

Postgraduate Diploma Leadership and Management Skills in Healthcare

P L M S H





Postgraduate Diploma Leadership and Management Skills in Healthcare

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 17 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates in the area of Medicine who wish to broaden their professional curriculum and acquire the necessary skills to enable them to develop leadership and management skills in the health sector

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-leadership-management-skills-healthcare

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01 Welcome

In healthcare, every decision taken must be assessed with the utmost precision, as this is a delicate field of work where no error of any kind can be allowed. This requires professionals in clinical and health administration to have exquisite management and leadership skills when it comes to resolving conflicts or major complications. TECH has developed this program to respond to this high demand, recapitulating all the necessary knowledge so professionals can grow at their centers, opting for better and more reputable jobs.



Postgraduate Diploma in Leadership and Management Skills In Healthcare
TECH Global University



“

Our specialization program will elevate your skills to the highest professional level, with up-to-date information on the latest business techniques and approaches”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

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

At TECH Global University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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 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 Harvard Business School case studies"

03

Why Our Program?

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

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



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

The program objective is to train students for leadership and health management at the highest level. With specialized knowledge in the working relationship between people, decision making in pressurized environments and even communication and marketing in the health field, students will be prepared to take on the leadership of any complex health team.



“

TECH will give you the keys to become a highly skilled and professional healthcare leader thanks to the knowledge acquired during this program”

TECH makes the goals of their students their own goals too.

TECH works together with students to help achieve them.

The **Postgraduate Diploma in Leadership and Management Skills in Healthcare** trains students to:

01

Develop methodological and instrumental skills to adequately use the different health information systems in the management decisions of the clinical units

02

Interpret and appropriately apply the most appropriate tools in each context for valuation and clinical decision making





03

Design and lead improvement, innovation and transformation processes in the units, services and centers

04

Identify, understand and integrate managerial skills into daily health management procedures

05

Structure and Content

The structure and content of this Postgraduate Diploma in Leadership and Management Skills in Healthcare have been created based on an innovative and successful educational methodology, where students can acquire all the knowledge and skills in an enjoyable, practical and useful way, using all their efforts to really improve their professional status.





This Postgraduate Diploma will mark a now and then in your career in the field of medical management. Don't hesitate and enroll now"

Syllabus

TECH's Postgraduate Diploma in Leadership and Management Skills in Healthcare prepares medical and healthcare personnel for the main challenges they will have to face at the head of a healthcare management team.

Throughout the 425 hours that comprise the program, students will contextually learn to apply the methodologies taught by the teaching staff. This is achieved thanks to a multitude of practical examples where students must resolve real health team management situations in the contexts presented by the professors.

Thanks to this innovative teaching method, students get the most out of the theory taught, and can even improve their own work methodologies before completing the program.

This Postgraduate Diploma takes place over 6 months and is divided into 6 modules:

- Module 1** / People and Talent Management
- Module 2** / Leadership Management
- Module 3** / Managerial Decision-making
- Module 4** / Internal Communication in Management
- Module 5** / Creating a Personal Brand
- Module 6** / Communication and Marketing in Health



Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Diploma completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

Delve into the study of cybersecurity and successfully prevent computer attacks in your company.

Module 1. People and Talent Management

1.1. Health Professionals: Types and Relations

- 1.1.1. Health Professions Management: Types of Professionals and Their Interactions
- 1.1.2. Training of Health Personnel with Special Emphasis on Physicians, Situation and Opportunities for Improvement

1.2. Rights and Responsibilities: Retributions

- 1.2.1. Worker’s Statute: Rights and Responsibilities
- 1.2.2. Statutory and Civil Servant Personnel: Statutory Personnel Status Disciplinary Regime Incompatibilities
- 1.2.3. Remuneration of Civil Servants and Statutory Personnel
- 1.2.4. Labor Personnel in Public Administrations and Private Institutions
- 1.2.5. Trade Unions: Representation, Participation and Collective Bargaining Personnel Boards and Works Councils

