

Executive Development Program

Strategic Communication in Human Resources



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Strategic Communication in Human Resources

- » Modality: online
- » Duration: 3 months
- » Certificate: TECH Global University
- » Credits: 10 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and professionals with demonstrable experience in people management or executives with experience in other management areas who are going to work in Human Resources

Website: www.techtute.com/us/school-of-business/executive-development-program/strategic-communication-human-resources

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01 Welcome

Communication in Human Resources is a key element, since it improves employee performance. Being well informed helps to better understand the company's objectives and, therefore, favors teamwork to achieve them. The importance of this type of internal communication lies in the fact that most companies have already understood that only by involving their employees in their strategies and goals will they be able to get them truly involved. The aim of this program is to provide students with the specific tools they need to reach an optimum level of competence to implement specific communication plans that will favor the results of their businesses.



Executive Development Program in Strategic Communication in Human Resources.
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, practising 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.



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



Analysis

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



Academic Excellence

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



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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

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 Global University community.

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

04 Objectives

This program has been designed with the main objective of favoring the professional growth of business professionals working in Human Resources departments, so that they can develop the most appropriate communication channels to favor relationships with employees. In addition, at the end of the program, they will be better able to apply group dynamics to improve employee performance.



“

In personnel management, it is important to improve communication channels. With this program, you will learn how to do it effectively”

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

The Executive Development Program in Strategic Communication in Human Resources will enable students to:

01

Influence the opinions, attitudes and behaviors of the organization's internal and external audiences

04

Establish effective negotiation techniques in interpersonal corporate conflicts

02

Enhance management development at a personal and team level in order to grow as leaders in their area of competence

03

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



05

Develop the ability to detect, analyze and solve and problem-solving

06

Develop the ability to detect, analyze and solve problems



07

Lead group techniques and dynamics in order to develop high-performance teams

08

Improve personal skills and influence through public speaking, time management, and stress management

05

Structure and Content

A program designed to offer students the necessary specialization to enable them to improve communication channels with their employees. To this end, they are offered the opportunity to study completely online, with multiple theoretical and practical resources that will help them learn quickly. Undoubtedly, the ideal option to continue studying without leaving aside the rest of their daily obligations.



“

A 100% online program that will be essential to continue your studies while continuing to work”

Syllabus

The Executive Development Program in Strategic Communication in Human Resources is designed to promote the development of students' managerial skills, enabling them to manage their company's human capital efficiently, fostering better communication channels with employees.

Throughout 250 hours of study, the student will be able to obtain an overview of day-to-day life in the sector, thanks to the multiple theoretical and practical resources available in the virtual classroom. In this way, the program deals in depth with the aspects related to Human Resources management and is designed for managers to understand people management from a strategic, international and innovative perspective.

A syllabus designed for students, focused on improving their skills and preparing them for real life as a company's Human Resources manager. A program that includes everything you need to know about Strategic Communication at an internal level and that, in order to encourage employees to study, is offered in a 100% online format, so that they can balance their learning with the rest of their daily obligations.

This Executive Development Program takes place over 3 months and is divided into 3 modules:

- Module 1.** Communication in Organizations
- Module 2.** Interpersonal Communication
- Module 3.** Conflict and Negotiation



Where, When and How is it Taught?

TECH offers students the possibility of taking this Executive Development Program in Strategic Communication in Human Resources completely online. Throughout the 3 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Communication in Organizations

1.1. Communication in Organizations

- 1.1.1. The Information Technology Revolution
- 1.1.2. Types of Information Systems for Management
- 1.1.3. Informal Organization

1.2. Internal Communication and Comprehensive Communication Plan

- 1.2.1. HR Marketing and Communication
- 1.2.2. Programming, Execution and Evaluation of the Plan
- 1.2.3. Barriers to Business Communication

Module 2. Interpersonal Communication

2.1. Interpersonal Communication

- 2.1.1. Body Language
- 2.1.2. Assertive Communication
- 2.1.3. Interviews

2.2. Open Communication

- 2.2.1. Openness and Problem-Solving
- 2.2.2. Detection of Unsupportive Behavior
- 2.2.3. Active Listening

2.3. Personal and Influential Skills

- 2.3.1. Impact and Influence
- 2.3.2. Public Speaking
- 2.3.3. Stress Mastery
- 2.3.4. Time Management

Module 3. Conflict and Negotiation

3.1. Conflicts in Organizations

- 3.1.1. Interpersonal Conflicts
- 3.1.2. Conflict Conditions
- 3.1.3. Consequences of Conflicts

3.2. Negotiation

- 3.2.1. Intercultural Negotiation
- 3.2.2. Negotiation Focuses
- 3.2.3. Effective Negotiation Techniques
- 3.2.4. Restructuring



“

*Thanks to effective communication,
you will achieve better negotiations
with your employees”*

06

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.



07

Our Students' Profiles

The Executive Development Program in Strategic Communication in Human Resources is aimed at management and Human Resources professionals who want to update their knowledge, discover new ways of managing people and advance in their career. The knowledge they will acquire with this program will be fundamental for their professional growth.





