
- 14.5.7. System Kanban

**14.6. Cost Calculation**

- 14.6.1. Introduction
- 14.6.2. Financial Assessment Fundamentals
- 14.6.3. Critiques of the Fundamentals of Welfare Economics
- 14.6.4. Classification of Accounting According to Purpose
- 14.6.5. Defining and Classifying Costs

- 14.6.6. Financial Assessments Used in Healthcare
- 14.6.7. Cost Centers
- 14.6.8. Process Cost and Patient Cost

**14.7. Management Agreements**

- 14.7.1. Introduction
- 14.7.2. Strategic Planning as a Starting Point
- 14.7.3. The Management Agreement or Program Contract
- 14.7.4. Contents Normally Included in Management Agreements

- 14.7.5. Management Agreements and Differential Compensation
- 14.7.6. Limitations and Aspects to Consider in a Management by Objectives System

**Module 15. Quality Management**

**15.1. Quality**

- 15.1.1. Quality Care
- 15.1.2. Health and Quality Activity Records

**Module 16. Competency Management**

**16.1. Performance Evaluation Competency Management**

- 16.1.1. Definition of Competencies
- 16.1.2. Performance Assessment Procedure Implementation
- 16.1.3. Nursing Functions
- 16.1.4. General and Specific Competencies in Nursing

- 16.1.5. Feedback from Professions to Improve Performance and Self-Assessment
- 16.1.6. Training Itinerary Design for Skills Development
- 16.1.7. Intrinsic and Extrinsic Motivation to Improve Performance Methods
- 16.1.8. Most Important Principles of Change

**16.2. Methods and Techniques**



**Module 17. Patient Security**

**17.1. Patient Security**

- 17.1.1. Introduction and Definition: Background and Current Situation
- 17.1.2. Unambiguous Patient Identification, Tracking and Traceability Systems
- 17.1.3. Patients at Risk of U.P.P.
- 17.1.4. Infection Risks Associated to Nursing Care Venous Access Care
- 17.1.5. Risk of Falling Fall Prevention and Monitoring in Hospitalized Patients

**17.2. Nosocomial Infections**

- 17.2.1. Nursing Care in Case of Intrahospital Infections
- 17.2.2. Hospital Infection Control and Surveillance Programs and Networks
- 17.2.3. Asepsis, Disinfection and Sterilization

**17.3. Prevention**

- 17.3.1. Introduction
- 17.3.2. Primary and Secondary Prevention Types and Examples
- 17.3.3. Preventing and Detecting Adverse Events in Preparing and Administering Medication
- 17.3.4. Programs for Screening: Breast Cancer: Nursing Role and Management

- 17.3.5. Programs for Screening: Colon Cancer: Nursing Role and Management
- 17.3.6. Managing a Vaccination Program for Childhood Vaccination Nursing Role
- 17.3.7. Managing a Vaccination Program Flu Vaccination Nursing Role
- 17.3.8. FMEA: (Modal Analysis of Failures and Effects) Root Cause Analysis

**17.4. Information and Record Systems**

- 17.4.1. Information and Record Systems
- 17.4.2. Benefits of Registration and Notification Systems
- 17.4.3. Adverse Event Reporting and Recording Systems
- 17.4.4. Detection
- 17.4.5. Notification
- 17.4.6. Classification

**17.5. Secondary and Tertiary Victims**

- 17.5.1. Health Professionals in the Face of Adverse Effects
- 17.5.2. Recovery Trajectory and Emotional Support
- 17.5.3. Impact on Corporate Image

**Module 18. Quality Accreditation in Healthcare**

**18.1. Accreditation in Health Care**

- 18.1.1. Introduction
- 18.1.2. The Role of Accreditation in Quality Management Programs

**18.2. Organizations and Criteria**

- 18.2.1. Introduction
- 18.2.3. Accreditation Models

**18.3. Joint Commission International**

- 18.3.1. Introduction
- 18.3.2. History
- 18.3.3. Accreditation According to International Principles for Health Care Standards
- 18.3.4. The Joint International Commission

**18.4. EFQM Model**

- 18.4.1. Introduction
- 18.4.2. Criteria in Models for Excellence
- 18.4.3. The Reder Logic Scheme
- 18.4.4. Update of the EFQM Excellence Model 2013

**18.5. ISO Accreditation**

- 18.5.1. Introduction
- 18.5.2. Rules Are Used as a Standard for Certification
- 18.5.3. Health System Accreditation Status
- 18.5.4. Accreditation in Perspective: Main Theoretical-Practical Conflicts

