

# Postgraduate Certificate Emotional Remuneration





## Postgraduate Certificate Emotional Remuneration

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/emotional-remuneration](http://www.techtute.com/us/school-of-business/postgraduate-certificate/emotional-remuneration)

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# 01 Welcome

One of the most important challenges that any Human Resources manager must take on today is that of attracting and retaining talent. High turnover of qualified employees can be a long-term structural problem in any company, so professionals must address this situation by going beyond the traditional boundaries of fixed, variable and in-kind Remuneration. This university program explores the emotional connections that transform the labor contract into a psychological contract, fostering worker engagement. With these tools, graduates will be in a clear advantageous position to apply for positions such as Talent Manager.



Postgraduate Certificate in Emotional Remuneration  
TECH Global University



“

*Improve your salary and career projection with an in-depth understanding of the emotional mechanics surrounding the employment contract”*

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 center for intensive managerial skills education.



“

*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 balances 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.

**+100000**

executives prepared 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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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

---

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 analyses in academia"*

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 education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*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**

### You will 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 fields 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

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

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

# 04

# Objectives

Presenting an effective solution that turns the most talented and effective workers into loyal assets for the company and the brand is one of the biggest challenges HR professionals can face. The objective of this program is precisely to provide students with the competencies and skills necessary to develop such solutions, placing them in positions of greater value and prestige within their organizations.



“

*Do not hesitate and enroll now in the Postgraduate Certificate that will take you to the top of talent management in your organization"*



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

This **Postgraduate Certificate in Emotional Remuneration** enables students to:

01

Design strategies and implement actions to transform the labor contract into a psychological contract

02

Enhance the company's reputation and employer brand to reinforce employee engagement





03

Analyze the Employee Journey in the company and its moments of truth

04

Identify non-monetary Remuneration Instruments

05

# Structure and Content

The teaching load of this program is greatly reduced thanks to the vast amount of supplementary material, which includes supplementary readings, detailed videos and high quality summaries and specific exercises for each of the topics covered on the subject of Emotional Remuneration. This is a great benefit for the students, who see much better use of the hours invested in studying the program.



“

*Lean on the most successful pedagogical methodology in the educational panorama, Relearning”*

## Syllabus

The Postgraduate Certificate in Emotional Remuneration explores the different possibilities that a Human Resources managers have to retain talent in their company. Through employee loyalty, reputation and Employee Journey analysis, valuable conclusions can be drawn to develop appropriate action plans for compensation and benefits.

To enrich the educational experience, the teaching staff has incorporated numerous practical examples and audiovisual material into the program. This, in addition to lightening the teaching load, provides students with a visual contextualization that is more than necessary for high-level management training.

In this way, during the 180 hours of the program, students will analyze a multitude of case studies in which they will acquire the necessary skills to apply for the management position of their choice.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module:

### Module 1

### Emotional Remuneration



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

TECH offers the possibility of developing this Postgraduate Certificate in Emotional Remuneration completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students 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. Emotional Remuneration**

**1.1. The Emotional Contract**

- 1.1.1. The Emotional Contract
- 1.1.2. Main Corporate Interests in the Emotional Contract
- 1.1.3. Form and Expression of the Emotional Contract

**1.2. Remuneration as a Motivational Factor**

- 1.2.1. The Importance of Remuneration as a Positive Motivational Factor
- 1.2.2. Entrepreneurial Spirit: How Can This Factor be Strengthened by the Company

**1.3. Remuneration as a Lever For Change**

- 1.3.1. Flexible Hours
- 1.3.2. Telework
- 1.3.3. Legal and Professional Advice

**1.4. Reputation and Employer Branding**

- 1.4.1. Motivation Indicators: Main Characteristics
- 1.4.2. Employer Reputation as an Indicator of Motivation
- 1.4.3. Brand as an Indicator of Motivation
- 1.4.4. Assumption of Motivation

**1.5. Employee Journey and Moments of Truth**

- 1.5.1. The Employee Journey
- 1.5.2. Moments of Truth: Work Tool
- 1.5.3. Main Factor to Consider: The Worker

**1.6. Types and Forms of Emotional Remuneration**

- 1.6.1. Types and Forms of Emotional Remuneration
- 1.6.2. Staff Turnover
- 1.6.3. Personal Satisfaction

