

# Executive Master's Degree MBA in Educational Center Management

A M D M B A E C M



## Executive Master's Degree MBA in Educational Center Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/school-of-business/professional-master-degree/master-mba-educational-center-management](http://www.techtute.com/school-of-business/professional-master-degree/master-mba-educational-center-management)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 34*

08

Our Students' Profiles

---

*p. 42*

09

Course Management

---

*p. 46*

10

Impact on Your Career

---

*p. 50*

11

Benefits for Your Company

---

*p. 54*

12

Certificate

---

*p. 58*

# 01 Welcome

The responsibility that comes with running an educational center requires a broad specialization in other areas beyond teaching, including business management and organization, but it is also necessary to have the necessary skills to promote a learning and coexistence environment that enhances the intellectual, emotional and social development of the entire educational community. However, not all teachers are qualified to be part of the management team of an educational center, but those who wish to take that step will find in this academic program the perfect opportunity to improve their training and give a boost to their career.



MBA in Educational Center Management.  
TECH Technological University



“

*Acquire the necessary management tools and skills to achieve the success of your educational center, following the quality criteria currently in demand”*

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 Technological 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 *Re-learning* 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.



### 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 Technological University community.

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

04

# Objectives

This program is designed to strengthen the management and leadership skills of those responsible for educational centers, in addition to developing new competencies and skills that will be essential in their professional development. After the program, the professional will be able to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage the activity of your school"*

Your goals are our goals.

We work together to help you achieve them.

The MBA in Educational Center Management will enable the professional to:

01

Know the functions of the Manager figure themselves in an education center

04

Analyze the different education systems of different countries including Spain

02

Know the different components of an educational center



03

Identify the appropriate profiles of teachers for the different positions in the management department

05

Evaluate the education center as an institution and an organization

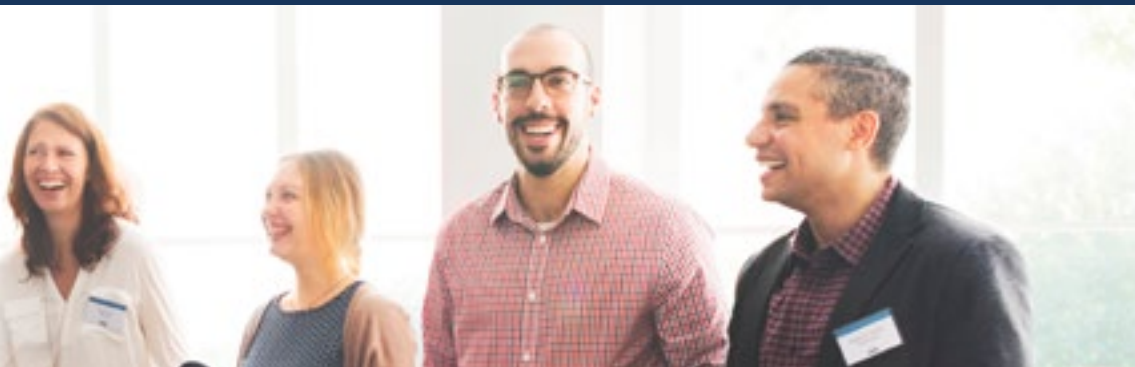


06

Know the legal framework of an educational center

08

Show the different models of education organizations



09

Discover the different focuses of education centers

07

Know the functions, the obligations and the responsibilities of the center's governing bodies

10

Reflect on the School as a Learning Organization

11

Describe the nature, objectives and resources of the center

14

Establish the management criteria of the material and non-material resources

12

Determine the criteria for the configuration of the working day for the teachers



13

Examine the management criteria of the educational community as a whole

15

Present the characteristics of the schools of the future

16

Develop an Educational Innovation Project

18

Elaborate a technological innovation development plan



19

Present collaborative work as a means for attention to diversity and inclusive education

17

Examine the key factors of education innovation

20

Develop the basis of collaborative work

# 05 Skills

After passing the evaluations of the MBA in Educational Center Management, the professional will have acquired the necessary competencies for a quality and up-to-date practice based on the most innovative didactic methodology.





