

Executive Master's Degree MBA in Human Resources (CHRO, Chief Human Resources Officer)

M B A R H





Executive Master's Degree MBA in Human Resources (CHRO, Chief Human Resources Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Target Group: University graduates and professionals with demonstrable experience in people management or executives with experience in other management areas who are going to work in Human Resources

Website: www.techitute.com/us/school-of-business/executive-master-degree/master-mba-human-resources-chro-chief-human-resources-officer

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01

Welcome

Human capital is one of the most important factors in any organization, since a large part of business success depends on its talent and commitment. A labor market in constant expansion has made the figure of the Chief Human Resources Officer or CHRS take on a role of special relevance, as he or she must effectively coordinate the efforts of the Human Resources department. This task requires a complete mastery of areas such as talent management, strategic communication or Executive Coaching, as well as tasks such as economic management. This program offers managers an adequate in-depth study of all these areas, with quality didactic material written by professional experts in the strategic management of Human Resources at the highest level. An excellent opportunity to continue growing personally and professionally, with a quality academic guide and a 100% online methodology that provides the necessary flexibility to be able to combine it with the most demanding responsibilities.



MBA in Human Resources (Chief Human Resources Officer)
TECH Global University

“

Continue your professional evolution towards the top of Human Resources management, positioning yourself as a key asset in the company thanks to your leadership skills in the role of CHRO”.

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 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 incorporating the innovative interactive multivideo system in our programs.



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...

65% | of TECH's 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.

+38.000

specialized managers 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

partnership agreements with the best 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.

Show the world your talent after completing this program with us



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.

Our students come from more than 35 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 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 from 20 different nationalities



At TECH you will have access to the most rigorous and up-to-date case analyses in the academic setting"

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

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.





“

If your goal is to develop in human resources management, this program will give you the keys to achieve professional success”

Your goals are our goals.

We work together to help you achieve them.

The MBA in Human Resources (CHRO, Chief Human Resources Officer) trains professionals to:

01

Obtain a comprehensive vision of human resources management in a company

04

Establish a valuable social network with other participants, professors, company leaders and *coaches* to explore the challenges of today's changing environment

02

Design the process of personnel selection and recruitment

03

Analyze decisions made in different areas using the corporate culture model, both nationally and internationally



05

Develop cutting-edge methodologies and techniques in people management and talent development within the organization, through a strategic and innovative vision that favors challenges such as digital transformation and its impact on culture, business and talent management

06

Develop and properly implement the main Human Resources policies: selection, training and compensation

07

Exploit technological possibilities in human resources 2.0

08

Implement appropriate internal communication techniques to maintain cohesion and correctly convey strategic objectives

09

Acquire in-depth knowledge of human resources management and administration processes: hiring, dismissals, workforce restructuring, collective bargaining and disability

10

Understand the financial and accounting bases of personnel management

11

Know how to apply *coaching* and positive psychology techniques to motivate employees





12

Implement new work methodologies that are compatible with your business

13

Know how to manage staff in the digital era, including the changes that this entails in the business organization

14

Know the characteristics and components of organizational behavior and organizational culture

05 Skills

After passing the assessments for the MBA in Human Resources (CHRO, Chief Human Resources Officer) program, the professional will have acquired the essential skills required to provide quality and up to date practice based on the most innovative teaching methodology.





“

This program will help you acquire the skills you need to excel in your daily work”

At the end of this program, the professional will be able to:

01

Have the ability to plan and organize the management level of an organization according to its structure and design

04

Know and apply *coaching* concepts and strategies at the executive level to understand the neurobiological principles of this process and the possible influence on self control, personal growth and increased efficiency

02

Understand the strategies for planning and managing HR projects, have the ability to design jobs and understand the process and need for HR audits

03

Relate knowledge of finance, such as financial analysis, investment evaluation and purchasing logistics, which will provide a comprehensive view of the organization to effectively establish Human Resources design and operations

05

Apply the strategies of talent management, identifying and selecting models and how to apply them efficiently in a particular organization



06

Establish the appropriate methodology for effective communication within the organization, seeking to prevent conflicts and solving and negotiating the existing ones to find an effective resolution

08

Apply new forms of organization and new work methodologies adapted to digital business

09

Understand and implement talent management in companies, adapting to diversity in compliance with labor regulations and respect for human rights

07

Understand the importance of management in monitoring corporate social responsibility, taking into account the ethical component in labor, finance, the environment and social aspects

10

Understand the evolution of human resources from an integrated and strategic perspective



06

Structure and Content

The MBA in Human Resources (Chief Human Resources Officer) is a tailor-made program that is taught in a 100% online format so students can choose the time and place that best suits their 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 you to succeed at managing your company's human capital.





