

# Advanced Master's Degree Senior HR Management, Expert in Trade Union Relations

A M D S H R M E T U R



## Advanced Master's Degree Senior HR Management, Expert in Trade Union Relations

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-senior-hr-management-expert-trade-union-relations](http://www.techtitute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-senior-hr-management-expert-trade-union-relations)

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# 01 Welcome

Success in business not only requires having a product that consumers want, but also a human team that brings added value to the company. They must be highly qualified professionals who, together, will add quality to the business, thereby improving profitability and productivity. In this sense, human resources managers should possess the appropriate skills to manage everything related to the company's personnel. In this particular case, TECH has designed a first-class program that focuses on trade union relations, so managers can become familiar with the main labor law regulations, in addition to acquiring the skills they need to intervene in conflicts that may arise between the company and employees, achieving the necessary balance to ensure the future progression of the company towards excellence.



Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations.  
TECH Technological University



“

*Specializing in HR management and trade union relations will be essential in helping to defend the rights of the business and the workers in an efficient way”*

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

TECH students represent more than 200 different nationalities.





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



### 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

The main objective this TECH Technological University Advanced Master's Degree pursues is to offer students the most comprehensive and relevant information on HR management, with a special focus on trade union relations, an area where knowledge is essential to maintain a good working environment within a business. Students will be able to learn, first hand, the most interesting aspects to successfully navigate this field of work.





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*This program will help you develop the skills to handle yourself successfully in Human Resources management”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations** will enable you to:

01

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

04

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

02

Design the personnel selection and recruitment process



03

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

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

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

08

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



09

Learn about the characteristics and components of organizational behavior and organizational culture

07

Understand the financial and accounting principles of personnel management

10

Learn the functioning of contracting procedures and Social Security

11

Know the data protection rights inherent to employees

14

Introduce the student to research sources, indicating their classification and studying their reliability when starting a research project

12

Recognize union policy for worker representation



13

Intervene in labor relations between employer and employee

15

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

16

Know the essential aspects of labor law

18

Know the negotiation channels for the understanding of extrajudicial collective conflict resolution processes



19

Identify and apply the context of labor intermediation in national and international employment policies

17

Obtain theoretical and practical knowledge on the functioning of the collective aspect of labor relations

20

Discover gender equality in the organization, as well as the conditions of the environment for people with disabilities

# 05 Skills

TECH Technological University is aware that business professionals must specialize in different areas related to their activity and, to this end, has designed this Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations. The program offers students the opportunity to develop essential skills that will allow them to improve their work performance, being more competitive and applying the tools they need to excel in this sector.





“

*Acquire the skills you need to successfully  
manage personnel selection”*

01

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

02

Understand the strategies for planning and managing HR projects, have the ability to design jobs and understand the process and need for HR audits

03

Relate aspects in 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

04

Know and apply coaching concepts and strategies at the executive level to understand the neurobiological principles of this process and the possible influence on self-control, personal growth and increased efficiency

05

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

06

Establish the appropriate methodology for effective communication within the organization, seeking the prevention of conflicts and solving and negotiating existing ones to find a quick and effective resolution

07

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

10

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

08

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

11

Apply the regulatory framework for data protection and ethical principles in the management of companies

09

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

12

Create a plan to improve the work environment

13

Interpret different government programs and policies

16

Differentiate between different employment policies

14

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

17

Apply employment policies

15

Understand the essential aspects of employment and labor recruitment

18

Implement plans designed to promote effective management of trade union action



19

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

22

Manage the constitutional regulation of the collective conflict and the right to strike: its types and formal issues

20

Determine the functioning of trade union organizations

23

Identify the different forms of labor throughout history and in different social-political models

21

Understand the rules that regulate the market and the labor relations from an equality and gender perspective

24

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

06

# Structure and Content

TECH has made a high-quality educational program available to its students, 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.