“

*Develop yourself successfully in the management of educational centers thanks to the complete information offered by this program"*

01

Know the direction and management systems of centers in different countries

04

Understand the figure of the director as a leader of the organization

02

Know the basic elements of the management team of an educational center



03

Know the functions of each member of a management team

05

Raise awareness and make the entire educational community aware of the need for continuous training or Long-Life Learning in a changing society

06

Internalize and adopt the notion of the educational concept as a New Organization that moves away from the traditional concept of school

08

Understand the school as an institution and as an organization



09

Make teachers understand cooperative work as a tool for learning and as preparation for the working world

07

Lead a management plan according to the needs of their educational center

10

Lead an educational innovation plan in the educational center

11

Transmit to the entire educational community, including families, the attention to diversity and inclusive education as a shared philosophy of the center

12

Understand the peaceful resolution of conflicts through dialogue

13

Motivate the teaching team to include ICT in their classrooms as a learning tool

14

Understand and implement the documents related to the management of resources of the educational center; both for the direction and management of human resources, as well as for the administrative, economic and material management of the center





15

Identify and evaluate, in different contexts, the use of the different types of information and computerized material that have an impact on the management and administration of educational centers

16

Analyze and contrast the skills, functions and tasks involved in the direction and management of educational centers within the different areas and fields of action. Focus specifically on how they affect both the teaching staff and the administration and services personnel of the center

17

Promote strategic orientation in the different areas of school management and administration

18

Understand, analyze, describe and compare the different education models in the international field, in terms of the different cultures, social contexts and teaching/learning methodologies



06

# Structure and Content

The MBA in Educational Center Management is a tailor-made program for the professional, that is taught 100% online so that you can choose the time and place that best suits your availability, schedule, and interests.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a school principal.



“

*Acquire the necessary skills to successfully manage an educational center”*

## Syllabus

The MBA in Educational Center Management at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the educational field, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 hours of study, you will analyze a multitude of practical cases through individual work, a unique opportunity to achieve a deep learning that will allow you to obtain a higher qualification, being able to transfer all the knowledge of this program to your daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of educational centers and is designed to specialize managers who understand senior management from a strategic, international and innovative perspective.

A plan designed for professionals, focused on their professional improvement and that prepares them to achieve excellence in the field of leadership and management of educational centers. A program that understands both yours and your Organisation's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	Educational Leadership and Managerial Skills
<b>Module 2</b>	Organization and Strategic Management in Educational Institutions
<b>Module 3</b>	Direction and Management of Administrative Resources and Economics
<b>Module 4</b>	Direction and Management of Human Resources Interpersonal Communication
<b>Module 5</b>	Regulatory Framework and Implementation Strategies in Educational Centers
<b>Module 6</b>	Educational Innovation and Research Comparative Analysis of Education Models
<b>Module 7</b>	Quality Management Evaluation of Plans to Improve the Center Designing Excellence Plans
<b>Module 8</b>	Educational Marketing, Commercial Management and External Promotion
<b>Module 9</b>	ICT as a Management and Planning Tool
<b>Module 10</b>	Teamwork, Group Dynamics and Conflict Resolution
<b>Module 11</b>	Leadership, Ethics and Corporate Social Responsibility
<b>Module 12</b>	Economic-Financial Management
<b>Module 13</b>	Sales Management and Strategic Marketing
<b>Module 14</b>	Executive Management



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

TECH offers the possibility of taking this program completely online. During the 12 months of training, students will be able to access all the contents of this program at any time, allowing them 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. Educational Leadership and Managerial Skills**

1.1. Definition, Evolution and Approaches to Leadership	1.2. The Role of the Director as an Educational Leader and Figure of Authority	1.3. Management skills: Definition and types of skills. What are management skills?	1.4. Techniques for Developing Managerial Skills
1.5. Emotional Intelligence, Leadership and Managerial Skills	1.6. Psychology of Leadership and Managerial Skills	1.7. The Importance of Attitude in a Manager as Leader	1.8. The Structure of Power in an Education Center
1.9. Institutional Culture			

**Module 2. Organization and Strategic Management in Educational Institutions**

2.1. The Teaching Center as an Organization: Managerial Function and Institutional Documentation	2.2. Project-Based Center Management	2.3. Value Creation in Education Centers	2.4. Functions and Responsibilities of Management and the Management Team
2.5. Internal Organization (I): Governing Bodies	2.6. Internal Organization (II): Coordination Bodies	2.7. Internal Organization (III): Participation Bodies	2.8. Management of Center as an Education Organization: Curricular Models, Teacher Training, Educational Innovation, Networking
2.9. Evaluation of Teaching Practice			