1.3. Working Hours in Units and Services

- 1.3.1. Working Hours; Personal Leave and Leaves of Absence for Statutory and Civil Servant Personnel
- 1.3.2. Collective Bargaining Agreements in the Health Sector
- 1.3.3. Shift Work and On-call System: Shift Planning Systems Turnover Continued Care
- 1.3.4. Demand-Driven Staffing

1.4. Employability Tools in the Private and Public Sector

- 1.4.1. Public Employment Offers: Types of offers Merit Scales
- 1.4.2. Personnel Selection Systems in the Private Sector
- 1.4.3. Terminations or Dismissals, Motivation, Justification and Communication

1.5. Staff Evaluation and Talent Development: Social and Institutional Climate

- 1.5.1. Welcoming, Mentoring and Dismissal Plans
- 1.5.2. Talent Detection and Development
- 1.5.3. Institutional and Social Climate: Measurement and Improvement

1.6. Visibility in Clinical and Care Management: Blog and Networks

- 1.6.1. The Digital Revolution in Welfare Practice and Clinical Management: Description of New Digital Tools. How to Improve Visibility
- 1.6.2. Experiences with Networks and Blogs of Health Professionals

Module 2. Leadership Management

2.1. Team Leadership

- 2.1.1. Theories on the Nature and Origin of Authority: Traditional or Institutional Views: Functional Approach Behavioral Approach Integrative Approach
- 2.1.2. Authority and Power, Types of Power
- 2.1.3. Leadership; Components of Leadership and Types
- 2.1.4. How to Create a Leader
- 2.1.5. New Leadership Models: Situational Leadership Coaching
- 2.1.6. The Term ‘Staff’, Functional Hierarchical Scheme, Different Types of Staff, Line and Staff Concepts; Theories, Influence of Cultures on Leadership

2.2. Motivation

- 2.2.1. Motivating Agents: Intrinsic and Extrinsic Motivation
- 2.2.2. Differences between Motivation and Satisfaction: Different Theories
- 2.2.3. Available Evidence on How to Motivate Professionals

2.3. Delegation.

- 2.3.1. What is Delegation? Forms of Delegation Ways to Evaluate Delegation, Tasks and Delegation, Non-Delegable Tasks and Functions
- 2.3.2. Personal Attitudes Towards Delegation: Guidelines for Effective Delegation

2.4. Executive Coaching

- 2.4.1. Coaching: Types of Coaching
- 2.4.2. Organizational Benefits and Applications to the Health Sector. Examples:

Module 3. Managerial Decision-making.**3.1. Change Management**

- 3.1.1. Managing Change in Organizations: Cultural, Structural and Scientific Changes
- 3.1.2. Growth, Transition or Transformation: Is Change Permanent in the World of Health Care?
- 3.1.3. Resistance to Change: How can we Overcome it and Convince People Change is Good?

3.2. The Decision Process

- 3.2.1. Centralized Decision-Making Process, Individual Decision-Making Process, Group Decision Making Process
- 3.2.2. Limiting Factor Principle: Cost Effectiveness and Efficiency in the Decision-making Process
- 3.2.3. Choosing the Best Solution: Prioritization Decision Tree

3.3. Time, Stress and Personal and Professional Happiness Management.

- 3.3.1. Techniques for Managing Time, Personal Agenda and Work-Life Balance
- 3.3.2. Stress Management Techniques and Techniques for Promoting Personal and Professional Happiness

Module 4. Internal Communication in Management**4.1. Communication.**

- 4.1.1. Communication and Information. The Communication Process. Elements of Communication. Requirements for Communication. Communication Barriers
- 4.1.2. Communication Methods and Tools. Verbal Communication. Non-Verbal Communication. Written Communication.