“

*A comprehensive syllabus that will be fundamental to increase your competitiveness in human resources management”*

## 28 | Structure and Content

### Syllabus

This Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations at TECH Technological University is an intensive program that prepares students to face challenges and business decisions, both on a national and international scale. 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, that also prepares them to achieve excellence in the field of human resources management and trade union relations. 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 skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 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>	Financial Management and Management
<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>	Labor Relations Theory
<b>Module 11</b>	Sociology of Work
<b>Module 12</b>	Social Research Strategies and Methods
<b>Module 13</b>	Labor and Market Economics
<b>Module 14</b>	Labor Law
<b>Module 15</b>	Management of Labor Intermediation Policies
<b>Module 16</b>	Strategic Management of Equality and Diversity in HR
<b>Module 17</b>	Work Environment Management I
<b>Module 18</b>	Work Environment Management II



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

TECH offers the possibility of taking this program completely online. Over the course of the 24 months, students will be able to access all the contents on the program at any time, allowing them to self-manage their 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. Evolution of HR An Integrated Vision   | 1.2. Strategic Thinking and Systems | 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. Dismissals and Workforce Restructuring |
| 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 Principles for HR Management | 4.2. Financial Diagnosis | 4.3. Income Losses and Gains Analysis | 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 Performance 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. Developing High Performance Teams		

**Module 7. Strategic Communication**

7.1. Interpersonal Communication

**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
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**Module 10.** Theory of Labor Relations

**10.1. History of Labor Relations**

- 10.1.1. Conceptual Framework and Definition (Basic Concepts of Employment, Work)
- 10.1.2. Historical Evolution of Labor Relations
- 10.1.3. The Society of Knowledge in the 21st Century

**10.2. Evolution of the Forms of Work**

- 10.2.1. Labor Relations and Labor Markets
- 10.2.2. The Theory of Labor Market Segmentation and Practices

**10.3. Socialism - Communism in Labor Relations**

- 10.3.1. Conceptual Framework of Socialism and Communism
- 10.3.2. Brief Historical Description
- 10.3.3. Labor Relations under the Communist Political Framework
- 10.3.4. Labor Relations under the Political Framework of Socialism

**10.4. Liberalism - Capitalism in Labor Relations**

- 10.4.1. Concept of Liberalism versus Capitalism
- 10.4.2. Capitalism Throughout the History of the Economy
- 10.4.3. Labor Relations under the Prism of Economic Capitalism

**10.5. Trade Union Law**

- 10.5.1. Trade Unionism
- 10.5.2. Fundamentals of Trade Union Law
- 10.5.3. The Role of Collective Bargaining

**10.6. Employee Representation**

- 10.6.1. Concept
- 10.6.2. Regulatory Framework
- 10.6.3. Negotiation

**10.7. State Intervention in Labor Relations**

- 10.7.1. Historical Framework
- 10.7.2. Public Intervention in the Configuration of Individual Labor Relations
- 10.7.3. Employment Contracts, Working Hours, Wages and Benefits

**10.8. Institutionalism and Pluralism**

- 10.8.1. Conceptualization and Framing within the Theories of the State
- 10.8.2. Institutionalism
- 10.8.3. Pluralism

**10.9. Corporatism**

- 10.9.1. Conceptualization
- 10.9.2. Types of Corporatism in the International Scenario

**10.10. Social Policies in the International Sphere**

- 10.10.1. Social Politics (Convergences and Divergences)
- 10.10.2. Intervention Models
- 10.10.3. The State of Well-Being



**Module 11. Sociology of Work****11.1. Concept of Sociology of Work**

- 11.1.1. Introduction, Objectives and Concept of Sociology
- 11.1.2. Concept of Work
- 11.1.3. Concept of Sociology of Work
- 11.1.4. Sociology of Work Field of Action

**11.2. Study of Human Behavior in Society**

- 11.2.1. Human Action, Means and Ends
- 11.2.2. Production and Employees
- 11.2.3. The Impact of Population Growth on Work

**11.3. Related Economic Aspects. Study of the Sociology of Work**

- 11.3.1. Theory of Value in Classical Economists
- 11.3.2. Karl Marx's Labor Theory of Value
- 11.3.3. Criticism of the Labor Theory of Value
- 11.3.4. Keynesianism

**11.4. Historical Evolution and Social Context of Work**

- 11.4.1. Work in Ancient Times
- 11.4.2. The Industrial Revolution
- 11.4.3. The Development of the Industrial Society and its Labor Effects
- 11.4.4. From Industrial Society to Post-Industrial Society
- 11.4.5. Work in the Information Society

**11.5. History of the Main Sociological Theories of the Work and Organizations**

- 11.5.1. Sociological Theories of Work
- 11.5.2. Contemporary Sociological Theories of Work
- 11.5.3. Taylor and the Scientific Organization of Work

**11.6. Group Behavior in Organizations**

- 11.6.1. Analysis of the Work Process
- 11.6.2. Human Resources. Mechanical Work and Creativity
- 11.6.3. Social Order in Organizations. Cosmos and Taxis