**1.7. Emotional Salary I**

- 1.7.1. Intensive Workday during the Summer Months
- 1.7.2. Flexible Hours
- 1.7.3. Career Plans

**1.8. Emotional Salary II**

- 1.8.1. Telework
- 1.8.2. Assessment
- 1.8.3. Empowerment

**1.9. Emotional Salary III**

- 1.9.1. Internal Development within the Company
- 1.9.2. Personnel Policies: Strategies
- 1.9.3. SWOT Matrix (SWOT) of Emotional Wages

**1.10. Emotional Salary IV**

- 1.10.1. Day Care Centers
- 1.10.2. Preparation for Removal
- 1.10.3. The "Christmas Bonus" in Some Countries



*You will review the different values and developments of emotional pay in the company, being able to adapt to a multitude of possible scenarios and environments"*





# 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.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and 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 scope of this Postgraduate Certificate is of special interest, as is evident, to professionals in the Human Resources area, although it also contains valuable information and tools for any SME manager or labor personnel. Therefore, the orientation of each subject is personalized towards professional growth in these areas, guaranteeing that the students get the greatest benefit for their own working careers.





“

*This Postgraduate Certificate has the flexibility to allow you to combine it with your most demanding professional and personal responsibilities"*

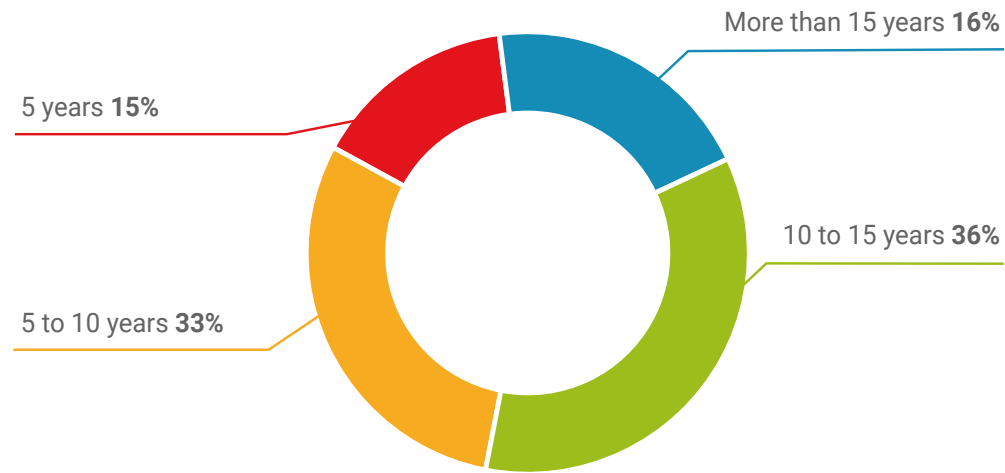
### Average Age

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

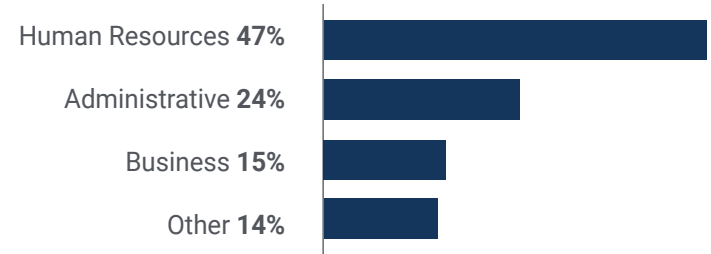
### Years of Experience

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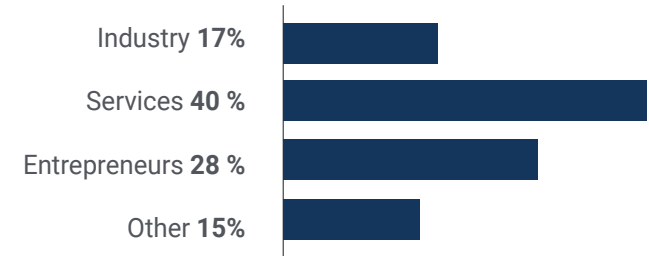
### Training

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### Educational Profile

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## Geographical Distribution

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## Carmen Rosa Matas

Responsible for training and personnel selection techniques

*Emotional Remuneration is a topic that is not normally covered in more theoretical programs and yet I have found it very useful in my day-to-day work. Before completing the program with TECH, I had already implemented several emotional wage systems in my company, which was undoubtedly decisive in retaining the most efficient workers"*

08

# Course Management

The teaching team in charge of preparing this program has worked with the premise of offering the highest quality, both theoretical and practical, in all the contents offered. In this way, professionals who access this program will find a completely personalized attention focused on their interests, based on the most effective techniques of Emotional Remuneration and used in the high areas of personnel management.