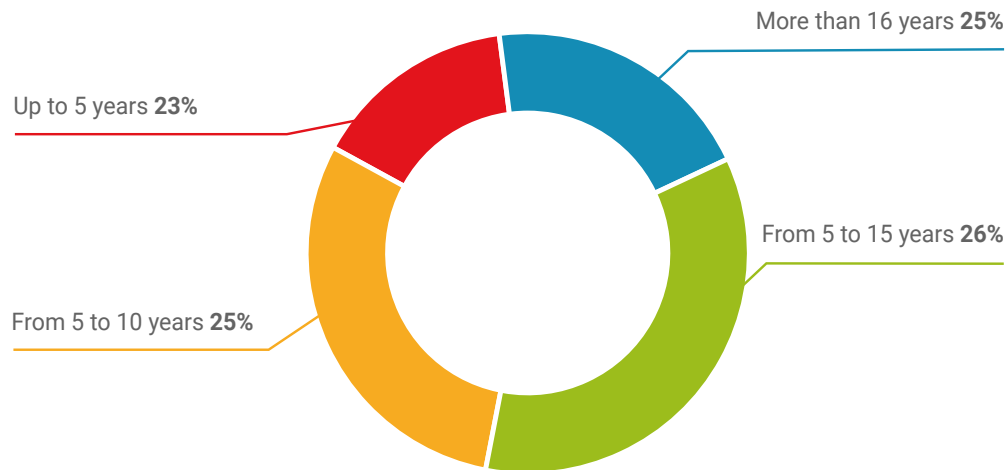
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*A program designed for you, who seek
excellence in every facet of your life”*

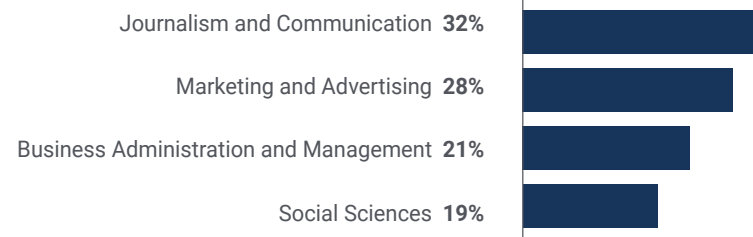
Average Age

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

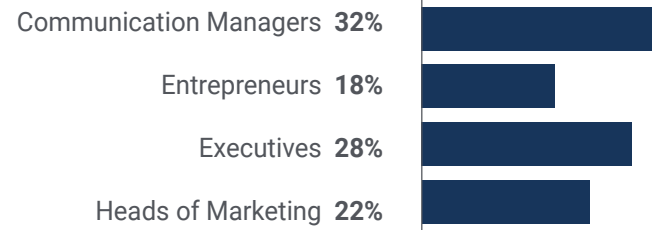
Years of Experience



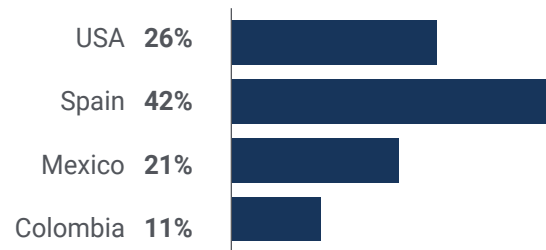
Training



Educational Profile



Geographical Distribution



Manuel Sánchez Ortiz

HR Manager

"As much as one might wish it, considering a program of this magnitude is not a simple matter, and even more so when one has to balance it with your professional activity and family life. However, the Executive Development Program in Strategic Communication in Human Resources offered me the opportunity to achieve my goals. The skilful faculty made the experience and learning even more enriching. Largely as a result of that, today I am the Director of Human Resources in a large company, a new position that I exercise with enthusiasm and my best work. All in all, I earned a well-deserved change for getting in on the action"

08

Impact on Your Career

Achieving a job improvement in the field of Human Resources requires great effort and dedication. The first step would be to demonstrate that you have the necessary knowledge and the appropriate specialization to achieve it. For this reason, TECH Global University, in its commitment to improve the qualification of business professionals, proposes this program, in which students will be able to update themselves with the latest developments in Strategic Communication applied to the sector.



“

TECH wants to help you get the job improvement you want and, for this purpose, offers you this complete program”

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

The Executive Development Program in Strategic Communication in Human Resources by TECH Global University is an intensive program that prepares students to face challenges and decisions in the field of internal communication, focused on the Human Resources sector. The main objective is to promote personal and professional growth. Helping students achieve success.

A program aimed at professionals seeking academic and professional excellence.

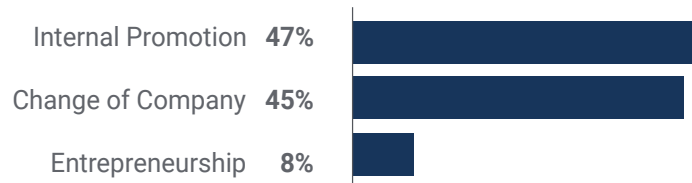
Don't let time go by waiting for a better job. Take the step of enrolling in this program and increase your options for professional growth.

Reach the top management of HR by improving your knowledge in Strategic Communication applied to the sector.

Time of Change



Type of change



Salary increase

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



09

Benefits for Your Company

The Executive Development Program in Strategic Communication in Human Resources is aimed at improving the professional skills of Human Resources managers. This also helps to improve the working methods of the companies in which they work, thereby providing significant benefits at the corporate level. Therefore, it becomes the perfect program for companies to select for their employees.





“

You will improve communication channels with your employees, achieving higher performance in a short time”

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 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 of the world economy.



05

Project Development

The executive can work on a real project or develop new projects in the field of R&D or business development of their company.

06

Increased competitiveness

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

10 Certificate

The Executive Development Program in Strategic Communication in Human Resources guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Development Program diploma issued by TECH Global University.



“

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

This program will allow you to obtain your **Executive Development Program diploma in Strategic Communication in Human Resources** 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: **Executive Development Program in Strategic Communication in Human Resources**

Modality: **online**

Duration: **3 months**

Accreditation: **10 ECTS**





Executive Development Program

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