**11.7. Sociology of Labor Relations in Companies**

- 11.7.1. Theories of Subjectivity
- 11.7.2. Theories of the Labor Market
- 11.7.3. Sociology of Labor Relations

**11.8. Central Aspects in Organizations**

- 11.8.1. Different Roles within an Organization
- 11.8.2. Organizational Structure

**11.9. Technological Paradigm and the Labor Market**

- 11.9.1. The Impact of Innovation
- 11.9.2. Innovation in the Modern Business
- 11.9.3. Automization in Production
- 11.9.4. Data Management and Artificial Intelligence

**11.10. Labor Market Challenges in the 21st Century**

- 11.10.1. Trade Unions in the 21st Century
- 11.10.2. Employee Demonstrations and Strikes
- 11.10.3. The Future of Work
- 11.10.4. Immigration and the Labor Market
- 11.10.5. Emigration, Globalization and Work

**Module 12. Social Research Strategies and Methods**

**12.1. Basic Notions of Investigation: Science and the Scientific Method**

- 12.1.1. Definition of the Scientific Method
- 12.1.2. Analytical Method
- 12.1.3. Synthetic Method
- 12.1.4. Inductive Method
- 12.1.5. Cartesian Thought
- 12.1.6. Rules of the Cartesian Method
- 12.1.7. Methodical Doubt
- 12.1.8. The First Cartesian Principle
- 12.1.9. Induction Procedures According to John Stuart Mill

**12.2. The General Process of Research: Quantitative and Qualitative Focus**

- 12.2.1. Epistemological Assumptions
- 12.2.2. Approach to Reality and the Object of Study
- 12.2.3. Subject-Object Relationship
- 12.2.4. Objectivity
- 12.2.5. Methodological Processes
- 12.2.6. Integration of Methods

**12.3. Research Paradigms and Methods Derived from These**

- 12.3.1. How do Research Ideas Arise?
- 12.3.2. What is there to Research in Education?
- 12.3.3. Research Problem Statement
- 12.3.4. Background, Justification and Research Objectives
- 12.3.5. Theoretical Foundation
- 12.3.6. Hypotheses, Variables and Definition of Operational Concepts
- 12.3.7. Choosing a Research Design
- 12.3.8. Sampling in Quantitative and Qualitative Studies

**12.4. Phases and Stages of Qualitative Research**

- 12.4.1. Phase 1: Conceptual Phase
- 12.4.2. Phase 2 Planning and Design Phase
- 12.4.3. Phase 3 Empirical Phase
- 12.4.4. Phase 4: Analytical Phase
- 12.4.5. Phase 5: Diffusion Phase

**12.5. Types of Quantitative Research**

- 12.5.1. Historical Research
- 12.5.2. Correlation Research
- 12.5.3. Case Studies
- 12.5.4. Ex Post Facto or After-the-Fact Research
- 12.5.5. Quasi-Experimental Research
- 12.5.6. Experimental Research

**12.6. Phases and Stages of Qualitative Research**

- 12.6.1. Phase 1: Preparation Phase
- 12.6.2. Phase 2: Field Phase
- 12.6.3. Phase 3: Analytical Phase
- 12.6.4. Phase 4: Informative Phase

**12.7. Types of Qualitative Research**

- 12.7.1. Ethnography
- 12.7.2. Grounded Theory
- 12.7.3. Phenomenology
- 12.7.4. The Biographical Method and Life History
- 12.7.5. The Case Study
- 12.7.6. Content Analysis
- 12.7.7. Examining the Discourse
- 12.7.8. Participatory Action Research

**12.8. Techniques and Instruments for Collecting Quantitative Data**

- 12.8.1. The Structured Interview
- 12.8.2. The Structured Questionnaire
- 12.8.3. Systematic Observation
- 12.8.4. Attitude Scales
- 12.8.5. Statistics
- 12.8.6. Secondary Sources of Information

**12.9. Techniques and Instruments for Collecting Qualitative Data**

- 12.9.1. Unstructured Interviews
- 12.9.2. In-Depth Interviews
- 12.9.3. Focus Groups
- 12.9.4. Simple, Unregulated and Participant Observation
- 12.9.5. Life Stories
- 12.9.6. Diaries
- 12.9.7. Content Analysis
- 12.9.8. The Ethnographic Method

