

# Hybrid Executive Master's Degree People Management





## Hybrid Executive Master's Degree People Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Website: [www.techtute.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-people-management](http://www.techtute.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-people-management)

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# 01

# Introduction

The management of Human Resources in any company is fundamental to guarantee its success, and its results will depend, proportionally, on the quality of its workers. That is why having specialized training in People Management is necessary for any professional who aspires to manage this area, since this way they will be able to improve their competencies and leadership skills and acquire the aptitudes that accredit them as the ideal profile to occupy this position. This program adapts to the academic needs of the graduate, providing the most complete and exhaustive syllabus in everything related to Human Resources management. It is a program that offers not only the best theoretical experience, but also includes a stay in a reference center where you will be able to put into practice everything you have learned during the course of the training.





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*The International Director, invited to this Hybrid Executive Master's Degree, will offer you a holistic vision of the advances in people management through 10 Masterclasses”*

Nowadays, the Human Resources area of any company is one of its fundamental pillars. The professionals who are part of this sector are in charge of selecting the human capital that will later work to increase the productivity of the company. That is why this team must always act taking into account the great responsibility that implies that they are the ones who decide which workers are the most suitable to meet the requirements demanded by the company.

On the other hand, specialists in personnel management are also in charge of ensuring a good working environment, which is absolutely necessary to guarantee optimal and efficient performance. For this reason, any professional who aspires to manage this area must have specialized knowledge in the field of leadership and strategic management of Human Resources, in order to be able to perform their work with the guarantee that they can contribute to the process of achieving the most demanding and ambitious objectives set by the company.

For this reason, TECH has designed this very complete Hybrid Executive Master's Degree in People Management. The program is unique in its kind since it devotes, first of all, one year to the theoretical study of the most advanced concepts and work tools for this professional field. In addition, this period of the university program is distinguished by the participation of a Teaching Director of the highest prestige in the international arena. This renowned specialist is in charge of 10 Masterclasses with an exhaustive analysis of the latest trends in leadership and Human Resources management.

After this initial stage, students have a practical internship in specialized companies. In these environments they are guaranteed direct guidance from an assistant coach to implement innovative strategies for recruiting and motivating employees. All this in 3 intensive weeks to complete 120 hours of face-to-face training.

This **Hybrid Executive Master's Degree in People Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by experts in the management and administration of Human Resources
- ♦ Its graphic, schematic and eminently practical contents, with which they are conceived, gather current and assistance information on those administrative disciplines that are essential for professional practice
- ♦ In-depth knowledge of the Human Resources area, as well as its characteristics and management models
- ♦ Interactive learning system based on algorithms for decision making on the practical cases presented
- ♦ Practice guides for the use of the main tools in Human Resources administration
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ In addition, the graduate will be able to do an internship in an important company



*The International Director, invited to this Hybrid Executive Master's Degree, will offer you a holistic view of the advances in business management of people through 10 Masterclasses"*

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*You will have the best theoretical content developed by TECH's team of experts and with the guarantee that after the course you will continue to improve your skills in the practical stay”*

In this Executive Master's Degree proposal, of a professionalizing nature and blended learning modality, the program is aimed at updating management professionals who develop their functions in the Human Resources area, and who are required to have a high level of qualification. The contents are based on the latest developments in the sector, and oriented in a didactic way to integrate theoretical and practical knowledge in administration, and the elements that will facilitate the updating of knowledge, as well as decision making in the business management of Human Resources.

Thanks to its multimedia content elaborated with the latest educational technology, it will allow the management professional to have a situated and contextual learning, that is, a simulated environment that will provide an immersive experience programmed to prepare in real situations. The design of this program is focused on Problem-Based Learning, by means of which they will have to try to solve the different situations of professional practice that will arise throughout the program. For this purpose, it will be assisted by an innovative interactive video system created by renowned experts.

*You will have access to the Virtual Classroom 24 hours a day, 7 days a week so that you can organize your academic period as you prefer.*

*Companies are increasingly requesting the profile of a specialist in Human Resources. Enroll in this Hybrid Executive Master's Degree and acquire all the skills that will make you meet their demand.*



# 02

## Why Study this Hybrid Executive Master's Degree?

To obtain a real development in the area of Human Resources management, it is not enough for the professional to know the latest techniques and administrative approaches, but it is essential that they acquire the necessary tools to apply all this knowledge in the work environment. For this reason, TECH has designed this program, which combines the most recent updates in areas such as labor law, social security, remuneration policy and talent management, with a practical internship in a prestigious company. This is a unique opportunity in which the student will acquire a complete vision of the current and future panorama of People Management.





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*Get up to date with the latest advances in the management and administration of a company's personnel thanks to this unique experience offered by TECH: enter a real business environment with the best professionals in the sector”*

### **1. Updating from the latest technology available**

Manage and administer the staff of an organization is a complex task that requires efficiency, in order to ensure that the objectives set by the company are met. Therefore, knowing the latest news and procedures in this area allows the specialist to develop his work with quality and efficiency. Due to this, and with the aim of the professional to acquire all these innovations, TECH presents this Hybrid Executive Master's Degree with an internship. With it, the administrative manager will enter a cutting-edge business environment, accessing the latest technology in the field of People Management.