“

*The TECH faculty is 100% committed to your personal and professional growth"*

## Management



### Mr. López Martínez, Alberto

- ♦ Head of the Labor Law Department at Galán & Asociados
- ♦ Expert legal advisor in labor and commercial matters
- ♦ External legal counsel of the Guardianship Unit of the Generalitat Valenciana
- ♦ Legal Advisor to the Risk Department of several international business groups
- ♦ Legal Advisor of the Espaiverd Business Group
- ♦ External lawyer in charge of the labor management of Fissa Finalidad Social SL
- ♦ Attorney at Law at López y Hernández Attorneys & Consultants
- ♦ Attorney at Law at Norvamed Asesores y Consultores
- ♦ Law Degree from the University of Alicante
- ♦ Title of Compliance Officer by Fundesem Business School
- ♦ Specialization in Labor Law by the Provincial Bar Association of Alicante



### **Ms. Marín Paniagua, Débora**

- ♦ Specialist in the Labor Law Department of Galán & Asociados
- ♦ Lawyer in the Labor Law Department of Gesad Marín
- ♦ Labor Lawyer in Javier Beltrán Abogados
- ♦ Lawyer at Ceca Magán Abogados
- ♦ Law Degree from the University of Alicante
- ♦ Postgraduate course in practical legal knowledge in the international business context
- ♦ Postgraduate degree in Labor Law and Human Resources Area
- ♦ Master's Degree in Labor and Employment Consulting by Fundesem Business School
- ♦ Master's Degree in International Advocacy from the Higher Institute of Law and Economics

09

# Impact on Your Career

TECH focuses its university programs on obtaining the maximum possible benefit for each student. Therefore, all the content fosters and promotes the student's transversal competencies, giving them greater autonomy and decision management. All these skills are positively valued for any position of responsibility, so the Postgraduate Certificate advances students' careers from the very first lesson.



“

*You will reach the top management of Human Resources to which you aspire thanks to the excellence and versatility that this Postgraduate Certificate will give you when dealing with Emotional Remuneration"*



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

The Postgraduate Certificate in Emotional Remuneration gets the best out of its students, putting them in front of administrative challenges of human resources management that require the best of ingenuity and program to overcome them. This ensures that graduates of the program are prepared for top-level management.

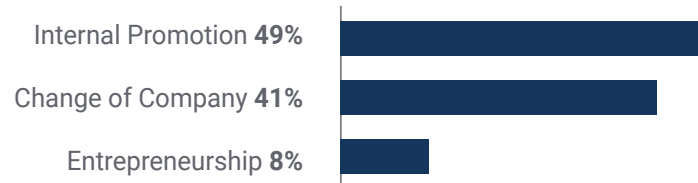
*Reinforce your value proposition by demonstrating that you can take on the recruitment, management and retention of talent in a company.*

*Get the decisive boost you were looking for by adding this Postgraduate Certificate to your CV.*

#### Time of Change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **65.72%** for our students



10

# Benefits for Your Company

Companies find an obvious benefit in incorporating graduates of this program, in this way they will develop better programs for the recruitment and retention of high quality personnel. Students will be able to work in different areas, incorporating the most effective and practical modalities of Emotional Remuneration currently in use, as these have been tested by the teaching team itself.



“

*Don't get left behind and enroll today in the Postgraduate Certificate that will mark a before and after in your professional development"*

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

01

### **Growth of talent and intellectual capital**

The professional 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 professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You 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 professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

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



11

# Certificate

The Postgraduate Certificate in Emotional Remuneration guarantees, in addition to the most rigorous and up-to-date program, access to a Postgraduate Certificate 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 **Postgraduate Certificate in Emotional Remuneration** 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: **Postgraduate Certificate in Emotional Remuneration**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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.



## Postgraduate Certificate Emotional Remuneration

- » Modality: online
- » Duration: 6 weeks
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- » Exams: online

# Postgraduate Certificate Emotional Remuneration