**12.10. Data Quality Control**

- 12.10.1. Requirements for a Measuring Instrument
- 12.10.2. Processing and Analysis of Quantitative Data
  - 12.10.2.1. Validation of Quantitative Data
  - 12.10.2.2. Statistics for Data Analysis
  - 12.10.2.3. Descriptive Statistics
  - 12.10.2.4. Inferential Statistics
- 12.10.3. Processing and Analysis of Qualitative Data
  - 12.10.3.1. Reduction and Characterization
  - 12.10.3.2. Clarify, Refine and Compare
  - 12.10.3.3. Programs for Qualitative Analysis of Textual Data

**Module 13. Labor and Market Economics**

**13.1. Introduction to the Labor Market**

- 13.1.1. Definition of the Labor Market
- 13.1.2. Functioning of the Labor Market
- 13.1.3. Economic Systems and the Market Economy
- 13.1.4. Distribution of the Population

**13.2. The Law of Labor Demand and Supply**

- 13.2.1. Economic Systems and the Market Economy
- 13.2.2. Functioning of the Market: Supply and Demand
- 13.2.3. Elasticity and Shift of Supply and Demand Curves
- 13.2.4. Market Balance

**13.3. Economy as a Science**

- 13.3.1. The Concept of Scarcity and the Use of Goods
- 13.3.2. Economic Activity
- 13.3.3. Productive Factors
- 13.3.4. The Population as a Conditioning Factor of Economic Activity

**13.4. Labor Markets**

- 13.4.1. Distribution of the Population
- 13.4.2. Situation of Disadvantaged Groups
- 13.4.3. Labor Market Perspectives in Latin America

**13.5. Trade Unions**

- 13.5.1. Freedom of Association
- 13.5.2. Functioning of the Trade Union
- 13.5.3. Union Legal Regime

**13.6. Trade Union Representation in the Company**

- 13.6.1. Trade Union Representation in the Company
- 13.6.2. Trade Union Associations
- 13.6.3. Strikes

**13.7. Collective Bargaining**

- 13.7.1. The Role of Collective Bargaining
- 13.7.2. Collective Bargaining Agreements
- 13.7.3. Sectorial Bargaining Agreements
- 13.7.4. Committees in Charge of Negotiation in the Organization

**13.8. Vocational Orientation**

- 13.8.1. Introduction to Vocational Orientation
- 13.8.2. Vocational Orientation as an Employment Trigger
- 13.8.3. Regional Trends in the Demand for Job Positions

**13.9. Social Responsibility in the Granting of Employment Positions**

- 13.9.1. Social Responsibility
- 13.9.2. Social Groups Exposed to Discrimination
- 13.9.3. Policies and Programs Included in the Organization

## Module 14. Labor Law

### 14.1. The Sources of Labor Law

- 14.1.1. International Sources
- 14.1.2. Internal Sources

### 14.2. The Worker

- 14.2.1. Introduction
- 14.2.2. Labor Relationships of a Special Nature
- 14.2.3. Excluded Jobs
  - 14.2.3.1. Civil Servants and Statutory Personnel in the Service of the Administration

### 14.3. The Employer and the Company

- 14.3.1. The Businessperson. Concept and Legal Nature
- 14.3.2. Corporate Subrogation
- 14.3.3. Groups of Companies
- 14.3.4. Productive Decentralization. Contracts and Subcontracts for Works and Services
- 14.3.5. Illegal Assignment of Workers
- 14.3.6. Temporary Employment Agencies

### 14.4. Basic Labor Rights and Duties

- 14.4.1. Basic Employee Rights and Duties
- 14.4.2. Basic Rights and Duties of the Employer

### 14.5. Occupational Risk Prevention

- 14.5.1. Introduction
- 14.5.2. The Guarantee of Protection against Occupational Risks. The Principles of Preventive Action
- 14.5.3. Prevention Plans. Risk Assessment and Planning of Mentoring Activities
- 14.5.4. Work Equipment and Means of Protection
- 14.5.5. Worker Information, Consultation and Participation
- 14.5.6. Employee Training
- 14.5.7. Emergency Measures
- 14.5.8. Serious and Imminent Risk
- 14.5.9. The Duty of Health Surveillance
- 14.5.10. Documentary Responsibilities
- 14.5.11. Coordination of Business Activities
- 14.5.12. The Unique Attention Given to Certain Groups
- 14.5.13. The Responsibilities of the Workforce in relation to the Prevention of Occupational Risks