### **2. Gaining in-depth knowledge from the experience of top specialists**

In order to guarantee a quality update of knowledge, a team of specialists will accompany the professional throughout his or her practical period. In this way, the student will acquire all the competencies and skills necessary to incorporate into his or her daily practice. In addition, the specifically appointed tutor will be in charge of supervising and advising the professional in all the tasks they perform during their internship.

### **3. Entering first-class environments**

All the centers available for Internship Programs have been carefully selected. Thanks to this, the professional is guaranteed access to a highly prestigious company with the best experts in the sector. In this way, they will delve into the day-to-day work of a demanding and rigorous area of work, to learn about the most up-to-date procedures in areas such as personnel selection, work climate analysis and payroll management, among others.





#### **4. Combining the best theory with state-of-the-art practice**

In order for the specialist to combine personal and professional responsibilities with learning, TECH offers this new 100% practical study model. With it, not only can you get to grips with state-of-the-art procedures in the field of People Management, but you will be able to put everything you have learned into professional practice in just 3 weeks.

#### **5. Expanding the boundaries of knowledge**

TECH's main objective with this program is for professionals to expand their frontiers and keep up to date with the best experts in the sector. For this reason, it offers the possibility of completing the Master's Degree's practical internship in both national and international companies. In this way, the specialist will be in contact with experts from the largest companies in the market that are located on different continents. An opportunity that only a university like TECH could offer.



*You will have full practical immersion at the center of your choice"*

# 03 Objectives

The design of this Hybrid Executive Master's Degree in People Management has been carried out with the objective that the graduate will find, in a single degree, all the information that will allow them to improve their skills and competencies within Human Resources management. The aim is to offer all the theoretical and practical tools that will help you become a highly qualified specialist and distinguished from the rest by having a training that guarantees your commitment and your academic and professional quality.



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*You will have an internship tutor who will guide you during the program so that you can get the most out of this academic experience”*



## General Objective

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- The general objective of the Hybrid Executive Master's Degree in People Management is to provide students with the necessary knowledge to develop easily in the Human Resources management environment. Thanks to the internship guaranteed by this program, you will be able to learn about the evolution of the sector, its intricacies and the keys to carry out an effective and efficient management. It is a matter of delving in detail into the theoretical content, which you will then be able to contextualize in reality, when confronted with situations specific to the sector



*After completing this Hybrid Executive Master's Degree you will be much closer to achieving your most ambitious professional goals"*





## Specific Objectives

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- ♦ Gain knowledge about the evolution of People Management, especially in the business environment
- ♦ Participate in the understanding of the organizations' management of the importance of effective personnel management
- ♦ Use the methodology, tools and material resources adapted to personnel selection
- ♦ Know how to strategically manage the Human Resources department
- ♦ Examine time and personal energy management with the use of new technologies
- ♦ Identify the different forms of labor throughout history and in different social-political models
- ♦ Understand strategies for planning and managing Human Resources department projects
- ♦ Understand the process and need for audits in this field
- ♦ Describe the new Human Resources policies in the digital era, through performance evaluation scales and observation techniques
- ♦ Be able to prepare an annual performance plan according to the organization within the scope of labor policies and equality at work
- ♦ Recognize the challenges of the professional in the digital transformation of employees
- ♦ Make the most of your employees' talents and preparing your company for technological change
- ♦ Obtain a global vision of talent and international professional profile

# 04 Skills

This Hybrid Executive Master's Degree in People Management will provide the graduate with all the tools that will help them improve their leadership and management skills. Thanks to the exhaustiveness with which this program has been designed, you will acquire the necessary knowledge that will allow you, later in the practical period, to demonstrate your most significant qualities and your professional quality. That is why this program is the best option to grow from the guidance of experts in the sector and with the endorsement that distinguishes TECH above all other online academic centers in the world.





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*You will be able to apply the latest industry plans and protocols in personnel management, which will help you elevate your company above the competition”*



## General Skills

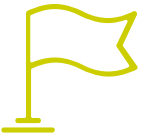
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- Apply specific management and leadership skills to the management of Human Resources teams in any company
- Develop and manage personnel administration protocols
- Promote a good work environment through the inclusion of updated techniques and models based on optimal performance

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*You will be able to update your knowledge in the management and administration of an organization's personnel, all under the umbrella of the latest developments in the professional market”*