“

If you want to develop the skills and abilities you need for your job, we present a program that will enable you to achieve this”

Syllabus

The MBA in Human Resources (CHRO, Chief Human Resources Officer) at TECH Global University is an intensive program that prepares you to face technological challenges and business decisions on both national and international levels.

The content of the MBA in Human Resources (Chief Human Resources Officer) is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 1,500 hours, the student analyzes a plethora of practical cases through individual work and teamwork. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals extensively with all aspects in human resources management and is designed to provide executives with specialist training in order to understand senior management from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company'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 creatively and efficiently solve critical situations.

This Executive Master's Degree takes place over 12 months and is divided into three main blocks:

| | |
|------------------|--|
| Module 1 | Strategic HR Manager |
| Module 2 | HR Management and Administration Manager |
| Module 3 | Organizational Behavior |
| Module 4 | Financial Management and <i>Management</i> |
| Module 5 | Executive Coaching |
| Module 6 | Talent Management |
| Module 7 | Strategic Communication |
| Module 8 | Ethics and Corporate Social Responsibility |
| Module 9 | Transforming Human Resources in the Digital Era |
| Module 10 | Leadership, Ethics and Corporate Social Responsibility |
| Module 11 | People and Talent Management |
| Module 12 | Economic-Financial Management |
| Module 13 | Commercial Management and Strategic Marketing |
| Module 14 | Executive Management |



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 12 months of training, students will be able to access all the contents on the 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. Strategic Human Resources (HR) Management

- | | | | |
|---|-------------------------------------|--|--------------------------------------|
| 1.1. HR Evolution: An Integrated Vision | 1.2. Strategic Thinking and Systems | 1.3. HR Department Project Planning and Management | 1.4. Strategic Organizational Design |
| 1.5. Job Design, Recruitment, and Selection | 1.6. Strategic Leadership | 1.7. Auditing and Control of HR Functions | |

Module 2. HR Management and Administration Processes

- | | | | |
|----------------------------|---------------------------------|---|---|
| 2.1. Labor Contracting | 2.2. Labor Intermediation | 2.3. Labor Relations and Information Technology | 2.4. Dismissals and Workforce Restructuring |
| 2.5. Collective Bargaining | 2.6. Work Incapacity and Health | 2.7. Health and Labor Quality | |

Module 3. Organizational Behavior

- | | | | |
|-----------------------------|---------------------------------|------------------------------|--|
| 3.1. Organizational Culture | 3.2. Organizational Structure | 3.3. Organization Management | 3.4. Organizational Behavior and Changes |
| 3.5. Power and Politics | 3.6. HR Department Organization | 3.7. People in Organizations | 3.8. Knowledge Management |

Module 4. Financial Management and *Management*

- | | | | |
|---|--------------------------|---------------------------------------|-------------------------------------|
| 4.1. Financial and Accounting Basis for HR Management | 4.2. Financial Diagnosis | 4.3. Income Losses and Gains Analysis | 4.4. Compensation Policy Management |
| 4.5. Compensation and Non-Economic Benefits | | | |

Module 5. Executive Coaching

| | | | |
|--|---------------------------------------|----------------------|--------------------------|
| 5.1. <i>Neuromanagement</i> | 5.2. Self-Control and Self-Efficiency | 5.3. <i>Coaching</i> | 5.4. Positive Psychology |
| 5.5. Management and Emotional Intelligence | 5.6. Empathy and Collaboration | 5.7. Time Management | |

Module 6. Talent Management

| | | | |
|-------------------------------|---|---|--|
| 6.1. Workstation Analysis | 6.2. Selection, Group Dynamics and HR Recruitment | 6.3. Human Resource Management by Competencies | 6.4. Performance Evaluation and Performance Management |
| 6.5. Training Management | 6.6. Talent Management | 6.7. Innovation in Talent and People Management | 6.8. Motivation |
| 6.9. <i>Employer Branding</i> | 6.10. Developing High Performance Teams | | |