### 14.6. Novation of the Employment Contract

- 14.6.1. Functional Mobility
- 14.6.2. Geographic Mobility
- 14.6.3. Substantial Modification of Working Conditions
- 14.6.4. Modification of the Conditions Established in a Statutory Collective Agreement

### 14.7. Suspension and Termination of Employment Contracts

- 14.7.1. Suspension of the Employment Contract
- 14.7.2. Termination of the Employment Contract

**Module 15. Management of Labor Intermediation Policies**
**15.1. Labor Intermediation**

- 15.1.1. Conceptualization of Intermediation: Basic Principles
- 15.1.2. Labor Intermediation and Professional Orientation
- 15.1.3. Labor Intermediation within Active Employment Policies in Public Services
- 15.1.4. Collaborating Agents in the Outsourcing of Intermediation: Recruitment Agencies and Temporary Employment Agencies

**15.2. Job Search (I)**

- 15.2.1. Statistical Data on the Business Fabric
- 15.2.2. Sources of Labor Market Information
- 15.2.3. Current Labor Market Indicators
- 15.2.4. Employment Opportunities

**15.3. Job Search (II)**

- 15.3.1. Diagnosis and Analysis of the Labor Market
- 15.3.2. Searching and Phases: Approaching the Company and Recruiting Plan
- 15.3.3. Loyalty and Evaluation of the Relationship with Companies
- 15.3.4. Management of the Employment Demand and Accompaniment to the Company

**15.4. Recruitment Activities**

- 15.4.1. Conceptualization of Recruitment: Typologies
- 15.4.2. Recruitment Procedures in the Digital Era: E-Recruitment
- 15.4.3. Recruitment in the Collaborating Placement Agencies

**15.5. Personalized Itineraries for Labor Market Orientation and Insertion**

- 15.5.1. Basic Aspects and Elements that Include It
- 15.5.2. Elaboration of Personalized Itineraries for Labor Market Orientation and Insertion
- 15.5.3. Special Considerations for Groups with Labor Market Insertion Difficulties

**15.6. Public/Private Collaboration in Labor Intermediation**

- 15.6.1. European Public/Private Partnership Models
- 15.6.2. The Convergence of Training Obligations with the Public Employment Services

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

- 15.7.1. Labor Intermediation in Telematic Employment Agencies
- 15.7.2. Labor Mobility and Globalization in Employment Policies
- 15.7.3. Job Search in the Digital Era

**Module 16. Strategic Management of Equality and Diversity in HR**
**16.1. Poverty and Social Exclusion Policies**

- 16.2.1. Conceptualization of Poverty in Socio-Economic Terms

**16.2. Social Groups and Employment Difficulties**

- 16.2.1. Identification of Social Groups
- 16.2.2. Exclusionary Labor Practices

**16.3. Disability in Work Environments**

- 16.3.1. Conceptualization of Disability
- 16.3.2. Inclusion Programs in the Company

**16.4. Youth and First Job Programs**

- 16.4.1. Challenges of Youth Employment in the Context of Digital Transformation

**16.5. Women and Work (I): Gender Violence**

- 16.5.1. Contextualization of Gender Violence
- 16.5.2. Business Programs against Gender Violence
- 16.5.3. Promoting Employment among Women Victims of Gender Violence

**16.6. Women and Work (II): Discrimination and Marginalization in Employment**

- 16.6.1. Women in the Labor Context throughout History
- 16.6.2. Employment Discrimination
- 16.6.3. Productive Sectors with Greater Employability for Women

**16.7. Immigration and Labor**

- 16.7.1. Types of Immigrants
- 16.7.2. Work Permits
- 16.7.3. Government Participation in the Promotion of Legal Migration

**16.8. International Personnel Administration**

- 16.8.1. Global Companies
- 16.8.2. Immigrants and Expatriates
- 16.8.3. Fostering a Global Corporate Culture

**Module 17. Work Environment Management I**

**17.1. Introduction to Work Environment Management**

- 17.1.1. Organizational Culture, Leadership and Conflict
- 17.1.2. Basic Elements of Organizational Culture
- 17.1.3. Conflicts: Concepts and Types
- 17.1.4. Relationship between Culture and Leadership

**17.2. Introduction to the Prevention of Occupational Risks**

- 17.2.1. Introduction to Work Health and Safety
- 17.2.2. Introduction to Ergonomics in the Workplace
- 17.2.3. Introduction to the Prevention of Psychosocial Risks