## Specific Skills

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- ♦ Intervene in labor relations between employer and employee
- ♦ Apply different techniques for performance assessment and business engagement in digital projects
- ♦ Discuss digital transformation processes
- ♦ Apply the legal procedures that allow for the optimal management and administration of justice by the corresponding responsible bodies
- ♦ Explore the psychology of work and organizations
- ♦ Establish labor relations and implement career development plans in expatriation processes
- ♦ Intervene in labor relations between employer and employee
- ♦ Apply different techniques for performance assessment and business engagement in digital projects
- ♦ Implement plans designed to enhance effective and successful talent management
- ♦ Apply the strategies of talent management
- ♦ Manage bonuses for specific groups on an equal opportunity basis
- ♦ Design an annual training plan for the company
- ♦ Establishment of recruitment plans that promote the development and proper functioning of the organizations
- ♦ Analyze the results of the annual performance plan
- ♦ Collaborate and be a valuable asset when recruiting effective and functional professionals for the organizations
- ♦ Manage different internal and external training programs
- ♦ Analyze globalization, human rights and multinational corporations

05

# Course Management

TECH, in its eagerness to provide managers with the most advanced skills in People Management, has composed a faculty of excellence for this Hybrid Executive Master's Degree. Its members are part of elite companies and apply in their daily practice the latest trends in the recruitment of qualified personnel. At the same time, they are seasoned in the development of motivation strategies and in encouraging workers in their quest for progressive improvement. In short, it is a team of highly skilled experts who have meticulously chosen the topics and multimedia resources of this university program.



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*You will complete this academic itinerary with the didactic guidance of experts with extensive experience in Human Resources management”*

## International Guest Director

Gina Cruceru is a true eminence in the field of administrative leadership and Human Resources management. For more than 15 years she has been involved in organizational transformation projects in various industrial sectors. In addition, the professionals under her care have achieved very high levels of business commitment through their productive functions.

Since the beginning of her career, this expert has been involved in the dynamic environment of Fast Moving Consumer Goods (FMCG), energy and oil & gas. The experiences acquired in these fields have provided her with advanced theoretical and practical skills which, in turn, have enabled her to work as Deputy HR Director at the prestigious KMG International Group (Rompetro). In that position she has specialized in the search for mechanisms to achieve objectives and maximize the performance of workers.

Specifically from the Rompetrol community, Cruceru has implemented programs to improve people management processes. In particular, she has deployed initiatives related to career performance management, recruitment and selection, training and development, labor relations, employer branding and others. With almost 6,000 employees of multiple nationalities under her responsibility, she has promoted work strategies that encompass different disciplines, integrating various departments and technical activities.

She holds a Master's Degree in Business Communication and Human Resources from the University of Bucharest and a Bachelor's Degree in Philosophy and European Studies. Thanks to her first professional experiences, she has been involved with multinationals such as Phillip Morris Romania. At the same time, she has coordinated the platforms Together We Grow People and Fuel People Passions that are committed to creating balanced work environments, where the leaders of the future can develop naturally.



## Ms. Cruceru, Gina

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- HR Director at Rompetrol Group KMG International, Bucharest, Romania
- Human Resources Specialist at Phillip Morris Romania
- Master's Degree in Business Communication and Human Resources from the University of Bucharest
- Degree in Philosophy and European Studies at the University of Bucharest

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

06

# Educational Plan

The syllabus of this Hybrid Executive Master's Degree in People Management has been designed taking into account the requirements of the sector and following the recommendations of TECH's team of experts. In addition, its development has been carried out following the specifications of the Relearning methodology, which is based on the reiteration of concepts to promote a gradual and natural learning. This, together with the quality of the additional material that the graduate will find in the Virtual Classroom, makes it possible to significantly reduce the teaching load of the program without sacrificing its completeness and quality.







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*In the Virtual Classroom you will find complementary material in audiovisual format, research articles and readings with which you will be able to deepen in each section of the syllabus that you consider of special relevance for your professional growth”*

## Module 1. Labor Relations Theory

- 1.1. History of Labor Relations
  - 1.1.1. Conceptual Framework and Definition. (Basic Concepts of Employment, Work)
  - 1.1.2. Historical Evolution of Labor Relations
  - 1.1.3. Society of Knowledge in the 21st Century
- 1.2. Evolution of the Forms of Work
  - 1.2.1. Labor Relations and Labor Markets
  - 1.2.2. The Theory and Practice of Labor Market Segmentation
- 1.3. Socialism - Communism in Labor Relations
  - 1.3.1. Conceptual Framework of Socialism and Communism
  - 1.3.2. Brief Historical Description
  - 1.3.3. Labor Relations under the Communist Political Framework
  - 1.3.4. Labor Relations under the Socialist Political Framework
- 1.4. Liberalism-Capitalism in Labor Relations
  - 1.4.1. Concept of Liberalism versus Capitalism
  - 1.4.2. Capitalism Throughout the History of the Economy
  - 1.4.3. Labor Relations under the Prism of Economic Capitalism
- 1.5. Trade Union Law
  - 1.5.1. Trade Unionism
  - 1.5.2. The Role of Collective Bargaining
- 1.6. Employee Representation
  - 1.6.1. Concept
  - 1.6.2. Negotiation
- 1.7. State Intervention in Labor Relations
  - 1.7.1. Historical Framework
  - 1.7.2. Public Intervention in the Configuration of Individual Labor Relationships
  - 1.7.3. Employment Contracts, Working Hours, Wages and Benefits
- 1.8. Institutionalism and Pluralism
  - 1.8.1. Conceptualization and Framing within the Theories of the State
  - 1.8.2. Institutionalism
  - 1.8.3. Pluralism