**Module 3. Direction and Management of Administrative Resources and Economics**

3.1. Administrative Process Applied to an Education Center Planning and Organization	3.2. Administrative Process Applied to an Education Center Management and Control	3.3. Administrative Management of an Education Center	3.4. Administrative Process Applied to Economic Factors Planning and Organization
3.5. Administrative Process Applied to Economic Factors Management and Control	3.6. The Importance of the Budget	3.7. The Importance of Investments	3.8. The Importance of Promotion
3.9. Management of Human Resources	3.10. Transparency in Administrative Management		

**Module 4.** Direction and Management of Human Resources Interpersonal Communication

4.1. Organization and Management of HR	4.2. Management of an Education Center	4.3. The Middle Management Team	4.4. Teaching Human Resources
4.5. The Selection Process for Teaching Staff	4.6. Teacher Training	4.7. Non-Teaching Human Resources	4.8. The Selection Process for Non-Teaching Staff
4.9. Contracting Models	4.10. Fundamental Basics of Safety and Security at Work		

**Module 5.** Regulatory Framework and Implementation Strategies in Educational Centers

5.1. Institutional Documents of a Center	5.2. Theoretical-Practical Justification of its Design	5.3. Application Standards and Regulation of Institutional Documents	5.4. Structure of Each One of the Institutional Documents
5.5. Application and Design Strategies	5.6. Dissemination of Each of the Documents Techniques and Procedures	5.7. Assessment and Monitoring of Each Institutional Document	5.8. Shortfall Detection and Adjustment Procedures
5.9. Specific Training for Management Teams in Relation to the Design of Institutional Plans	5.10. Validity, Insufficiency and Quality of Documents		

**Module 6.** Educational Innovation and Research Comparative Analysis of Education Models

6.1. Advantages and Disadvantages of the use of Technology in Education	6.2. Educational Neurotechnology	6.3. Programming in Education	6.4. Introduction to the Flipped Classroom
6.5. Introduction to Gamification	6.6. Introduction to Robotics	6.7. Introduction to Augmented Reality	6.8. How to Develop your own AR Applications?
6.9. Samsung Virtual School Suitcase	6.10. Tips and Examples of Use in the Classroom		

**Module 7. Quality Management Evaluation of Plans to Improve the Center Designing Excellence Plans**

7.1. Nature and Evolution of the Concept of Quality	7.2. Quality in Education: Dimensions and Components	7.3. First Level of Action: Center Management	7.4. Second Level of Action: Product Creation
7.5. Third Level of Action: Design and Development	7.6. Fourth Level of Action: Measurement, Analysis and Improvement	7.7. Quality Management Systems: ISO 9000 Standards	7.8. Designing Excellence Plans
7.9. Interpretation of the Criteria for Excellence in Education Centers	7.10. Action Plans for Improvement		

**Module 8. Educational Marketing, Commercial Management and External Promotion**

8.1. What is Promotion?	8.2. What is the Promotional Mix?	8.3. The Importance of Competitive Advantage in Promotion	8.4. The Marketing Mix in the Education Center
8.5. The Client in the Education Center	8.6. Branding Elements for Education Centers	8.7. The Brand in the Education Center	8.8. The Models in the Education Center
8.9. Promotion Campaign	8.10. What Really Matters These Days in the Education Market		

**Module 9. ICT as a Management and Planning Tool**

9.1. ICT Tools in the Center	9.2. Communication	9.3. E-mail	9.4. Document Generation
9.5. Task Management Tools	9.6. Schedules	9.7. Social Networks	9.8. Introduction and Parameter Setting of Alexia Classrooms
9.9. Licensing and Administrative Management in Alexia Classrooms	9.10. Alexia Teacher Training		



**Module 10. Teamwork, Group Dynamics and Conflict Resolution**

10.1. The Differences Between Group and Teamwork	10.2. Characteristics of a High-Performance Team	10.3. The Role of the Leader in the Efficient Working of a Team	10.4. The Different Roles of a Team and Their Correct Management
10.5. Motivation of Work Teams	10.6. Values as an Element of Cohesion in a Team	10.7. Dynamics	10.8. How to Gather Learning from Dynamics? Pooling
10.9. Conflict Resolution	10.10. Practical Applications Creating a High-Performance Team		