**17.3. Environmental Conditions for People with Disabilities**

- 17.3.1. NOM-030- SSA3-2013
- 17.3.2. Types of Disabilities
- 17.3.3. Correct Adaptation of the Workplace

**17.4. Gender Equality in an Organization**

- 17.4.1. Actions for Effective Equality between Men and Women in Employment

**17.5. Job Placement Management**

- 17.5.1. Personnel Selection
- 17.5.2. Internal Selection Processes
- 17.5.3. External Selection Processes

**17.6. Business Conduct and Ethics**

- 17.6.1. The Concept of Social Responsibility
- 17.6.2. Ethical Principles that should Guide the Management of Companies
- 17.6.3. Corporate Social Responsibility
- 17.6.4. Corporate Social Responsibility and Responsible Marketing

**17.7. Work Environment**

- 17.7.1. The Environment in Organizations: Concept of Work Environment
- 17.7.2. Work Climate Dimensions
- 17.7.3. Measurement of the Work Environment
- 17.7.4. Qualitative Measuring Tools for the Work Environment: SWOT and PESTEL

**17.8. Deterioration of the Work Environment**

- 17.8.1. Psychosocial Risks: Burnout and Mobbing
- 17.8.2. Absenteeism

**17.9. Data Protection Regulatory Framework**

- 17.9.1. Introduction to Data Protection
- 17.9.2. Fines and Sanctions

**17.10. Work Environment Improvement Plan**

- 17.10.1. Primary, Secondary and Tertiary Prevention
- 17.10.2. Crisis Intervention
- 17.10.3. Essential Criteria for an Action Plan

**Module 18. Work Environment Management II****18.1. Changes in Organizational and Cultural Design**

- 18.1.1. Historical Evolution of Organizational Configurations: Current Models and Trends in Organizational Design
- 18.1.2. The Role of the Environment Manager in Organizational Design

**18.2. Change Management in Organizational Culture**

- 18.2.1. The Stages of the Change Management Process
- 18.2.2. Changes in the Environment (Socio-Economic, Demographic, Geopolitical)
- 18.2.3. Changes in the Business Model: Current and Future Role of the Change Manager as a Dynamizer of Change in the Business Model
- 18.2.4. Transformation of Processes

**18.3. Digital Transformation in Businesses**

- 18.3.1. The Work Environment in the Fourth Industrial Revolution
- 18.3.2. Elements of Digital Organization: Digital Literacy and Technology Integration
- 18.3.3. Innovation in the Digital Business Era
- 18.3.4. Strategic Planning for Digital Transformation

**18.4. Interpersonal Relationships and Transformational Leadership**

- 18.4.1. Trends in People and Team Management
- 18.4.2. Personal Transformation: Tools and Techniques

**18.5. Corporate Social Responsibility**

- 18.5.1. Corporate Sustainability and the Moral Principles of CSR
- 18.5.2. Management and Administration of Socially Responsible Businesses
- 18.5.3. Planning of Social Responsibility Objectives
- 18.5.4. The Stakeholders
- 18.5.5. ISO 26000 Corporate Social Responsibility
- 18.5.6. Social Responsibility Management. RS10 Model

**18.6. Social Marketing in the Context of Corporate Social Responsibility (CSR)**

- 18.6.1. Key Aspects of Social Marketing
- 18.6.2. The Ethical Perspective of Social Marketing
- 18.6.3. Social Marketing Plan

**18.7. Employee Assistance Program**

- 18.7.1. Introduction and History of Employee Assistance Programs (EAP)
- 18.7.2. Benefits of Employee Assistance Program (EAP)

**18.8. Employee Wellness Program**

- 18.8.1. Concept of Labor Welfare
- 18.8.2. Elaborating Labor Welfare Programs

**18.9. Equal Opportunity Plan in the Company**

- 18.9.1. Equality in the Work Environment: Regulatory Framework
- 18.9.2. The Figure of the Equality Agent in the Company
- 18.9.3. Elaboration of a Needs Assessment on Corporate Equality Issues
- 18.9.4. Elaboration of the Corporate Equality Plan

**18.10. Comprehensive Communication Plans in Companies**

- 18.10.1. Internal Communication in a Company
- 18.10.2. External Corporate Communication Processes: Positioning, Briefing and Advertising Communication Strategies
- 18.10.3. Elaborating a Corporate Communication Plan

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 Technological University student profile is that of professionals with extensive experience who understand the importance of continuing their studies during their working life. In this particular case, these are professionals with previous knowledge in the field of business, who want to expand their scope of action toward managing human resources and they will achieve this through a high-quality syllabus.