Module 7. Strategic Communication

7.1. Interpersonal Communication

Module 8. Ethics and Corporate Social Responsibility

8.1. The Managerial Role and CSR 8.2. *Corporate Responsibility*

Module 9. Human Resources Digital Transformation

9.1. New Forms of Organization and New Work Methodologies 9.2. Digital Skills and *Professional Brand* 9.3. HR and *Data Analysis* 9.4. People Management in the Digital Era

Module 10. Leadership, Ethics and Corporate Social Responsibility

10.1. Globalization and Governance

- 10.1.1. Governance and Corporate Governance
- 10.1.2. Fundamentals of Corporate Governance in Businesses
- 10.1.3. The Role of the Board of Directors in the framework of Corporate

10.2. Cross Cultural Management

- 10.2.1. Concept of Cross Cultural Management
- 10.2.2. Contributions to the Knowledge of National Cultures
- 10.2.3. Diversity Management

10.3. Business Ethics

- 10.3.1. Ethics and Morals
- 10.3.2. Business Ethics
- 10.3.3. Leadership and Business Ethics

10.4. Sustainability

- 10.4.1. Sustainability and sustainable development
- 10.4.2. Agenda 2030
- 10.4.3. Sustainable companies

10.5. Corporate Social Responsibility

- 10.5.1. International dimension of Corporate Social Responsibility
- 10.5.2. Implementation of Corporate Social Responsibility
- 10.5.3. Impact and measurement of Corporate Social Responsibility

10.6. Responsible Management Systems and Tools

- 10.6.1. CSR: Corporate Social Responsibility
- 10.6.2. Essential aspects for implementing a responsible management strategy
- 10.6.3. Steps for the implementation of a corporate social responsibility management system
- 10.6.4. CSR tools and standards

10.7. Multinationals and Human Rights

- 10.7.1. Globalization, multinational corporations and human rights
- 10.7.2. Multinational companies and international law
- 10.7.3. Legal instruments for multinationals in the area of human rights

10.8. Legal environment and Corporate Governance

- 10.8.1. International import and export regulations
- 10.8.2. Intellectual property and industrial property
- 10.8.3. International Labor Law

Module 11. People and Talent Management

11.1. Strategic People Management

- 11.1.1. Strategic Management and Human Resources
- 11.1.2. Strategic People Management

11.2. Competency-based human resources management

- 11.2.1. Potential analysis
- 11.2.2. Remuneration policy
- 11.2.3. Career/succession planning

11.3. Performance evaluation and performance management

- 11.3.1. Performance management
- 11.3.2. Performance management: objectives and process

11.4. Motivation

- 11.4.1. The nature of motivation
- 11.4.2. Expectancy theory
- 11.4.3. Theories of needs
- 11.4.4. Motivation and financial rewards

11.5. Change management

- 11.5.1. Change management
- 11.5.2. Type of change management processes
- 11.5.3. Stages or phases in change management

11.6. Negotiation and Conflict Management

- 11.6.1. Negotiation
- 11.6.2. Conflict Management
- 11.6.3. Crisis Management

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. Company's Assets
- 12.2.3. Company's Liabilities
- 12.2.4. The Net Worth of the company
- 12.2.5. The Income Statement

12.3. Information Systems and Business Intelligence

- 12.3.1. Fundamentals and Classification
- 12.3.2. Phases and methods of cost distribution
- 12.3.3. Choice of cost center and impact

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 surpluses
- 12.5.4. Risks associated with financial management
- 12.5.5. Risk management in 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 increase
- 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. Commercial 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 Marketing Elements
- 13.2.3. Marketing activities of the company

13.3. Strategic Marketing Management

- 13.3.1. Concept of Strategic Marketing
- 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 Ecommerce vs. traditional commerce

13.5. Digital marketing for brand reinforcement

- 13.5.1. Online strategies to improve your brand reputation
- 13.5.2. Branded Content & Storytelling

13.6. Digital marketing to attract and retain customers

- 13.5.1. Online strategies to improve your brand reputation
- 13.5.2. Branded Content & Storytelling
- 13.6.3. Hypersegmentation