**Module 11. Leadership, Ethics and Corporate Social Responsibility**

<b>11.1. Globalization and Governance</b> 11.1.1. Governance and Corporate Governance 11.1.2. Fundamentals of Corporate Governance in Businesses 11.1.3. The Role of the Board of Directors in the Framework of Corporate Governance	<b>11.2. Cross Cultural Management</b> 11.2.1. Concept of Cross Cultural Management 11.2.2. Contributions to the Knowledge of National Cultures 11.2.3. Diversity Management	<b>11.3. Business Ethics</b> 11.3.1. Ethics and Morals 11.3.2. Business Ethics 11.3.3. Leadership and Business Ethics	<b>11.4. Sustainability</b> 11.4.1. Sustainability and sustainable development 11.4.2. 2030 Agenda 11.4.3. Sustainable Companies
<b>11.5. Corporate Social Responsibility</b> 11.5.1. International Dimension of Corporate Social Responsibility 11.5.2. Implementation of Corporate Social Responsibility 11.5.3. Impact and measurement of Corporate Social Responsibility	<b>11.6. Responsible Management Systems and Tools</b> 11.6.1. CSR: Corporate Social Responsibility 11.6.2. Essential Aspects for Implementing a Responsible Management Strategy 11.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System 11.6.4. CSR tools and Standards	<b>11.7. Multinationals and Human Rights</b> 11.7.1. Globalization, Multinational Corporations and Human Rights 11.7.2. Multinational Corporations and International Law 11.7.3. Legal Tools for Multinationals on Human Rights	<b>11.8. Legal Environment and Corporate Governance</b> 11.8.1. International Import and Export Regulations 11.8.2. Intellectual Property and Industrial Property 11.8.3. International Labor Law

**Module 12. Economic-Financial Management**

**12.1. Economic Environment**

- 12.1.1. Macroeconomic Environment and the National Financial System
- 12.1.2. Financial Institutions
- 12.1.3. Financial Markets
- 12.1.4. Financial Assets
- 12.1.5. Other Financial Sector Entities

**12.2. Management Accounting**

- 12.2.1. Basic Concepts
- 12.2.2. The Company's Assets
- 12.2.3. Company's Liabilities
- 12.2.4. The Net Worth of the company
- 12.2.5. The Profit and Loss Statement

**12.3. Information Systems and Business Intelligence**

- 12.3.1. Fundamentals and Classification
- 12.3.2. Phases and Methods of Cost Allocation
- 12.3.3. Choice of Cost Center and Effect

**12.4. Budget and Management Control**

- 12.4.1. The Budget Model
- 12.4.2. Capital Budgeting
- 12.4.3. The Operating Budget
- 12.4.5. The Cash Budget
- 12.4.6. Budget Monitoring

**12.5. Financial Management**

- 12.5.1. The Company's Financial Decisions
- 12.5.2. The Financial Department
- 12.5.3. Cash Surplus
- 12.5.4. Risks Associated with Financial Management
- 12.5.5. Risk Management of Financial Management

**12.6. Financial Planning**

- 12.6.1. Definition of Financial Planning
- 12.6.2. Actions to be Taken in Financial Planning
- 12.6.3. Creation and Establishment of Business Strategy
- 12.6.4. The Cash Flow Table
- 12.6.5. The Working Capital Table

**12.7. Corporate Financial Strategy**

- 12.7.1. Corporate Strategy and Sources of Financing
- 12.7.2. Corporate Financing Financial Products

**12.8. Strategic Financing**

- 12.8.1. Self-Financing
- 12.8.2. Equity Capital Growth
- 12.8.3. Hybrid Resources
- 12.8.4. Financing through Intermediaries

**12.9. Financial Analysis and Planning**

- 12.9.1. Balance Sheet Analysis
- 12.9.2. Profit and Loss Statement Analysis
- 12.9.3. Profitability Analysis

**12.10. Analysis and Resolution of Cases/ Problems**

- 12.10.1. Financial Information of Industria de Diseño y Textil, S.A. (INDITEX)