**Module 19. Managing Special and Hospitalization Services**

**19.1. Emergency Services Management**

- 19.1.1. Introduction
- 19.1.2. The Emergency Department Physical Structure, Organization and Channels
- 19.1.3. Emergency Patient Care Circuits and Triage
- 19.1.4. Human and Material Resources Calculation
- 19.1.5. Management of Observation and Short Stays in Emergency Departments

- 19.1.6. Pre-Entry and Pre-Admission Units
- 19.1.7. Feasible Improvements: Queue Management and Patient Traceability
- 19.1.8. Citizen Information in Emergencies
- 19.1.9. Emergency Planning and Evacuation

**19.2. ICU Management**

- 19.2.1. ICU. Physical Structure, Organization and Channels
- 19.2.2. Human Resource Allocation Standards. ICU Nursing Competencies
- 19.2.3. Material Resources Technology and Equipment Monitoring

- 19.2.4. Transplant Management Transplant Patient Care Transplant Team Transplant Coordination
- 19.2.5. Humanization in ICUs

**19.3. Surgical Unit Management**

- 19.3.1. The Surgical Unit Physical Structure, Organization and Circuits Restrictions
- 19.3.2. Coordination between Operating Rooms Surgical Performance and Operation Indicators Surgical Scheduling Improving Performance
- 19.3.3. Calculation of Human Resources in a Surgical Department

- 19.3.4. Material Resource Calculation Operating Room Technology and Maintenance
- 19.3.5. Safety Management in a Surgical Department Checklists in Surgery Surgical Hand Washing
- 19.3.6. Asepsis and Sterilization in Operating Rooms Environmental Monitoring of the Operating Room

**19.4. Management of Hospitalization Units**

- 19.4.1. Nursing Unit Management Physical Structure, Organization and Circuits
- 19.4.2. Patient Reception and the Humanization of Inpatient Care
- 19.4.3. Human Resources in Hospitalization Units
- 19.4.4. Material Resources: Health Equipment and Technology

**19.5. Other Units or Special Services**

- 19.5.1. Hemodialysis Units Physical Structure, Organization and Channels
- 19.5.2. Hemodynamic Units Physical Structure, Organization and Channels
- 19.5.3. Stroke Units Physical Structure, Organization and Channels
- 19.5.4. Pain Management Units Physical Structure, Organization and Channels

**Module 20. Managing Central Services**
**20.1. Management of Central or Auxiliary Services**

- 20.1.1. Introduction
- 20.1.2. Health Processes
- 20.1.3. Hospital Services
- 20.1.4. Central Services
- 20.1.5. Central Services Components

**20.2. Radio Diagnostic Services Management**

- 20.2.1. Introduction
- 20.2.2. Radio-diagnostic Services
- 20.2.3. Strategic Analysis
- 20.2.4. Personnel Calculation
- 20.2.5. Physical Structure
- 20.2.6. Radiology Service Processes
- 20.2.7. Nursing in Radio-diagnostic Services

**20.3. Laboratory Management**

- 20.3.1. Introduction
- 20.3.2. Laboratory Clinic
- 20.3.3. Laboratory Figures
- 20.3.4. Care Units
- 20.3.5. Clinical Laboratory Results
- 20.3.6. Information Systems
- 20.3.7. Structure
- 20.3.8. Professional Development

- 20.3.9. Administration and Planning
- 20.3.10. Equipment Management
- 20.3.11. Functions and Competencies

**20.4. Pharmacy Hospital Management**

- 20.4.1. Introduction
- 20.4.2. Definition of Pharmacy Hospital
- 20.4.3. Pharmacy Service Processes
- 20.4.4. Unidose in Hospitals
- 20.4.5. Storage in Nursing Units

**20.5. Hospitality, Complementary and Voluntary Services Management**

- 20.5.1. Introduction
- 20.5.2. Hospital Food
- 20.5.3. Linen Service
- 20.5.4. Hospital Volunteering

**Module 21. Management of Transversal and Primary Services**
**21.1. Primary Healthcare**

- 21.1.1. Definition
- 21.1.2. Basic Principles in Primary Health Care
- 21.1.3. Primary Health Care History
- 21.1.4. Strategy to Progressively Transform the Health System
- 21.1.5. APS Contents
- 21.1.6. Basic Welfare Structures The Welfare Center and Primary Care Team Planning, Organization and Operation

**21.1.7. PA Resolution Capacity Scientific Evidence of its Capacity Primary Care Operation Indicators**

- 21.1.8. Community Care: Health Programs Promotion of Health and Health Education