13.7. Digital Campaign Management

- 13.7.1. What is a digital advertising campaign?
- 13.7.2. Steps to launch 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 the organization
- 13.9.3. Type of communication in the organization
- 13.9.4. Functions of communication in the organization
- 13.9.5. Elements of communication
- 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
- 13.10.4. Online reputation reporting
- 13.10.5. Online branding

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 his functions
- 14.1.4. Transformation of the work of Management

14.2. The manager and his functions. Organizational culture and its approaches

- 14.2.1. The manager and his functions. Organizational culture and its approaches

14.3. Operations management

- 14.3.1. Importance of the 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. Phases of a crisis
- 14.6.3. Messages: contents and moments

14.7. Preparation of a crisis plan

- 14.7.1. Analysis of potential problems
- 14.7.2. Planning
- 14.7.3. Adequacy of the personnel

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



A unique, key, and decisive educational experience to boost your professional development and make the definitive leap”



07

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

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

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



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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



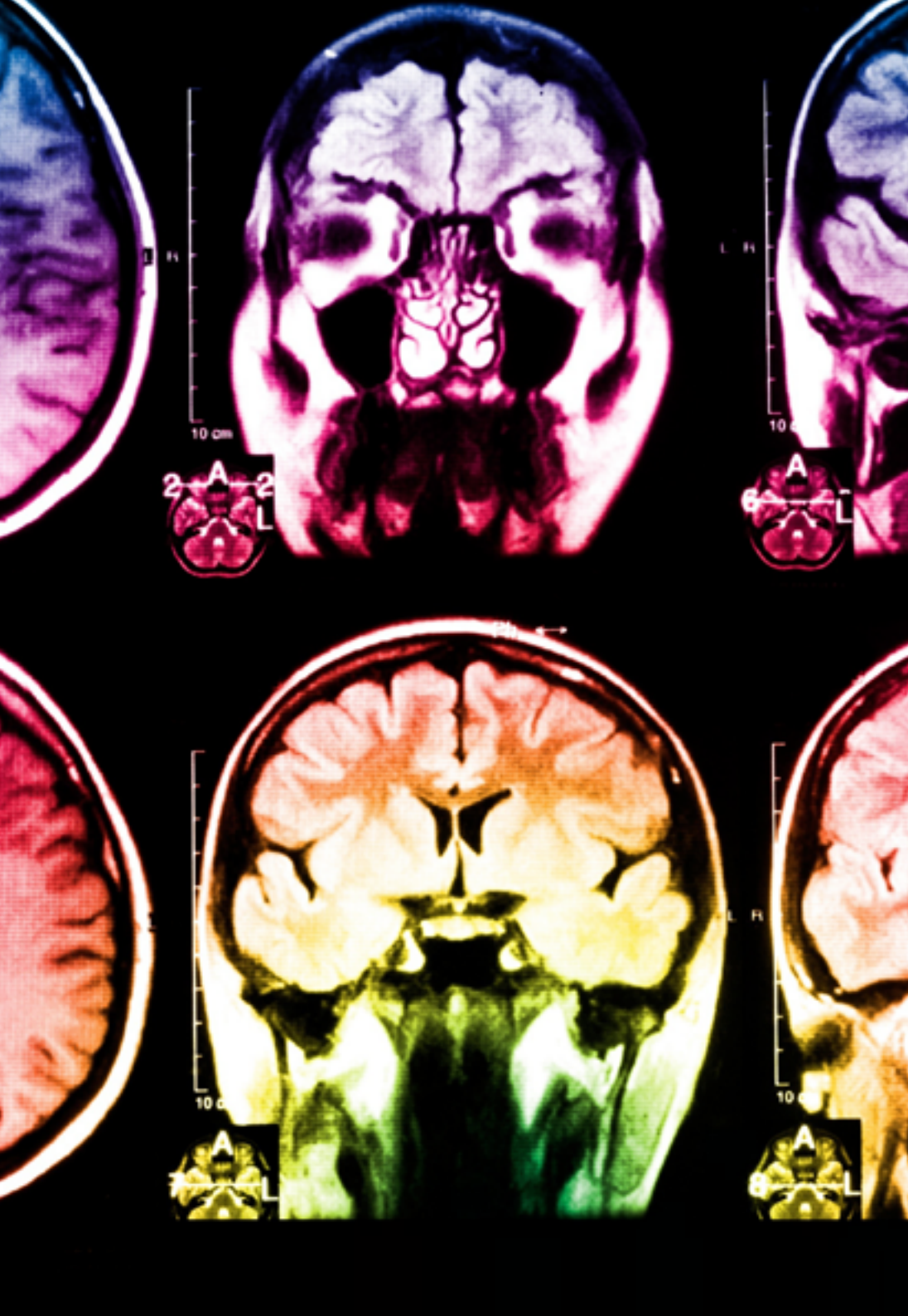
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The MBA in Human Resources (CHRO, Chief Human Resources Officer) is a program aimed at professionals in the personnel area who want to update their knowledge, discover new ways of people management and advance in their professional career. A unique opportunity to acquire the training you need to improve your daily professional practice.