**Module 13. Sales Management and Strategic Marketing**

**13.1. Commercial Management**

- 13.1.1. Conceptual Framework of Sales Management
- 13.1.2. Commercial Strategy and Planning
- 13.1.3. The Role of Sales Managers

**13.2. Marketing**

- 13.2.1. Concept of Marketing
- 13.2.2. Basic Elements of Marketing
- 13.2.3. Marketing Activities of the Company

**13.3. Strategic Marketing Management**

- 13.3.1. Strategic Marketing Concept
- 13.3.2. Concept of Strategic Marketing Planning
- 13.3.3. Stages of the Strategic Marketing Planning Process

**13.4. Digital Marketing and E-commerce**

- 13.4.1. Objectives of Digital Marketing and E-commerce
- 13.4.2. Digital Marketing and the Media it Uses
- 13.4.3. E-commerce. General Context
- 13.4.4. Categories of E-commerce
- 13.4.5. Advantages and Disadvantages of E-commerce versus Traditional Trade

**13.5. Digital Marketing to Reinforce the Brand**

- 13.5.1. Online Strategies to Improve the Reputation of your Brand
- 13.5.2. Branded Content & Storytelling

**13.6. Digital Marketing to Attract and Retain Customers**

- 13.6.1. Loyalty and Bonding Strategies through the Internet
- 13.6.2. Visitor Relationship Management
- 13.6.3. Hypersegmentation

**13.7. Digital Campaign Management**

- 13.7.1. What is a Digital Advertising Campaign?
- 13.7.2. Steps to Launching an Online Marketing Campaign
- 13.7.3. Mistakes in Digital Advertising Campaigns

**13.8. Sales Strategy**

- 13.8.1. Sales Strategy
- 13.8.2. Sales Methods

### 13.9. Corporate Communication

- 13.9.1. Concept
- 13.9.2. Importance of Communication in an Organization
- 13.9.3. Type of Communication in the Organization
- 13.9.4. Functions of Communication in the Organization
- 13.9.5. Communication in the Organization
- 13.9.4. Functions of Communication in the Organization
- 13.9.5. Communication Elements
- 13.9.6. Communication Problems
- 13.9.7. Communication Scenarios

### 13.10. Communication and Digital Reputation

- 13.10.1. Online Reputation
- 13.10.2. How to Measure Digital Reputation?
- 13.10.3. Online Reputation Tools

## Module 14. Executive Management

### 14.1. General Management

- 14.1.1. Concept of General Management
- 14.1.2. The General Manager's Action
- 14.1.3. The General Manager and its Functions
- 14.1.4. Transformation of the Work of Management

### 14.2. The Manager and its Functions. Organizational Culture and its Approaches

- 14.2.1. The Manager and its Functions. Organizational Culture and its Approaches

### 14.3. Operations Management

- 14.3.1. Importance of Management
- 14.3.2. The Value Chain
- 14.3.3. Quality Management

### 14.4. Public Speaking and Spokesperson Training

- 14.4.1. Interpersonal Communication
- 14.4.2. Communication Skills and Influence
- 14.4.3. Communication Barriers

### 14.5. Personal and Organizational Communication Tools

- 14.5.1. Interpersonal Communication
- 14.5.2. Interpersonal Communication Tools
- 14.5.3. Communication in the Organization
- 14.5.4. Tools in the Organization

### 14.6. Communication in Crisis Situations

- 14.6.1. Crisis
- 14.6.2. Stages of a Crisis
- 14.6.3. Messages: Contents and Timing

### 14.7. Preparation of a Crisis Plan

- 14.7.1. Analysis of Potential Problems
- 14.7.2. Planning
- 14.7.3. Personnel Adaptation

### 14.8. Emotional Intelligence

- 14.8.1. Emotional Intelligence and Communication
- 14.8.2. Assertiveness, Empathy and Active Listening
- 14.8.3. Self-esteem and Emotional Communication

### 14.9. Personal Branding

- 14.9.1. Strategies to Develop Personal Branding
- 14.9.2. Laws of Personal Branding
- 14.9.3. Tools for Building Personal Brands

### 14.10. Leadership and Team Management

- 14.10.1. Leadership and Leadership Styles
- 14.10.2. Leader's Capabilities and Challenges
- 14.10.3. Change Process Management
- 14.10.4. Management of Multicultural Teams



*A unique, key and decisive experience to boost your professional development and take the definitive leap forward"*

07

# Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

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 Re-learning, 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 Technological 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.