**21.2. Primary Care Clinical Management**

- 21.2.1. PA Management Models
- 21.2.2. Defining Features of QA
- 21.2.3. Clinical Management Units in Primary Care
- 21.2.4. Clinical Management Contract or Program Contract
- 21.2.5. Quality Care and Evidence-Based Practice
- 21.2.6. Coordination with Specialist Care and Social Services Referral and Continuity of Care

**21.2.7. Emergency and Continuous Care PAC Model and Special Emergency Services Model**

- 21.2.8. Home Care

**21.3. Chronic Patient Management**

- 21.3.1. Introduction
- 21.3.2. Chronic Patient Care Models
- 21.3.3. The Role of Nursing in Chronic Care
- 21.3.4. Nursing Case Management and Liaison Nursing
- 21.3.5. Controlling Chronic Diseases at Home
- 21.3.6. Chronicity and Social Health Care

**21.4. Experiences in Patient Empowerment: Active Patients, School of Patients**

- 21.4.1. Introduction
- 21.4.2. Patient Empowerment and Nursing Input
- 21.4.3. Peer Support
- 21.4.4. Self-Care and Self-Care Support

**21.4.5. Health Education and Self-Management Education**

- 21.4.6. Self-Management Projects Features

**Module 22. Managing Outpatient Services**

**22.1. Outpatient Services Management**

- 22.1.1. Introduction
- 22.1.2. Agencies Involved
- 22.1.3. External Consultation and Procedures
- 22.1.4. Patient Care Circuits
- 22.1.5. First-Second Visit Ratio
- 22.1.6. Calculating Consultation Delays

**22.2. Out-of-Hospital Emergencies Management**

- 22.2.1. Introduction
- 22.2.2. Evolution Over Time
- 22.2.3. Emergency Coordination Centers
- 22.2.4. Human Resources and Skills Team Involved

- 22.2.5. Health Care Network Devices Coordination
- 22.2.6. Emergency Quality Indicators
- 22.2.7. Planning for Disasters Managing Disasters

**22.3. Home Care: Models**

- 22.3.1. Introduction
- 22.3.2. Home Hospitalization Types and Concepts
- 22.3.3. Criteria for Patient Selection
- 22.3.4. Calculating and Managing Human and Material Resources

- 22.3.5. Palliative Care at Home Techniques and Patient Selection
- 22.3.6. Family Support and Bereavement Management
- 22.3.7. Managing Primary Caregiver Overload Family Claudication

**22.4. Other Outpatient Care Services**

- 22.4.1. Adult, Child and Adolescent Mental Health Units
- 22.4.2. Addictive Behavior Units
- 22.4.3. Women's and Reproductive Health Care Units
- 22.4.4. Telemedicine

**Module 23. Leadership Management**

**23.1. Team Leadership**

- 23.1.1. Theories on the Nature and Origin of Authority
- 23.1.2. Authority and Power, Types of Power
- 23.1.3. Leadership: Components and Types
- 23.1.4. New Leadership Models Situational and Leader Coaches
- 23.1.5. How to Create a Leader
- 23.1.6. The Term Staff

**23.2. Motivation**

- 23.2.1. Introduction
- 23.2.2. Intrinsic and Extrinsic Motivation
- 23.2.3. Differences between Motivation and Satisfaction: Different Theories

**23.3. Delegating**

- 23.3.1. What is Delegating?
- 23.3.2. Ways of Assessing Delegation: Tasks
- 23.3.3. Non-Delegable Functions
- 23.3.4. Attitudes

**23.4. Executive Coaching**

- 23.4.1. Introduction
- 23.4.2. Development

**Module 24. Managerial Decision Making**

**24.1. Decision Making**

- 24.1.1. Deciding as an Organizational Process
- 24.1.2. Decision Process Phases
- 24.1.3. Features of any Decision

**24.2. The Decision Process**

- 24.2.1. Decision Making
- 24.2.2. Decision Criteria
- 24.2.3. Decision Classification
- 24.2.4. Centralized Decision Process
- 24.2.5. Limiting Factor Principle Cost Effectiveness and Efficiency in the Decision-making Process
- 24.2.6. Choosing the Best Solution

**24.3. Techniques for Decision Making**

- 24.3.1. Different Techniques
- 24.3.2. Techniques that Facilitate Decision Making SWOT
- 24.3.3. Prioritization Techniques

**Module 25. Internal Communication in Management****25.1. Communication**

- 25.1.1. Conceptual Approach
- 25.1.2. Internal Communication in Health Organization Do You Have a Plan?
- 25.1.3. How to Create Internal Communication Plan
- 25.1.4. Tools Evolution of the Internal Circulation Note to the Corporate Social Network