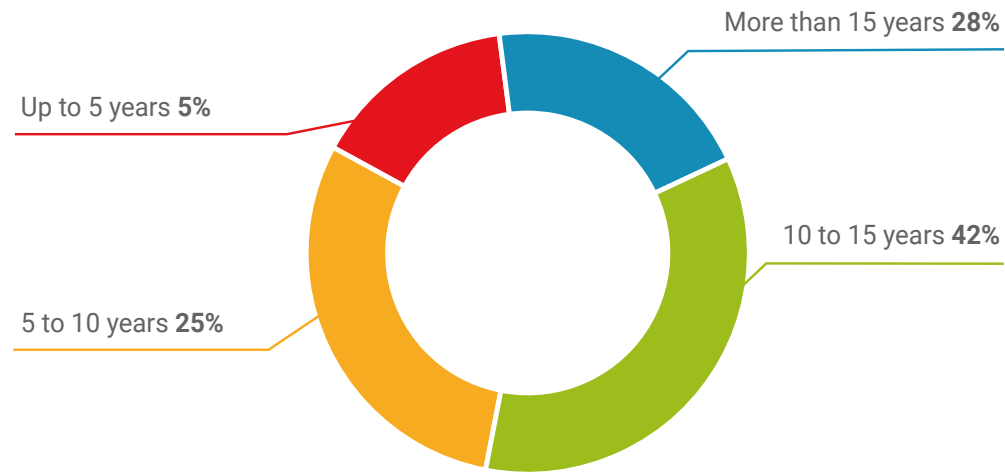
“

People management requires specialized and highly qualified professionals. That is why TECH offers you the most complete specialization on the market”