4.2. Meetings.

- 4.2.1. Techniques for Holding Profitable Meetings. Preparation for Meetings and Types of Meetings. Participant Selection
- 4.2.2. Healthcare and Technical Committees and Commissions in Hospitals, Centers and Areas of Health Care
- 4.2.3. Negotiation: Strategy Types, Assertiveness WiN Strategy

4.3. Conflict Management

- 4.3.1. Possible Conflicts in Health Organizations: Preventive Strategies
- 4.3.2. Conflict Management: Mediation

Module 5. Creating a Personal Brand**5.1. Public Profile**

- 5.1.1. Presenting Ourselves to the World: Our Digital Footprint
- 5.1.2. Professional Profile on Professional Social Networks
- 5.1.3. Digital Reputation. Positive References
- 5.1.4. Cover Letter

5.2. The Interview Process to Apply for a Managerial Position

- 5.2.1. How to Tackle an Interview
- 5.2.2. Body Language During an Interview. Kinesics

Module 6. Communication and Marketing in Health

6.1. Marketing

- 6.1.1. Definition of the Term: Dimensions of Marketing Marketing Mission and Cycles Marketing Tools
- 6.1.2. Patient, Client, User? Marketing Aimed at Public Health Care Users
- 6.1.3. External Marketing Planning in a Private Center
- 6.1.4. The Internal Client Marketing and Internal Communication Plan in Health Care Institutions
- 6.1.5. Management of Institutional Presence on Social Networks: Facebook
- 6.1.6. Use of Twitter by the Organization
- 6.1.7. Use of LinkedIn by the Organization on a Professional Level
- 6.1.8. Use of Other Networks: Instagram, Tumblr

6.2. Communication in Organizations

- 6.2.1. Communication Systems in Organizations: Intranet/Internet
- 6.2.2. Communication Specific to Welfare Institutions: Hospitals
- 6.2.3. Welfare Awards: Presentation of Nominations
- 6.2.4. Organization of Conferences, Congresses and Other Educational Events
- 6.2.5. Managing Local Communication: Press
- 6.2.6. Managing Local Communication: Radio
- 6.2.7. Managing Local Communication: Television
- 6.2.8. National Communication Management: Healthcare Press
- 6.2.9. External Conflicts. Information Crises Due to Bad News and How it is Managed

6.3. Relations with Social Agents, Users and Suppliers

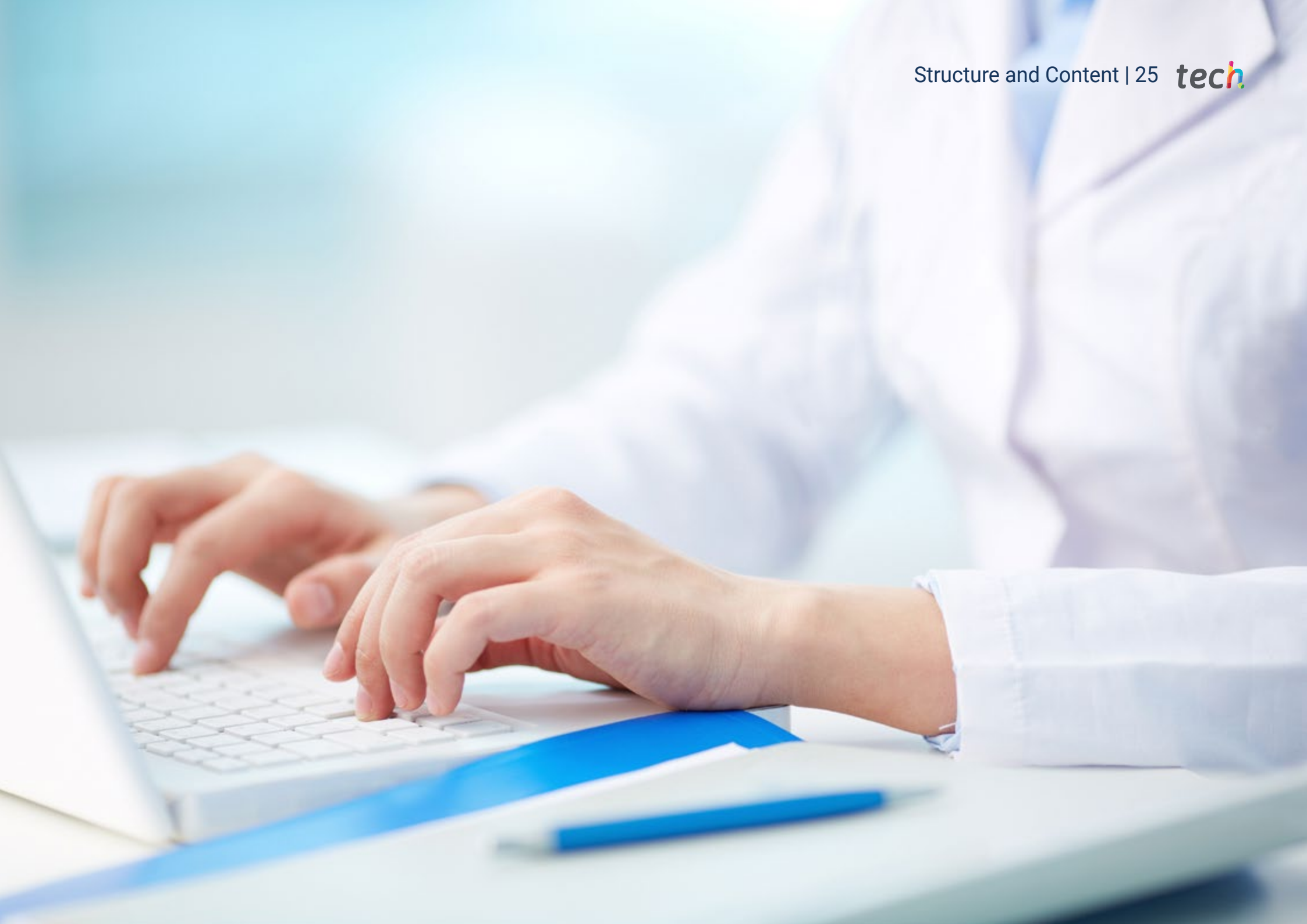
- 6.3.1. Communication With the Public, Patient and Consumer Associations - Users
- 6.3.2. Communication with Political Leaders— Owners-Shareholders, and Suppliers
- 6.3.3. Collaboration with the Pharmaceutical Industry
- 6.3.4. Internationalization of the Health Sector: Health Tourism