- 1.9. Corporatism
  - 1.9.1. Conceptualization
  - 1.9.2. Types of Corporatism in the International Scenario
- 1.10. Social Policies in the International Sphere
  - 1.10.1. Social Policies (Convergences and Divergences)
  - 1.10.2. Intervention Models
  - 1.10.3. The State of Well-Being

## Module 2. HR Strategic Management and Administration

- 2.1. Strategic Thinking and Systems
  - 2.1.1. The Company as a System
  - 2.1.2. Strategic Thinking Derived from Corporate Culture
  - 2.1.3. The Strategic Approach From a People Management Perspective
- 2.2. Human Resources Department Project Planning and Management
  - 2.2.1. Keys to the Design and Implementation of a Balanced Scorecard
  - 2.2.2. Workforce Sizing and Planning
  - 2.2.3. Supporting Operations: Personnel Policies
- 2.3. Strategic Organizational Design
  - 2.3.1. Business Partners Model
  - 2.3.2. Share Services
  - 2.3.3. Outsourcing
- 2.4. Job Design, Recruitment, and Selection
  - 2.4.1. Training and Career Development
  - 2.4.2. Strategic Approach to People Management
  - 2.4.3. Design and Implementation of Personnel Policies and Practices
- 2.5. HR Analytics
  - 2.5.1. Big Data and Business Intelligence (BI)
  - 2.5.2. Human Resources Data Analysis and Modeling
  - 2.5.3. Design and Development of Human Resources Metrics Measurements

- 2.6. Strategic Leadership
  - 2.6.1. Leadership Models
  - 2.6.2. Coaching
  - 2.6.3. Mentoring
  - 2.6.4. Transformational Leadership
- 2.7. Audit and Control of Human Resources Management
  - 2.7.1. Reasons for the Audit of Human Resources Management
  - 2.7.2. Data Collection and Analysis Tools
  - 2.7.3. Audit Report

### Module 3. Organizational Design

- 3.1. Fundamentals of Organizational Structure
  - 3.1.1. Introduction to the Organizational Structure
  - 3.1.2. Basic Principles of Organization
- 3.2. Organizational Design Criteria
  - 3.2.1. Workplace Organization
  - 3.2.2. Chain of Command Management
  - 3.2.3. Centralization and Decentralization Mechanisms
  - 3.2.4. Process Formalization Procedures
- 3.3. Components of Organizational Structure
  - 3.3.1. Functional Organization Charts
  - 3.3.2. Matrix Organization Charts
- 3.4. Job Assessment
  - 3.4.1. Quantitative Analyses of Job Assessment
  - 3.4.2. Qualitative Analyses of Job Assessment
- 3.5. Organizational Management by Processes
  - 3.5.1. Integrated Process Management in the Organization
- 3.6. Competency Management
  - 3.6.1. Introduction to Professional Competencies: Definition of Competency
  - 3.6.2. Competency-Based Management Mechanisms

- 3.7. New Forms of Organization
  - 3.7.1. Organization by Projects
  - 3.7.2. Flat Organizations
- 3.8. Collaborative Workspaces
  - 3.8.1. Collaborative Workspace Design
  - 3.8.2. Productivity Measurement Systems in Collaborative Workspaces
- 3.9. Organization of Self-Managed Teams
  - 3.9.1. Characteristics of a Self-Managed Team
  - 3.9.2. Self-Managed Team Management Methodologies
- 3.10. Communication as an Organizational Tool Management
  - 3.10.1. Communication as an Element in Organizational Relationships
  - 3.10.2. Communication Management in Organizations

### Module 4. Performance Management and Compensation Policy

- 4.1. Introduction to Performance Management and Management by Objectives
  - 4.1.1. The Impact of the Digital Era on Professional Performance
  - 4.1.2. Digital Transformation in Companies
  - 4.1.3. New Human Resources Policies in the Digital Era
  - 4.1.4. New Work Environments
  - 4.1.5. Performance Assessment: What Is It and What Is It for?
  - 4.1.6. Performance Evaluation Models
- 4.2. The Performance Management Cycle
  - 4.2.1. New Work Environments
  - 4.2.2. Phases of the Performance Management Cycle
  - 4.2.3. Models in Work Systems
- 4.3. Performance Planning
  - 4.3.1. Initial Design of the Performance Evaluation: Company Analysis
  - 4.3.2. Setting Individual and Group Objectives
  - 4.3.3. Performance Metrics
  - 4.3.4. Competency-based Evaluation Systems