## Re-learning 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: Re-learning.

*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 Re-learning.

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.

*Re-learning 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.



08

# Our Students' Profiles

The MBA in Educational Center Management is a program aimed at professionals in the field of business who want to update their knowledge in the field to teaching and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities





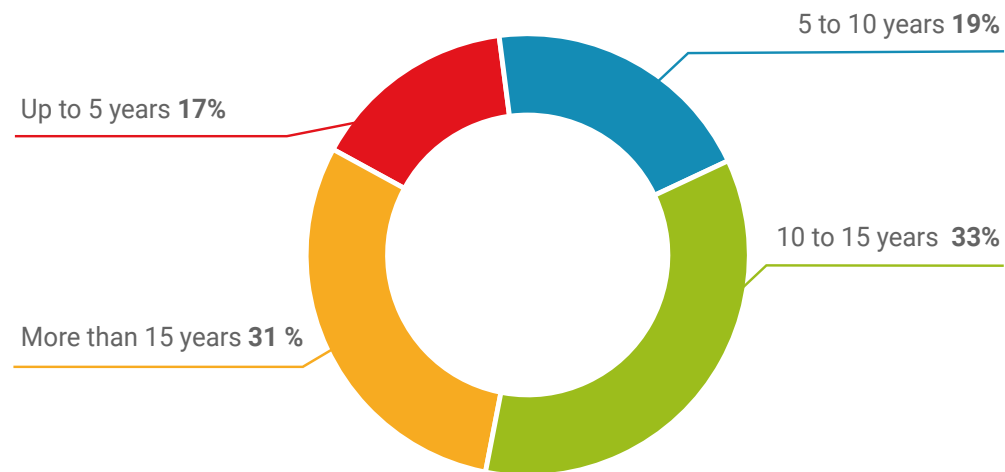
“

*If you are looking to specialize to achieve an interesting career boost while continuing to work, then this is the program for you”*