6.4. Corporate Social Responsibility (CSR) and Good Welfare Governance

- 6.4.1. CSR in the Welfare Sector: CSR Strategic Plans in Organizations Good Healthcare Governance: Transparency on the Part of Public and Private Companies
- 6.4.2. Environmental Management and Energy Efficiency in Healthcare Institutions
- 6.4.3. Development Cooperation through Healthcare Institutions
- 6.4.4. Networking: Strategic Partnerships
- 6.4.5. The Patient Portal: Health Promotion and Disease Prevention Through the Internet



Enroll today in this Postgraduate Diploma and start improving your managerial skills in the field of healthcare”



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"

At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”



We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.



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

A learning method that is different and innovative

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this area, both nationally and internationally.

We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“

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

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

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

Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



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 multimedia content presentation training Exclusive system 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 your goals.



07

Our Students' Profiles

This Postgraduate Diploma is aimed at all professionals in the health care area who are looking to improve their work through unique leadership skills in their field. Thanks to the innovative educational methodology employed by TECH and the professionalism of all the teaching staff, students are guaranteed access to high-level material.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





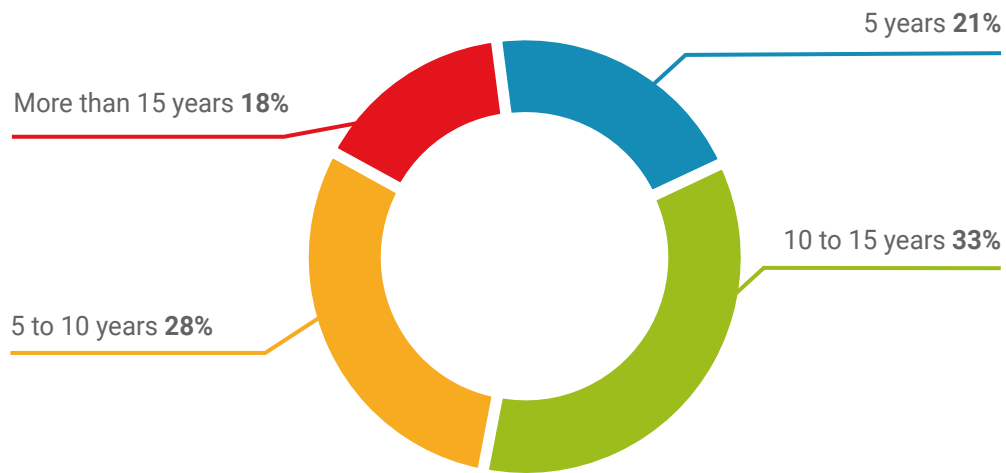
“

You will be expanding your managerial skills while enhancing your chances of accessing more relevant positions within the healthcare industry”