- 4.4. Performance Monitoring
  - 4.4.1. Management of the Corporate Talent Map
  - 4.4.2. Individual and Group Action Plan Follow-up Mechanisms: Observation, Coaching and Feedback Techniques.
  - 4.4.3. Recognition Plans
- 4.5. Performance Evaluation
  - 4.5.1. Key Points in Performance Appraisal: Objectives, Competencies and Project/Team
  - 4.5.2. Definition of Evaluation Scales and Parameters of Excellence
  - 4.5.3. The Application of the Evaluation
- 4.6. Underperformance Management
  - 4.6.1. Observation Techniques
  - 4.6.2. Incentive Motivation and Coaching Methodologies
  - 4.6.3. Recovery Plan
- 4.7. Annual Planning of Performance Plans
  - 4.7.1. Design and Development of an Annual Performance Plan
  - 4.7.2. Result Analysis

## Module 5. Talent Management

- 5.1. Managing Human Capital
  - 5.1.1. Intellectual Capital. The Intangible Asset of Knowledge
  - 5.1.2. Talent Acquisition
  - 5.1.3. Search for People for the Organization
  - 5.1.4. Preventing the Loss of Human Resources
- 5.2. Innovation in Talent and People Management
  - 5.2.1. Strategic Talent Management Models
  - 5.2.2. Talent Identification, Training and Development
  - 5.2.3. Loyalty and Retention
  - 5.2.4. Proactivity and Innovation
- 5.3. Strategic Engagement Management
  - 5.3.1. Engagement Management in the New Generations.
  - 5.3.2. Return on Capital Stock
  - 5.3.3. Emotional Salary.



- 5.4 Talent Management and Commitment
  - 5.4.1. Keys for Positive Management
  - 5.4.2. Talent Map of the Organization
  - 5.4.3. Cost and Added Value
- 5.5. Human Resources Management by Competencies
  - 5.5.1. Analysis of the Potential
  - 5.5.2. Career/Succession Planning
- 5.6. Management of Training
  - 5.6.1. Learning Theories
  - 5.6.2. Talent Detection and Retention
  - 5.6.3. Gamification and Talent Management
  - 5.6.4. Training and Professional Obsolescence
- 5.7. Motivation
  - 5.7.1. The Nature of Motivation
  - 5.7.2. Expectations Theory
  - 5.7.3. Needs Theory
  - 5.7.4. Motivation and Financial Compensation
- 5.8. Compensation and Non-Economic Benefits
  - 5.8.1. Quality of Life in the Workplace Programs
  - 5.8.2. Expansion and Enrichment of the Job
  - 5.8.3. Flexible Schedules and Job Sharing
  - 5.8.4. Healthy Environment Organization
- 5.9. Incentives and Profit Sharing
  - 5.9.1. Incentive Systems
  - 5.9.2. Cost Reduction Plans
  - 5.9.3. Distribution of Salary Concepts
- 5.10. Environment, Strategy, and Metrics
  - 5.10.1. Efficiency and Motivation in the Workplace
  - 5.10.2. Study of Methods and Work Measurement
  - 5.10.3. Performance Evaluation



## Module 6. Talent Development in the Digital Age

- 6.1. Digital Transformation in Talent Management
  - 6.1.1. Challenges of New Human Resources Communication Management in the Digital Age
  - 6.1.2. Talent in the 21st Century. Motivational Designs and Learning Agility
  - 6.1.3. Change Management in the Digital Age
- 6.2. Managing Human Capital
  - 6.2.1. Human Capital Concept
  - 6.2.2. Management Strategy
- 6.3. Innovation and Talent Management
  - 6.3.1. Contextualization of Talent
  - 6.3.2. Process of Talent Management
- 6.4. Knowledge and Talent Management
  - 6.4.1. Attitudes, Values and Beliefs
  - 6.4.2. Engagement Management and Corporate Culture
- 6.5. Digital Strategies in Human Resources
  - 6.5.1. Employer Branding in Human Resources
  - 6.5.2. Personal Branding for Human Resources Professionals
  - 6.5.3. Networking and Social Media
- 6.6. Work Performance Management in Digital Ecosystems
  - 6.6.1. Competencies 3.0 for Work in the Digital Age
  - 6.6.2. Digital Project Management
  - 6.6.3. Coordination of Virtual Work Teams
  - 6.6.4. Growth Management: Leading Competent Teams
  - 6.6.5. Mentoring and Collaborative Learning
- 6.7. Motivation in the Digital Era
  - 8.7.1. Motivation and Job Satisfaction, Contextualization
  - 6.7.2. New Work Motivation Systems: Gamification
- 6.8. Compensation and Non-Economic Benefits
  - 6.8.1. Basic Aspects of Remuneration Policies
  - 6.8.2. Remuneration in Kind Systems

- 6.9. Incentives and Profit Sharing
  - 6.9.1. Contextualization
  - 6.9.2. Types of Profit Sharing
  - 6.9.3. Monitoring and Measurement of Satisfaction
- 6.10. Environment and Metric Strategy
  - 6.10.1. Contextualization
  - 6.10.2. Measurement and Monitoring

