Postgraduate Certificate
Talent Management and Development

tech *technological university*

Postgraduate Certificate
Talent Management
and Development

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **university graduates, graduates or university graduates, professionals in the field of human resources, labor relations and psychology, professionals in the fields of human resourcesin the field of human resources, labor relations and psychology,who wish to deepen their knowledge in this field.**

Website: **www.techtitute.com/in/school-of-business/postgraduate-certificate/talent-management-development**

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01
Welcome

Today, organizations and companies of all sectors and sizes are fully aware of the importance of human capital to their success. In this sense, the role of the Human Resources program plays a very important role because, through the specific actions it puts into practice, it will be able to nurture the company with selection processes that attract, recruit and manage top-level professionals who will enhance the company's development. Being fully aware of this, TECH professionals have designed this very complete program that aims to provide students with the necessary skills to perform a proper Talent Management, which is the main asset to build a strong organization ready to take on challenges successfully.

Postgraduate Certificate in Talent Management and Development.
TECH Technological University

Talent is a key element in the success of an organization. Learn how to manage it correctly with this educational action that will also turn you into a professional of excellence"

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

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that 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:

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"

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* 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

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you 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 Technological University community.

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

Objectives

The objectives of this program are based on alleviating the educational needs of Human Resources professionals in this field. In this sense, a complete and optimal training has been realistically established to lead students to academic excellence and to propel them to achieve an efficient progression in their professional career. Therefore, this training will be for them a journey of personal and professional growth that will lead them to the highest quality in their intervention as a psychologist and/or Human Resources professional.

If your goal is to expand your professional career as an HR specialist, with qualifications that will enable you to compete among the best, look no further. This training will give your career the boost it needs"

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

The **Postgraduate Certificate in Talent Management and Development** will enable the student to:

01 Understand strategies Effectives for planning and managing Human Resources department projects

02 Apply the strategies of talent management

03 identifying and selecting models and how to apply them efficiently in a particular organization

04 Apply different techniques for performance assessment and business engagement in digital projects

05 Recognize the challenges of the professional in the digital transformation of employees

06 Make the most of your employees' talents and preparing your company for technological change

05
Structure and Content

The syllabus of this Postgraduate Diploma has been designed and created by a team of professionals in the field to respond specifically to the needs of workers in the Human Resources area. This compendium of contents has also been designed with a perspective focused on applied learning, allowing professionals to intervene successfully through a broad vision connected to the real environment of the profession. Thus, this syllabus will become the students' main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.

A complete program created to offer psychologists an effective and fast learning process that is compatible with personal and professional life"

Syllabus

Without a doubt, today almost everyone is aware that for an organization to be successful, the correct selection of personnel is an extremely important element. In this sense, if the right people are hired, the correct development of the tasks and duties to be covered can be promoted and, therefore, the best possible functioning of the organization will be ensured. It is here where the Human Resources professional comes into play and acquires a fundamental role, since their plans and selection processes will be a direct asset for the development of the company.

For all this, TECH professionals have designed this Postgraduate Diploma will provide psychology and Human Resources professionals with the skills that will enable them to design and implement study plans to staff. All this, in addition to revaluing the student's professional profile, will turn them into an invaluable asset in companies since companies that are unable to retain high-level personnel will not achieve their objectives.

Thus, through this Postgraduate Certificate professionals will learn to carry out an effective management that seeks to develop, plan and coordinate strategies that allow them to search for, select and retain all those professionals who, due to their talent, are a great asset to the organization. This task, especially designed for the area of HR Management and Administration, will be carried out by the HR Department. The HR training, which will be discussed in depth during the of the training, will organize and maximize the performance of people in companies, Maximize their productivity.

This Postgraduate Certificate is held over 12 weeks and is divided into 2 module:

| Module 1 | Performance Management and Compensation Policy |
| Module 2 | Talent Development in the Digital Age |

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Talent Management and Development completely online. During the 12 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. Performance Management and Compensation Policy

1.1. Introduction to Performance Management and Management by Objectives
1.1.1. The Impact of the Digital Era on Professional Performance
1.1.2. Digital Transformation in Companies
1.1.3. New Human Resources Policies in the Digital Era
1.1.4. New Work Environments
1.1.5. Performance Assessment: What Is It and What Is It for?
1.1.6. Performance Evaluation Models

1.2. The Performance Management Cycle
1.2.1. New Work Environments
1.2.2. Phases of the Performance Management Cycle
1.2.3. Models in Work Systems

1.3. Performance Planning
1.3.1. Initial Design of the Performance Evaluation: Company Analysis
1.3.2. Setting Individual and Group Objectives
1.3.3. Performance Metrics
1.3.4. Competency-based Evaluation Systems