**25.2. Meetings**

- 25.2.1. Conceptual Approach
- 25.2.2. Management Meetings and Time Management
- 25.2.3. Scheduled Team Meeting Architecture A Proposal
- 25.2.4. Keys to Success in Preparing a Meeting
- 25.2.5. Meeting Management

**25.3. Conflict Management**

- 25.3.1. Conceptual Approach
- 25.3.2. Labor Disputes
- 25.3.3. Change: The Main Source of Strife with Management
- 25.3.4. Conflict Management in Health Teams

**Module 26. Creating a Personal Brand****26.1. Public Profile**

- 26.1.1. Introduction
- 26.1.2. Presenting Ourselves to the World Our Digital Footprint
- 26.1.3. Digital Reputation Positive References
- 26.1.4. The Cover Letter in 2.0

**26.2. The Interview Process to Apply for a Managerial Position**

- 26.2.1. Introduction
- 26.2.2. The Interview
- 26.2.3. Methods for a Successful Interview

**Module 27. Communication and Marketing in Health****27.1. Marketing**

- 27.1.1. Objectives
- 27.1.2. Conceptual Approach
- 27.1.3. Health Services Marketing

**27.2. Communication in Organizations**

- 27.2.1. Objectives
- 27.2.2. Conceptual Approach
- 27.2.3. What to Communicate in a Health Organization
- 27.2.4. ICTs as a Key Communication Tool in Clinical Management

**27.3. Health Care Market**

- 27.3.1. Objectives
- 27.3.2. Conceptual Approach
- 27.3.3. Agents in the Health Market
- 27.3.4. Structure in the Health Market
- 27.3.5. Public Health Market, Sustainability and Care

**27.4. Corporate Social Responsibility**

- 27.4.1. Objectives
- 27.4.2. Conceptual Approach
- 27.4.3. Basic Principles
- 27.4.4. Transparency: The Main CSR Challenge for Health Care Organizations
- 27.4.5. Sensitive Data and Social Alarm: Unjustified?
- 27.4.6. Results Transparency in the Health System To What Extent?

**Module 28.** Teaching and Research Management

**28.1. Basic Principles of Research Methodology Applied in Health Sciences**

- 28.1.1. Introduction
- 28.1.2. The Need for Research in Nursing
- 28.1.3. Stages in the Research Process

**28.2. Sources of Information for Research and Sourcing Strategies**

- 28.2.1. Introduction
- 28.2.2. Clinical Research Questions
- 28.2.3. Information Sources
- 28.2.4. Where and How to Search for Information?
- 28.2.5. Searching
- 28.2.6. Databases

**28.3. Critical Reading of Articles**

- 28.3.1. Introduction
- 28.3.2. Phases in Critical Reading
- 28.3.3. Tools for Critical Reading
- 28.3.4. Main Mistakes

**28.4. Epidemiology and Research Study Design and Bias**

- 28.4.1. Introduction
- 28.4.2. Research Project Design
- 28.4.3. Types of Studies
- 28.4.4. Biases

**28.5. Communication and Diffusion of Research Findings**

- 28.5.1. Introduction
- 28.5.2. Research Reports
- 28.5.3. Choosing a Journal for Publication
- 28.5.4. Some Style Recommendations



*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.





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.





### 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

The TECH Advanced Master's Degree MBA in Nursing Management and Administration is a program aimed at people with university studies and at least four years of professional experience, who want to transform their career and orient it towards business management.

This program uses a multidisciplinary approach as students have a diverse set of academic profiles and represent multiple nationalities.