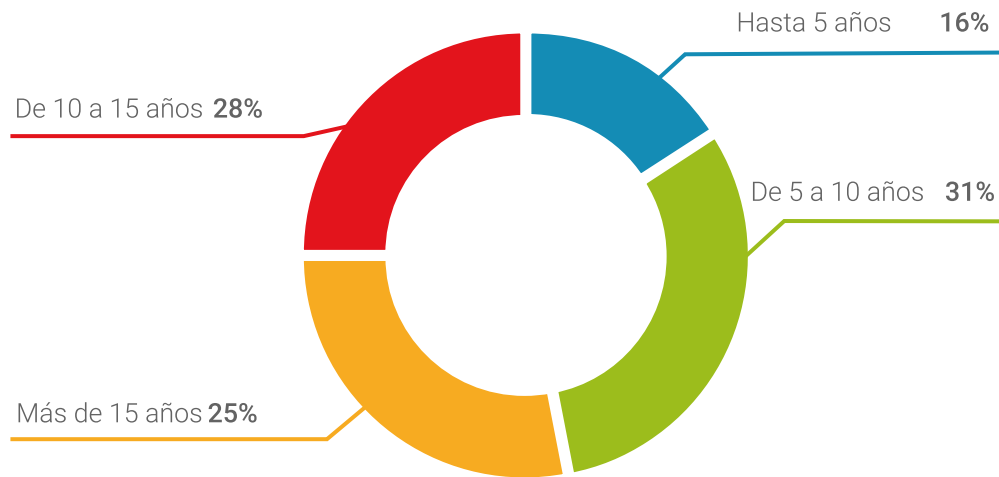
“

*This program is aimed at people interested in improving their employability thanks to first class curriculum"*