1.4. Performance Monitoring
1.4.1. Management of the Corporate Talent Map
1.4.2. Individual and Group Action Plan Follow-up Mechanisms: Observation, Coaching and Feedback Techniques
1.4.3. Recognition Plans

1.5. Performance Evaluation
1.5.1. Key Points in Performance Appraisal: Objectives, Competencies and Project/Team
1.5.2. Definition of Evaluation Scales and Parameters of Excellence
1.5.3. The Application of the Evaluation

1.6. Underperformance Management
1.6.1. Observation Techniques
1.6.2. Incentive Motivation and Coaching Methodologies
1.6.3. Recovery Plan

1.7. Remuneration Policy
1.7.1. Regulation of Work and Remuneration
1.7.2. Establishment of the General Compensation System
1.7.3. Variable Remuneration
1.7.4. Control systems

1.8. Legal and Labor Aspects of Remuneration
1.8.1. Legal Framework
1.8.2. Application

1.9. Annual Planning of Performance Plans
1.9.1. Design and Development of an Annual Performance Plan
1.9.2. Analysis of Results

1.10. Additional Compensation Aspects
1.10.1. Pension Plans
1.10.2. Other Special Situations

Module 2. Talent Development in the Digital Age

2.1. Digital Transformation in Talent Management
2.1.1.   Challenges of New Human Resources Communication Management in the Digital Age
2.1.2.   Talent in the 21st Century: Motivational Designs and Learning Agility
2.1.3.   Change Management in the Digital Age

2.2. Managing Human Capital
2.2.1.   Human Capital Concept
2.2.2.   Management Strategy

2.3. Innovation and Talent Management
2.3.1.   Contextualization of Talent
2.3.2.   Process of Talent Management

2.4. Knowledge and Talent Management
2.4.1.   Attitudes, Values and Beliefs
2.4.2.   Engagement Management and Corporate Culture

2.5. Digital Strategies in Human Resources
2.5.1.   Employer Branding in Human Resources
2.5.2.   Personal Branding for Human Resources Professionals
2.5.3.   Networking and Social Media

2.6. Work Performance Management in Digital Ecosystems
2.6.1.   Competencies 3.0 for Work in the Digital Age
2.6.2.   Digital Project Management
2.6.3.   Coordination of Virtual Work Teams
2.6.4.   Growth Management: Leading Competent Teams
2.6.5.   Mentoring and Collaborative Learning

2.7. Motivation in the Digital Era
2.7.1.   Motivation and Job Satisfaction, Contextualization
2.7.2.   New Work Motivation Systems: Gamification

2.8. Compensation and Non-Economic Benefits
2.8.1.   Basic Aspects of Remuneration Policies
2.8.2.   Remuneration in Kind Systems

2.9. Incentives and Profit Sharing
2.9.1.   Contextualization
2.9.2.   Types of Profit Sharing
2.9.3.   Monitoring and Measurement of Satisfaction

2.10. Environment and Metric Strategy
2.10.1.   Contextualization
2.10.2.   Measurement and Monitoring

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

The Diploma in Talent Management and Development is a program aimed at professionals in Labor Relations, Human Resources and Psychology who want to update their knowledge in the area of Management and Development of Talent in the Company and advance in their professional career towards a promising future in this field. The compendium of knowledge that they will acquire after completing this complete training will enable them to work in this field with guarantees of success and will enable them to position themselves as experts in personnel management.
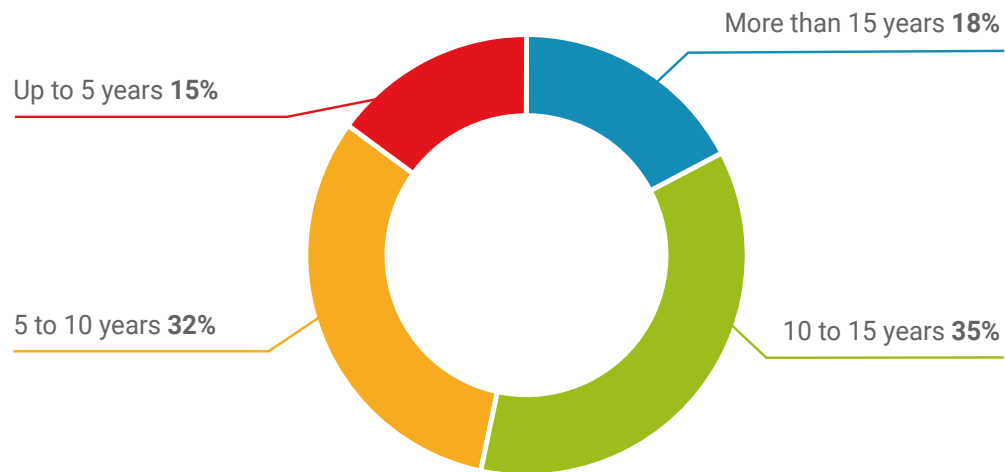
"
If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you"