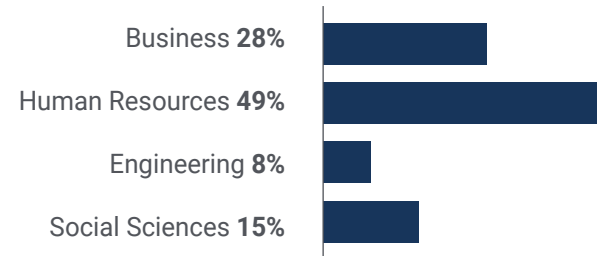
Average Age

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

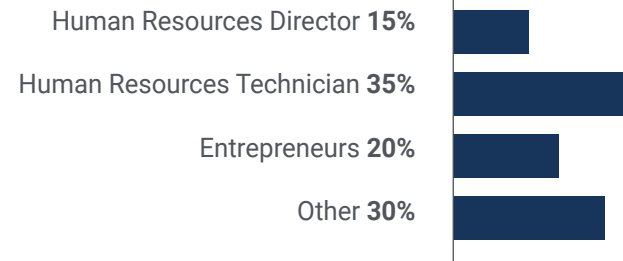
Years of Experience



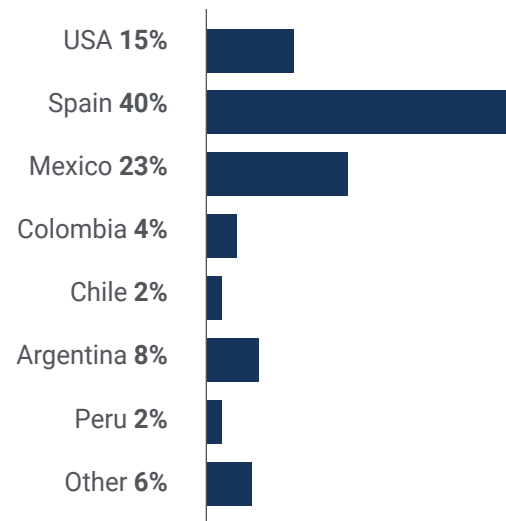
Training



Academic Profile



Geographical Distribution



Jaime García

HR Director

"I'd been looking for some time for a specialization program that would allow me to update my knowledge of human resources management, with the sole objective of achieving a promotion. However, the programs I found were not to my liking, either because of the content or simply because they were too expensive. Luckily, at TECH I found everything I was looking for and I've been able to make a drastic change in my career"

09

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

Our expert teaching staff in MBA in Human Resources (Chief Human Resources Officer) will help you to achieve success in your profession”

Management



Mr. González Ferrer, Óliver

- ♦ Director of Strategic Planning for Professional Recruitment at ManpowerGroup
- ♦ Director of Communication - Strategic Project Planning at Trabajando.com
- ♦ Marketing and Communication Manager at Trabajando.com
- ♦ Sociologist at the Fuerteventura Council
- ♦ Master's Degree in Advertising and Communication at the Pontificia Comillas University
- ♦ Degree in Sociology at the University of La Laguna

Professors

Ms. Olmos Otero, Leire

- ◆ HR Manager at Sea & Ports MGM
- ◆ HR Manager at Marguisa Shipping Lines
- ◆ HR Technician at Prodemsa Legal and Tax Advisors
- ◆ Master's Degree in Labor Law Consultancy
- ◆ Graduate in Labor Relations from Rey Juan Carlos University

Mr. Caparrós Jiménez, Javier

- ◆ Head of Professional Recruitment at ManpowerGroup
- ◆ International Director of HR Consulting at Universia
- ◆ General Director of Recruitment at Hay Group
- ◆ Director of Key Accounts Area Manager at Ajilon
- ◆ Master's Degree in Legal Practice at Colex
- ◆ Law Degree from the Universidad Autónoma de Madrid

Ms. Cañas García, Ana

- ◆ Interim Chief of Staff at Jotelulu
- ◆ Partner-Consultant and Digital Talent Area Coordinator at Coherentis.
- ◆ Digital Talent Consultant at Talenttics
- ◆ International Recruitment Consultant at Binternational Group.
- ◆ Recruitment Consultant at ARG Human Resources Advisor
- ◆ Degree in Law from Charles III University
- ◆ Postgraduate Certificate in Labor Relations at Charles III University.

Ms. Lago Burgos, Iria

- ◆ Communications Manager at Grupo Obremo
- ◆ Communication, Marketing and Events at Innova&acción
- ◆ Corporate Communication and Marketing Coordinator at Trabajando.com
- ◆ Social Media Manager & Content Creator at MaDI
- ◆ Advanced Protocol at Communication, Marketing and Protocol
- ◆ Degree in Journalism from the Carlos III University

Dr. Ruiz Rodríguez, Raquel

- ◆ Director at Rétate Consultora, Escuela Talento y Ciencia.
- ◆ Radio collaborator in the program Rompiendo las Reglas.
- ◆ Director of Career Development
- ◆ HR Manager at Bureau Veritas
- ◆ Doctorate in Business Leadership from Rey Juan Carlos Univeristy.
- ◆ Official Master's Degree in Neuromanagement from Rey Juan Carlos Univeristy
- ◆ Gold Level Master's Degree in Coaching by IEC
- ◆ Master's Degree in Human Resources by IMF
- ◆ Bachelor's Degree in Labor Relations from the University of Valencia

10

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of carrying out this great effort should be to achieve professional growth, and, with us, you will find great opportunities to achieve it. To do so, we have the perfect equation for a quality specialization course: a highly updated syllabus and internationally renowned professional teachers. Undoubtedly, a unique opportunity that will help you to boost your career in a short period of time.