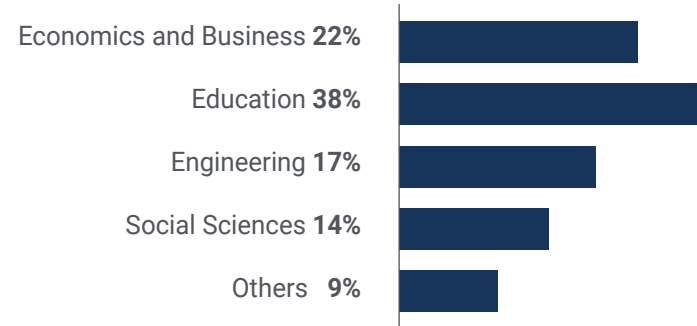
### Average Age

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

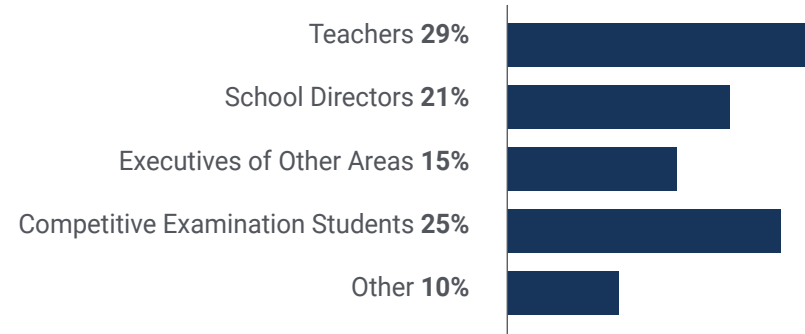
### Years of Experience



### Training

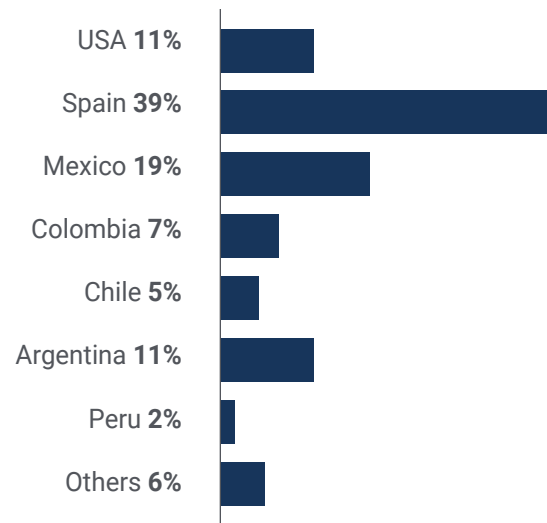


### Academic Profile



## Geographical Distribution

---



## Mónica Suárez

---

Director of a Private School

*"Studying this MBA in Educational Center Management has given me the opportunity to acquire superior training for the management and organization of this type of institutions, achieving in a short time to move up in my job to become the school's director"*

09

# Course Management

The program includes in its teaching staff experts of reference in the management of educational centers, who pour into this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.







“

*A teaching team with extensive experience to help you achieve professional success”*

## Management



### **Mr. Borrás Sanchís, Salvador**

- Psychologist, Teacher and Speech Therapist
- Educational counselor at Generalitat Valenciana, Consejería de Educación (Valencian Regional Government)
- Pedagogical Director at the DEIAP Institute
- Degree in Psychology
- Hearing and Speech Teacher
- Diploma in Speech Therapy
- Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom)

## Professors

### Mr. Arroyo Fernández, Alejandro

- ♦ Contributor to digital magazines of literary criticism and teacher of Spanish as a Foreign Language
- ♦ PhD in North American Literature from the Complutense University of Madrid
- ♦ Degree in English Philology
- ♦ Specialist in Contemporary North American Literature and Victorian Literature
- ♦ Master's Degree in European Literary Studies
- ♦ Master's Degree in Teaching Spanish as a Foreign Language

### Ms. Azcunaga Hernández, Amaia

- ♦ Teacher of Foreign Languages with teaching experience in various countries and educational fields
- ♦ Master's Degree in Teaching Spanish as a Foreign Language
- ♦ Specialist in group dynamics applied to teaching

### Mr. De la Serna, Juan Moisés

- ♦ PhD in Psychology and Professional Master's Degree in Neurosciences and Behavioral Biology
- ♦ Author of the Cátedra Abierta de Psicología y Neurociencias and scientific disseminator

### Ms. Jiménez Romero, Yolanda

- ♦ Territorial Director of the Extremeño-Castilla La Mancha Institute of High Abilities
- ♦ Degree in Elementary Education
- ♦ Master's Degree in Neuropsychology of High Abilities
- ♦ Master's Degree in Emotional Intelligence. Specialist in NPL
- ♦ Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom)

### Notario Pardo, Francisco

- ♦ Degree in Pedagogy and Diploma in Social Education
- ♦ Postgraduate Diploma in "Intervention with at-risk families and children with antisocial behavior"
- ♦ Postgraduate Diploma in "Social Education and Sociocultural Motivation"
- ♦ Family and School Mediator, and Official Court Expert
- ♦ He has been working since 2004 as an Educator and Director of Foster Care Centers, as well as Technician and Coordinator of the Foster Care Intervention Center in Alicante
- ♦ Currently working as Educator in a Grassroots Social Work Unit
- ♦ aimed Teacher (in the classroom and online) and content developer for various organizations and professional institutions
- ♦ Director of the Master's Degree in Inclusive Education for Children in Social Risk Situations

### Mr. Velasco Rico, Guillermo

- ♦ Degree in Hispanic Philology, Complutense University of Madrid
- ♦ Master's Degree in ELE from the Complutense University of Madrid
- ♦ Spanish Teacher at the Complutense University of Madrid
- ♦ Academic Coordinator of the Center for Hispanic Studies in Sarajevo

### Mr. Visconti Ibarra, Martín

- ♦ General Director at Academia Europea Guadalajara
- ♦ Former General Director at Academia Europea Bilingual School
- ♦ Expert in Educational Sciences, Emotional Intelligence and Counselor
- ♦ Former Scientific Advisor to the Spanish Parliament
- ♦ Collaborator of the Juegaterapia Foundation
- ♦ Master's Degree in Management of Educational Centers
- ♦ Online Master's Degree in Learning Difficulties and Cognitive Processes
- ♦ Degree in Primary Education

10

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH makes all the resources available to the student to acquire the most exclusive information of the moment, which will enable them to achieve professional success.