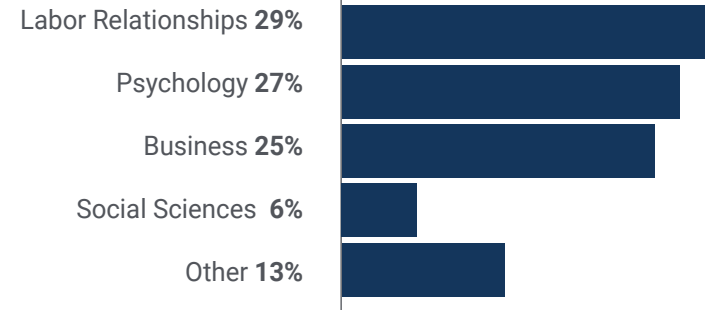
### Average Age

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

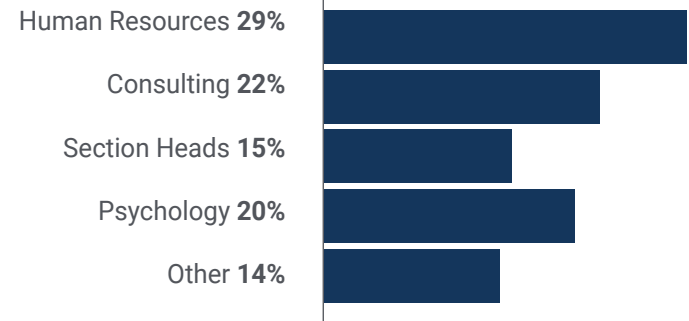
### Years of Experience



### Training

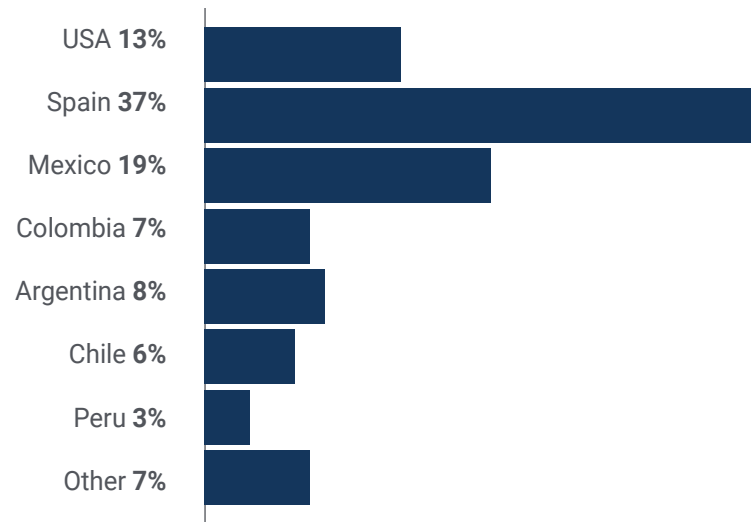


### Academic Profile



## Geographical Distribution

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## Julia Díaz

HR Director

*"This program has given me the opportunity to specialize in HR management and trade union relations. Undoubtedly, it is a high-level program and has been indispensable for my professional development, since, although I have been working in this field for several years, I realized that I needed to specialize in some fundamental aspects for my daily practice. I would definitely recommend this Advanced Master's Degree to anyone who wants to improve in the field of personnel management."*

09

# Impact on Your Career

This TECH program is absolutely essential for all business professionals who wish to turn their careers around, specializing in a complex and highly intense area such as trade union relations. An Advanced Master's Degree that includes the most relevant aspects in this field, and that will mark added quality to the student's professional profile. Undoubtedly, the opportunity they were waiting for to improve their career.





“

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

*Get the job improvement you want thanks to the specialization that TECH offers you with this Advanced Master's Degree.*

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

This Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations at 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 students achieve success. Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

*Specialize in HR and bring all your value to the company you work for.*

#### When the change occurs



#### Type of change



## Salary increase

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





10

# Benefits for Your Company

This TECH program will not only improve the knowledge of the students, but will also bring multiple advantages to the companies in which they work, since they will be able to transfer all the knowledge learned to their daily work. Undoubtedly, this Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations is the perfect opportunity for students to acquire the necessary specialization to stand out in the sector.







“

*Manage union relations properly and provide your training to create a good working environment”*

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.

---

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

11

# Certificate

This Advanced Master's Degree in Senior HR Management: Expert in Trade Union Relations guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree's issued by TECH Technological University.



“

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

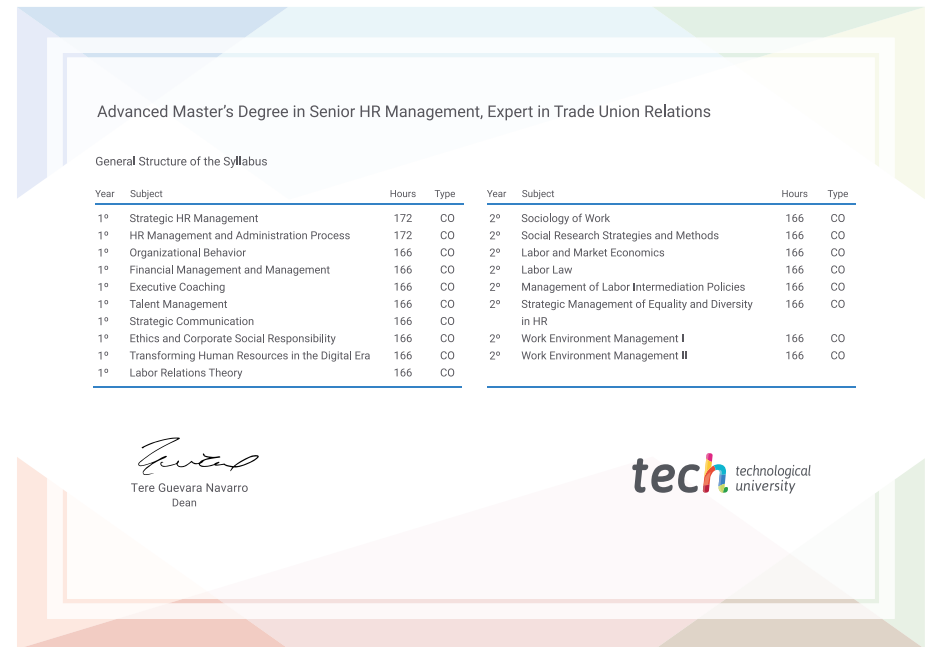
This **Advanced Master's Degree in Senior Marketing Management, Expert in Trade Union Relations** contains the most complete and up-to-date program on the market.

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

The certificate 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 career evaluation committees.

Title: **Advanced Master's Degree in Senior HR Management, Expert in Trade Union Relations**

Official N° of hours: **3,000 h.**



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



## Advanced Master's Degree Senior HR Management, Expert in Trade Union Relations

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree Senior HR Management, Expert in Trade Union Relations