“

*If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”*

### Average Age

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

### Years of Experience

+ 14 years **8,5%**

12 - 13 years **13,8%**

10 - 11 years **19,2%**

8 - 9 years **27,7%**

5 years **7,7%**

6 - 7 years **23,1%**



### Training

Business **51%**

Economics **30%**

Engineering **12%**

Social Sciences **7%**



### Academic Profile

Commercial/Private Banking **20%**

Consulting **10%**

Industry **13%**

NGOs/Public Agencies **5%**

Capital Risk **5%**

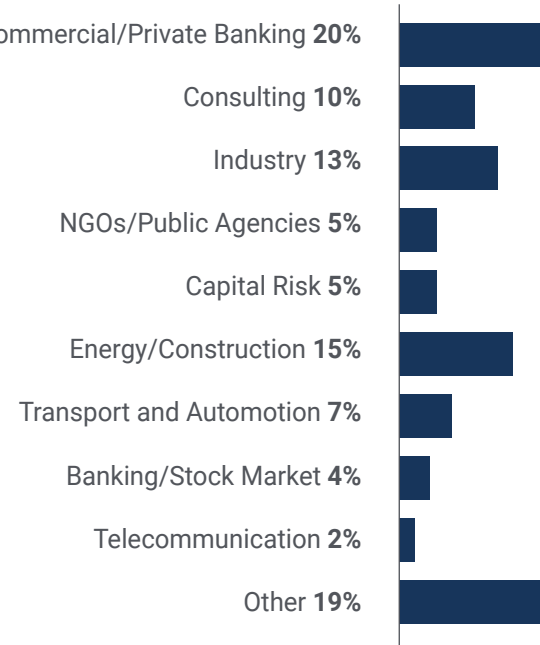
Energy/Construction **15%**

Transport and Automotion **7%**

Banking/Stock Market **4%**

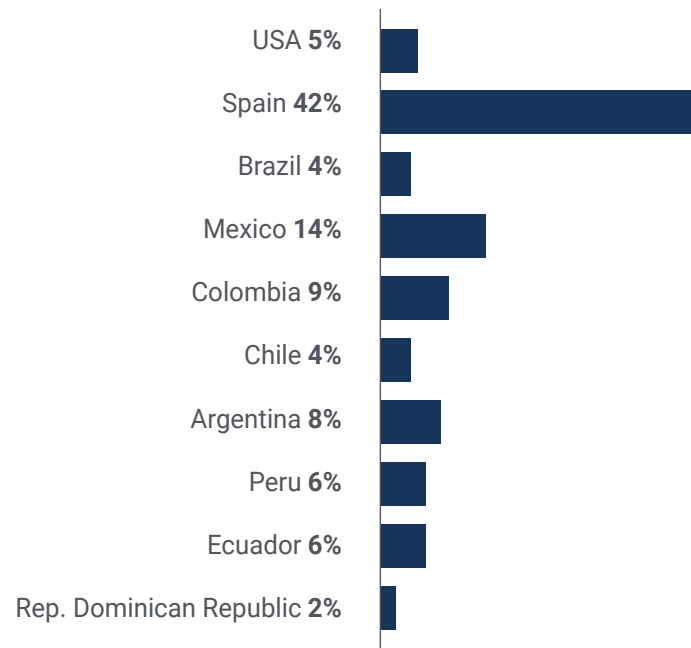
Telecommunication **2%**

Other **19%**



## Geographical Distribution

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## Carlos Martínez

Nursing Director

*"When I thought about pursuing an advanced master's degree, I thought I wouldn't be able to do it. It was practically impossible to balance any other activity with work. However, the Advanced Master's Degree MBA in Nursing Management and Administration at TECH Global University offered me the possibility to do it. Its innovative methodology and the ease of online training allowed me to fulfill my dream and, thanks to that, today I'm a nursing director. In short, change that comes from action."*

09

# Impact on Your Career

TECH Global University is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. That is why TECH makes all its efforts and tools available to students so they can acquire the necessary skills and abilities that will allow them to achieve this change.



“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it”*

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

This TECH Global University Advanced Master's Degree MBA in Nursing Management and Administration is an intense program that prepares students to face challenges and business decisions both on a national and international level. The main objective is to promote your personal and professional growth. TECH is here to help you achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

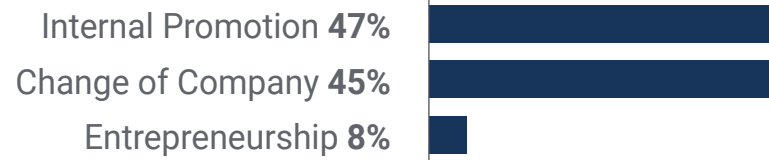
*Thanks to this training program you will receive a large number of job offers to start your professional growth.*

*If you want to make a positive change in your profession, the Advanced Master's Degree MBA in Nursing Management and Administration will help you achieve it.*

### 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.





10

# Benefits for Your Company

The Advanced Master's Degree MBA in Nursing Management and Administration contributes to raising the organization's talent to its maximum potential through the training provided by high-level leaders.

Participating in this Advanced Master's Degree program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.





“

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

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.

---

02

### **Retaining high-potential executives avoiding 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 potential**

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



05

### **Project Development**

The manager can 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 your managers with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

This Advanced Master's Degree MBA in Nursing Management and Administration guarantees, in addition to the most rigorous and up-to-date training, access to a qualification issued by TECH Global University.



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*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 MBA in Nursing Management and Administration** 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 MBA in Nursing Management and Administration**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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





**Advanced Master's  
Degree**  
MBA in Nursing  
Management  
and Administration

- » 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 Nursing Management and Administration