## Module 7. Work Environment Management I

- 7.1. Introduction to Work Environment Management
  - 7.1.1. Organizational Culture, Leadership and Conflict
  - 7.1.2. Basic Elements of Organizational Culture
  - 7.1.3. Conflicts: Concepts and Types
  - 7.1.4. Relationship Between Culture and Leadership
- 7.2. Introduction to the Prevention of Occupational Risks
  - 7.2.1. Introduction to Work Health and Safety
  - 7.2.2. Introduction to Ergonomics in the Workplace
  - 7.2.3. Introduction to the Prevention of Psychosocial Risks
- 7.3. Environmental Conditions for People with Disabilities
  - 7.3.1. NOM -030- SSA3-2013
  - 7.3.2. Types of Disabilities
  - 9.3.3. Correct Adaptation of the Work Place
- 7.4. Gender Equality of the Organization
  - 7.4.1. Rules and Sanctions in the Organization
  - 7.4.2. Actions for Effective Equality Between Men and Women in the Field of Employment
- 7.5. Job Placement Management
  - 7.5.1. Personnel Selection
  - 7.5.2. Internal Selection Processes
  - 7.5.3. External Selection Processes

- 7.6. Work Environment
  - 7.6.1. The Environment in Organizations: Concept of Work Environment
  - 7.6.2. Work Climate Dimensions
  - 7.6.3. Measurement of the Work Environment
  - 7.6.4. Qualitative Measuring Tools for the Work Environment: SWOT and PESTEL
- 7.7. Deterioration of the Working Environment
  - 7.7.1. Psychosocial Risks: Burnout and Mobbing
  - 7.7.2. Absenteeism
- 7.8. Data Protection Regulatory Framework
  - 7.8.1. Introduction to Data Protection
  - 7.8.2. Federal Law on the Protection of Data Held by Private Parties
- 7.9. Work Environment Improvement Plan
  - 7.9.1. Primary, Secondary and Tertiary Prevention
  - 7.9.2. Crisis Intervention
  - 7.9.3. Essential Criteria for an Action Plan

## Module 8. Management and Administration of In-Company Training

- 8.1 In-Company Training
  - 8.1.1 Training Concept, Objectives and Actors
  - 8.1.2. Training as an Element of Business Strategy
- 8.2. Training Planning
  - 8.2.1. Element of Training Planning
  - 8.2.2. Budget Management
- 8.3. Assessment of Training Needs
  - 8.3.1. Detection of DNC Training Needs
  - 8.3.2. Techniques and Data Collection
  - 8.3.3. Analysis and Valuation
- 8.4. Training Methods
  - 8.4.1. In-Office Training
  - 8.4.2. Out-of-Office Training
  - 8.4.3. Training in Digital Environments: e-Learning
  - 8.4.4. Blended Training

- 8.5. Design and Programming of Training Activities
  - 8.5.1. Concept of Design and Programming of Training Activities
  - 8.5.2. Definition of the Objective and Contents of the Training Activities
  - 8.5.3. Methodology of Teaching in Training Activities
- 8.6. The Dual Education System
  - 8.6.1. Origin of Dual Training and Reference Countries
  - 8.6.2. Labor Aspects of the Dual Training Context
  - 8.6.3. Training Aspects of the Dual Training Context
  - 8.6.4. Perspectives and Evolution of Dual Training
- 8.7. The Cost of Training in the Organization
  - 8.7.1. Direct Training Costs
  - 8.7.2. Indirect Training Costs
  - 8.7.3. The Economic Impact of Proper Training in the Company
- 8.8. In-House Training Inspections and Audits
  - 8.8.1. Government Inspections
  - 8.8.2. External Audits
  - 8.8.3. Risks in Case of Non-Compliance
- 8.9. Highly Specialized Training
  - 8.9.1. High-Risk Positions
  - 8.9.2. Special Training Programs

07

# Clinical Internship

After passing the theoretical training period, TECH offers the graduate the possibility of completing 120 hours of internship in the Human Resources and Personnel Management area of a large company. In this way, they will be able to apply everything developed during the syllabus, contextualizing the concepts and favoring the fixation of the same. The aim is to close the academic cycle through a complete degree: from the acquisition of knowledge to its implementation in the work environment.





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*During the Internship Program you will face complex situations that will require your maximum potential. You will have the security of being perfectly qualified to solve them and you will have a tutor at your side who will be at your disposal to guide you”*

The practical part of this Hybrid Executive Master's Degree in People Management consists of a 3-week internship in a prestigious company, from Monday to Friday with 8 consecutive hours of work, supervised by a professional with extensive experience in the sector. This experience will allow the graduate to learn in detail the day to day of the profession and to work in real situations alongside an expert and reference team within the Human Resources area.