“

Our challenge is to generate a positive change in your professional career, and we are fully committed to helping you achieve it”

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

The MBA in Human Resources (CHRO, Chief Human Resources Officer) at TECH is an intensive program that prepares you to face technological challenges and business decisions on both national and international levels. The main objective is to promote your personal and professional growth. Helping you achieve success.

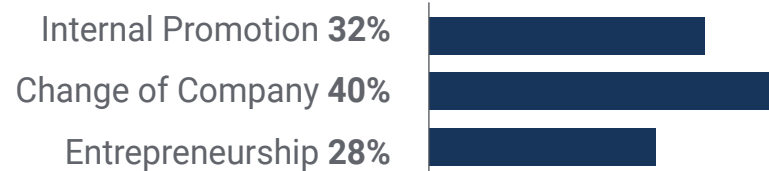
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Generating Positive Change

Professional change for our students



Type of change



Thanks to the completion of our Executive Master's Degree, you will be able to give a boost to your profession in a short period of time.

If you are looking for professional improvement, you should strive to expand your management skills. At TECH, you will find everything you are looking for to grow and excel.

Salary increase

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



11

Benefits for Your Company

The MBA in Human Resources (Chief Human Resources Officer) helps raise the organization's talent to its maximum potential by training high level leaders. Therefore, completing it is not only an essential opportunity for those in charge of managing human capital in a company, not only at a professional level, but it is also an opportunity to access a powerful network of contacts to find future professional partners, customers or suppliers.





“

Your role as a manager will be essential to lead your business to meet its objectives”

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 organization will come into contact with the main markets in the world economy.



05

Project Development

The manager can work on a real project or develop new ones.

06

Increased competitiveness

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

12 Certificate

The MBA in Human Resources (CHRO, Chief Human Resources Officer) guarantees students, in addition to the most rigorous and up to date education, access to an Executive Master's Degree issued by TECH Global University.





“

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

This program will allow you to obtain your **Professional Master's Degree diploma in MBA in Human Resources (CHRO, Chief Human Resources Officer)** 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.

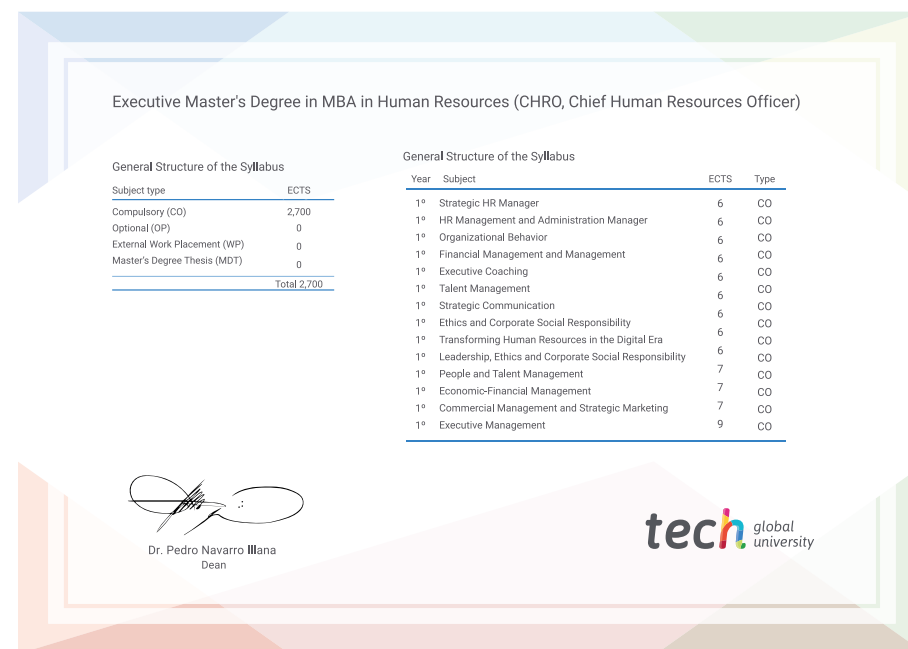
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree in MBA in Human Resources (CHRO, Chief Human Resources Officer)**

Modality: **online**

Duration: **12 months**

Accreditation: **90 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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom



Executive Master's Degree
MBA in Human Resources
(CHRO, Chief Human Resources Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Master's Degree
MBA in Human Resources
(CHRO, Chief Human
Resources Officer)