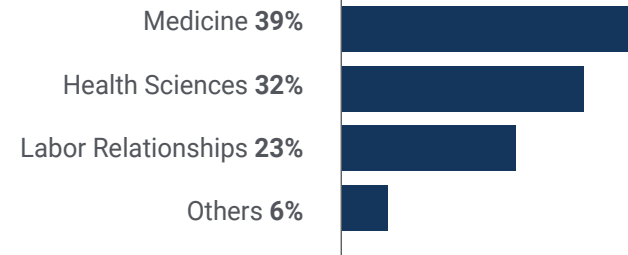
Average Age

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

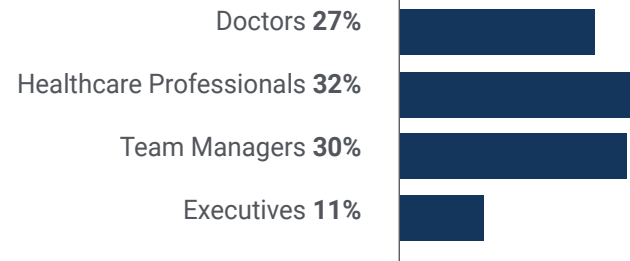
Years of Experience



Training



Academic Profile



Geographical Distribution



Clara Díaz

Medical Assistant

"As much as one might want to do it, considering a Postgraduate Diploma in Leadership and Management Skills in Healthcare is not a simple matter, especially when you have to combine it with your professional activity and family life. However, the online Postgraduate Diploma in Leadership and Management Skills in Healthcare at TECH Global University made it possible for me. The quality teaching staff made the experience and learning even more enriching"

08

Impact on Your Career

TECH ensures the greatest possible positive impact on the professional career of its students, providing them with all possible support so they can balance this program with the rest of the personal or work responsibilities they may have. That way, students can obtain a significant improvement in their field in the shortest possible time.





“

You are on the verge of a major career change. Don't hesitate and enroll now”

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

The Postgraduate Diploma in Leadership and Management Skills in Healthcare at TECH Global University is an intensive program that prepares you to face challenges and business decisions in the health sector. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

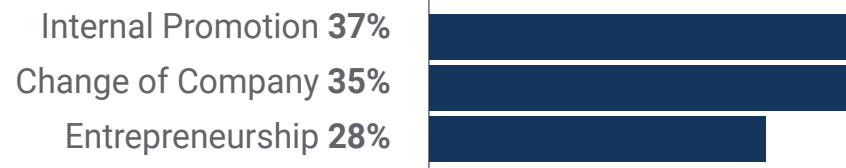
Don't miss the opportunity to train with TECH and you will find the career boost you were looking for.

If you want to make a positive change in your career, this Postgraduate Diploma in Leadership and Management Skills in Healthcare will help you achieve it.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



09

Benefits for Your Company

This program is an excellent opportunity for all healthcare companies to obtain professionals with unique management skills to manage their teams in much more efficiently and effectively. With all the methodology taught, results at the business level will not be long to come thanks to top-notch leadership.





“

The healthcare professional who graduates will bring a completely innovative vision to the company, being an intricate part of the best results obtained”

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

01

Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

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

10 Certificate

The Postgraduate Diploma in Leadership and Management Skills in Healthcare guarantees, in addition to the most rigorous and up-to-date training, access to a qualification issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Diploma in Leadership and Management Skills in Healthcare** 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 Diploma in Leadership and Management Skills in Healthcare**

Modality: **online**

Duration: **6 months**

Accreditation: **17 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.



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