In this completely practical training proposal, the activities are aimed at developing and perfecting the skills necessary to provide a management and personnel management service, acquiring the necessary skills to manage all the actions required by the area and to provide the company with a plus of quality in accordance with the best selection of employees.

It is, without a doubt, an opportunity to learn by working in the Human Resources department of a large company, getting to know its daily routine, how its professionals work, the challenges that arise and how to face them, the difficulties that may arise and how to overcome them, etc. In addition, the face-to-face stay in this company will allow the professional to complete a minimum number of practical activities, an aspect highly valued by companies.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of the professors and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of People Management (learning to be and learning to relate).



The procedures described below will be the basis of the practical part of the training, and its realization will be subject to the center's own availability and workload, being the proposed activities the following:

Module	Practical Activity
<b>Approach to Social Security and Personnel Administration</b>	Develop analysis of people and protected contingencies
	Examine the types of economic benefits: subsidies and pensions
	Evaluate the social assistance system
	Analyze pension plans and funds
	Evaluate hiring methods
	Perform payroll statement examinations
	Perform calculation and deduction valuations
	Analyze working hours, vacations and leaves of absence
	Apply different types of taxes
	Perform an evaluation of technological tools for payroll processing
	Perform various compensation and benefits valuations
<b>Leadership Techniques and Strategic in HR Management</b>	Develop an analysis of strategic thinking
	Plan and manage HR department projects
	Perform strategic organizational design
	Perform job design, recruitment and selection
	Master the application of HR Analytics
	Perform audit and control reviews of Human Resources management
	Evaluate the different jobs in the organization
	Develop an organizational management by processes and competencies
	Organize self-managed teams

Module	Practical Activity
<b>Talent Management Techniques</b>	Manage human capital
	Strategic management of talent and commitment
	Manage human resources by competencies
	Manage the organization's training
	Analyze Compensation and non-financial benefits
	Execute the application of Incentives and Profit Sharing
	Manage work performance in digital ecosystems
	Manage occupational risk prevention
<b>Address the direction and management of training and the work environment in the company</b>	Manage labor market insertion
	Develop evaluations of the work environment, delving into the analysis of possible deterioration
	Develop a work climate improvement plan
	Apply the data protection regulatory framework
	Diagnose training needs and implement training planning
	Analyze available training methods
	Design and schedule training actions

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Hybrid Executive Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Executive Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Executive Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Executive Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Executive Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Executive Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 08

## Where Can I Do the Internship?

The magnitude that TECH reaches with the quality of its academic offerings and the number of professionals who choose it every year to improve their careers has allowed it to establish contractual relationships with companies around the world so that students can develop practical training in their facilities after passing the theoretical period. In this way, the graduate will not only have access to the most comprehensive program in the sector, but will also have the guarantee of being able to apply the knowledge acquired in an entity that will add a distinctive professional experience to their curriculum.





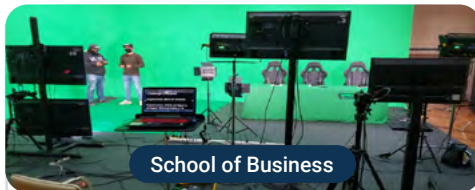
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*An eminently practical program to guarantee you a personal and professional growth that will place you among the best specialists in People Management”*

# tech 40 | Where Can I Do the Internship?



The student will be able to complete the practical part of this Hybrid Executive Master's Degree at the following centers:



School of Business

## Gaming Partners

Country	City
Mexico	Mexico City

Address: Poniente 75 Col. 16 de septiembre  
Alcaldía Miguel Hidalgo

Company specialized in gaming marketing  
and videogame development

**Related internship programs:**  
- People Management  
- MBA in Sales and Marketing Management



School of Business

## Grupo Línea 7

Country	City
Mexico	Mexico City

Address: Avenida Tláhuac número interior C  
número exterior 1021 Col. Lomas Estrella 1A  
sección Iztapalapa C.P. 09880 cdmx

Company focused on the manufacture and  
distribution of bicycles nationwide

**Related internship programs:**  
- People Management  
- Business Economics and Statistics



School of Business

## Liverpool

Country	City
Mexico	Mexico City

Address: Mario Pani No. 200 Col. Santa Fe  
Cuajimalpa C.P. 05348 Cuajimalpa CDMX

Entity specialized in digital marketing and commercial  
strategy

**Related internship programs:**  
- MBA in Digital Marketing  
- People Management





School of Business

### CBM innovación en estrategias SAS

Country	City
Mexico	Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management



School of Business

### Grupo Fórmula

Country	City
Mexico	Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

**Related internship programs:**

- Graphic Design
- People Management

09

# Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes  
(which you might not be able to attend)”*



## The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”*

## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

*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.*



## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”*

### The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*



As such, the best educational materials, thoroughly prepared, will be available in this program:



#### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



#### Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



#### Interactive Summaries

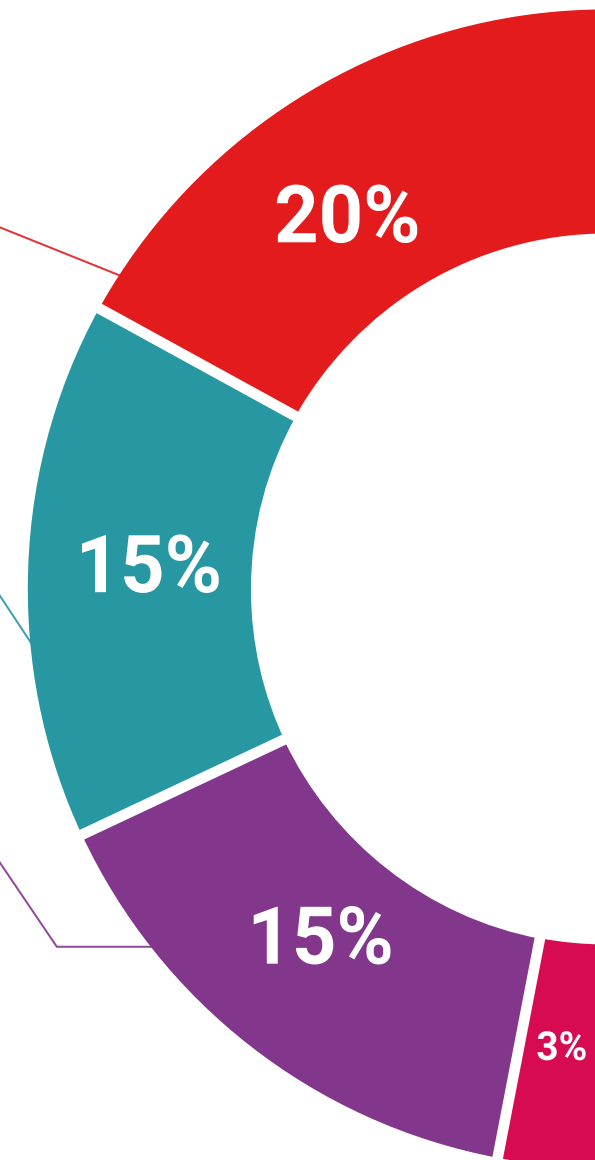
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

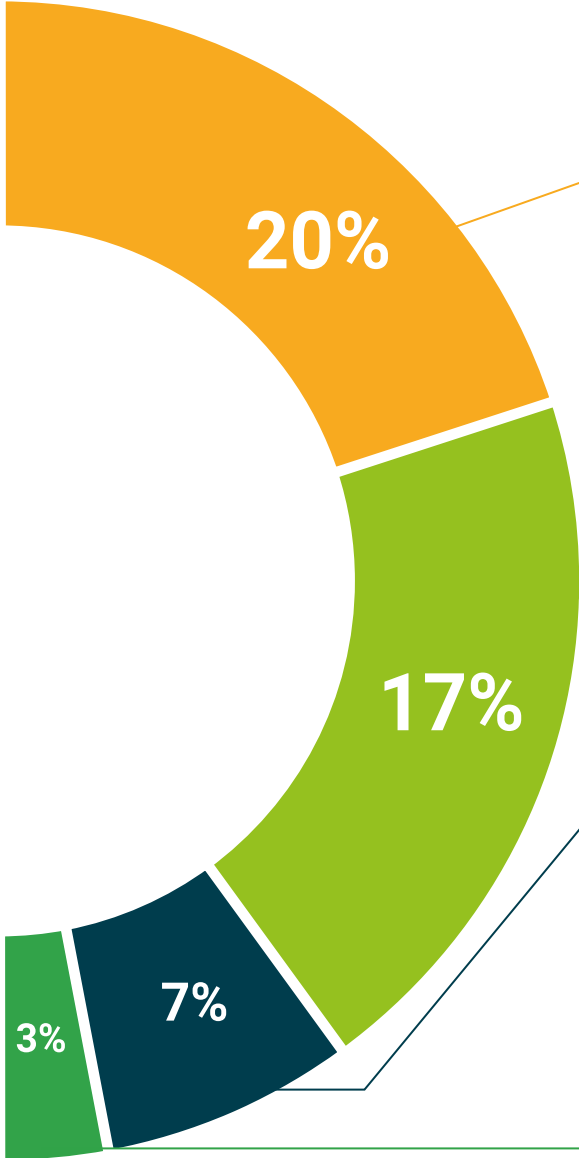
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





**Case Studies**

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



**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 for future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



# 10 Certificate

The Hybrid Executive Master's Degree in People Management guarantees, in addition to the most rigorous and updated knowledge, access to a Hybrid Executive Master's Degree issued by TECH Global University.



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

This private qualification will allow you to obtain an **Hybrid Executive Master's Degree diploma in People Management** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, 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: **Hybrid Executive Master's Degree diploma in People Management**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **60 + 4 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.



## Hybrid Executive Master's Degree

### People Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

# Hybrid Executive Master's Degree People Management