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

5 to 10 years **32%**

10 to 15 years **35%**

Training

Psychology **22%**	
Labor Relationships **32%**	
Law **27%**	
Social Sciences **6%**	
Other **13%**	

Educational Profile

Human Resources **23%**	
Law **28%**	
Entrepreneurs **25%**	
Administrative **10%**	
Others **14%**	
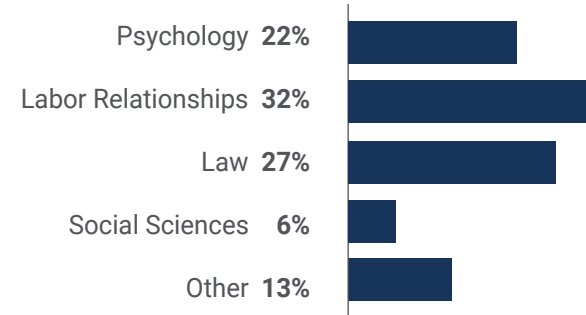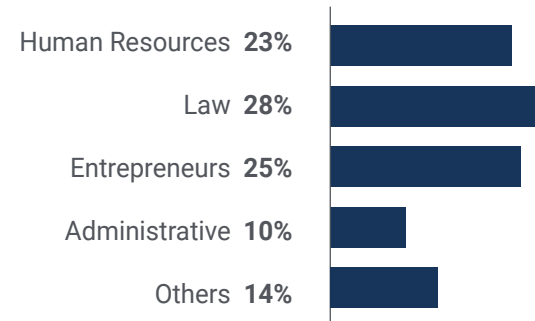
Geographical Distribution

Country	%
USA	9%
Spain	38%
Mexico	21%
Colombia	7%
Argentina	12%
Chile	5%
Peru	2%
Other	6%
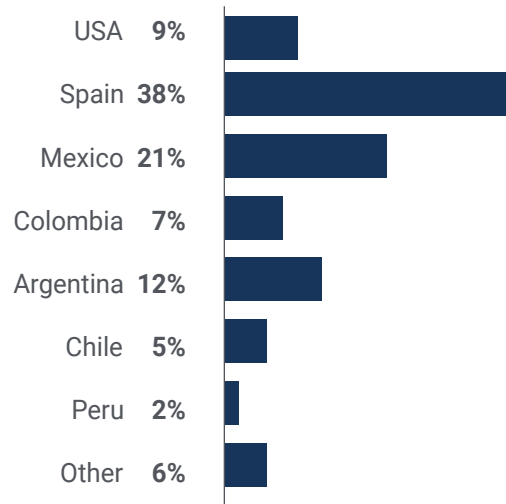
Leire García

RR Manager Resources

"As a Human Resources professional, I am fully aware of the importance of training as a means to carry out an efficient management of human capital in companies. That is why I decided to do this TECH Diploma and without a doubt I feel completely satisfied, I recommend it both for people who are starting in the sector, as well as to experienced professionals"

Impact on Your Career

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

The ultimate goal of this great effort should be to achieve professional growth. And do so efficiently.

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

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

Our students will be they can to drastically advance their careers with this training program, although there is no doubt that in order to do so, they will have to make an investment in different areas, economic, professional and personal.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.

The completion of the Diploma in Management and Development of Talent in the Company will allow you to advance in your profession.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of Change

Internal Promotion	**47%**
Change of Company	**45%**
Entrepreneurship	**8%**
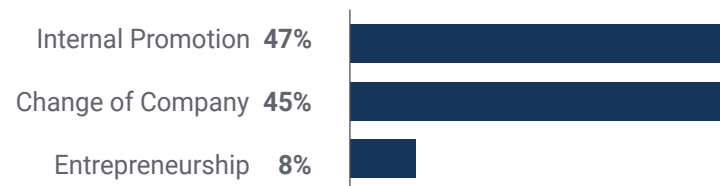
Salary Increase

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

Salary before	A salary increase of	Salary after
$32,900	**25.22%**	**$41,200**

Benefits for Your Company

The Diploma in Talent Management and Development contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

"*You will obtain a more complete and global vision of the company that will allow you to contribute new ideas*"

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.

tech

Project Development

05

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

Increased competitiveness

06

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

10
Certificate

The Postgraduate Certificate in Talent Management and Development guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Talent Management and Development** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate Talent Management and Development**

Official Nº of Hours: **300 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Talent Management and Development

This is a qualification awarded by this University, equivalent to 300 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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