“

*Take the professional leap you desire after specializing in this highly academic program”*

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

The MBA in Educational Center Management at TECH is an intensive program that prepares students to face challenges and business decisions in the educational field, both nationally and internationally. The main objective is to promote your personal and professional growth. Help you to achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

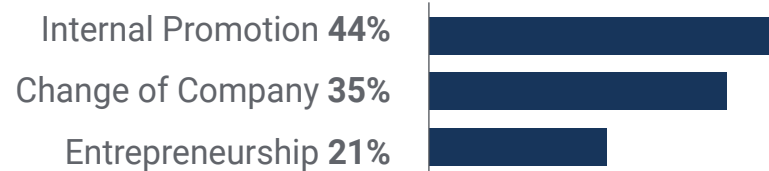
*Continuous specialization will enable professionals to obtain the necessary training to advance in their work.*

*Achieve the professional change you desire with the completion of this specific program in Educational Center Management.*

**When the change occurs**



**Type of change**



### Salary increase

---

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



11

# Benefits for Your Company

The MBA in Educational Center Management helps raise the organization's talent to its maximum potential by training high-level leaders. In this way, you will be able to apply all the skills acquired after the course to your daily work. Furthermore, participating in this program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.







“

*The superior qualification that our program will provide you with will enable you to make far-reaching decisions for the benefit of your institution”*

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

01

### **Intellectual Capital and Talent Growth**

The manager will bring to the center new concepts, strategies and perspectives that can bring about relevant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the center and the manager 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 center will come into contact with the main markets in the world economy.



05

### **Project Development**

The management will be able to work on a real project or develop new projects in the field of R&D or Business Development of their company.

---

06

### **Increased competitiveness**

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

# 12 Certificate

The MBA in Educational Center Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Executive Master's Degree issued by TECH Technological University.





“

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

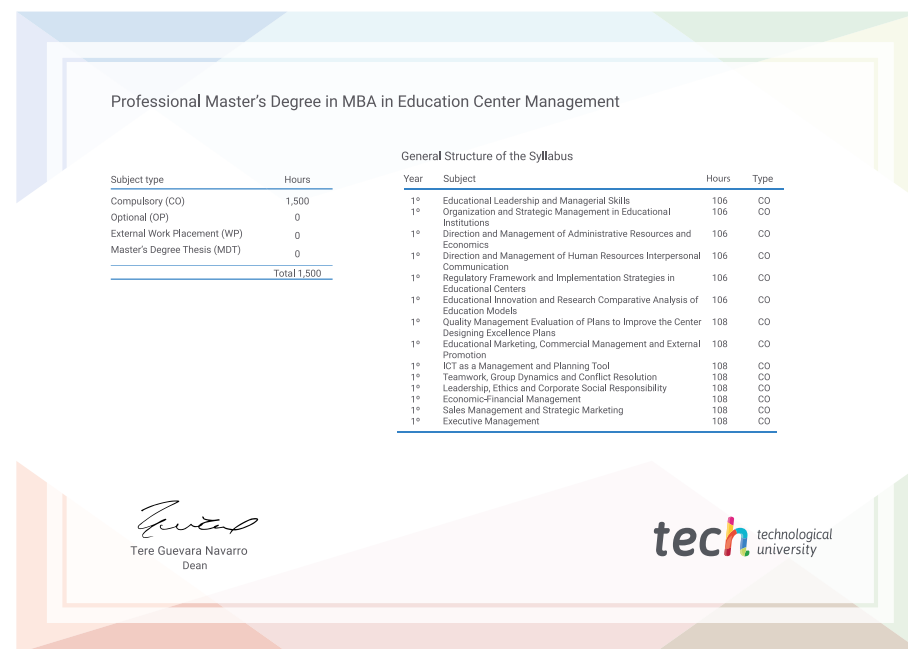
This **MBA in Educational Center Management** contains the most complete and up-to-date academic program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** certificate issued by **TECH Technological University** by tracked delivery.\*

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

Title: **Executive Master's Degree MBA in Education Center Management**

Official N° of Hours: **1,500 hours.**



\*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.



## Executive Master's Degree MBA in Educational Center Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree

## MBA in Educational Center Management

