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

MBARH CHRO

tech universidad tecnológica

MBA in Human Resources (CHRO, Chief Human Resources Officer)

Modality: **Online**

Duration: **12 months.**

Certificate: **TECH Technological University**

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.techtitute.com/us/school-of-business/executive-master-degree/master-mba-human-resources-chro-chief-human-resources-officer**

Index

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 (CHRO, Chief Human Resources Officer).
TECH Technological 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".

Why Study at TECH?

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

tech

"

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal which helps 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:

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"

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.

Why Our Program?

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

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

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

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

04
Objectives

The goal of every CHRO should be to support the growth and talent of your company through a sound HR plan. To do so, they must be knowledgeable in several areas, including economics, communication and ethics. This program focuses on the most important contents in the day-to-day work of a high-level CHRO, contextualizing each unit provided with real examples and practical cases where you can see the concrete application of all the theory.

"You will have in your hand the keys to give greater strength to your proposal as a CHRO, obtaining a considerable advantage over your potential adversaries"

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

The **MBA in Human Resources (CHRO, Chief Human Resources Officer)** will enable students to:

01 Obtain a comprehensive vision of Human Resources management in a company

04 Analyze vacancies and possible profiles that best fit the positions and their positioning within the company.

02 Analyze the selection processes in companies and the fundamental role they play in the future.

03 Design the personnel selection and recruitment process.

05 Study the different personnel selection processes in depth.

06 Analyze the decisions of the different areas through the corporate culture model.

07 Establish a valuable social network with other participants, teachers, business leaders and coaches to explore the challenges of today's changing environment.

08 Knowledge of the characteristics and components of organizational behavior and organizational culture.

09 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.

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

11 Understand the financial and accounting basis of personnel management.

12 Enhance the possibilities that technology allows through Human Resources 2.0

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

14 In-depth knowledge of Human Resources management and administration processes: hiring, dismissals, staff restructuring, collective bargaining, incapacity for work, etc.

15 Be able to implement new work methodologies that are compatible with your business.

18 Search for communication tools to make them planning, execution and achievement tools.

16 Practice appropriate internal communication techniques to maintain cohesion and correctly transmit strategic objectives.

17 Study in depth the different communication channels and their assertiveness in business processes.

19 Identify existing corporate regulations and the professional ethics guidelines that are in place to prevent corporate offenses or misconduct

20 Analyze cases where ethics is the main source of corporate error.

22 Knowing how to manage personnel in the digital era, with the changes that this entails in the business organization.

23 Identify the digital access routes that staff can access to contact the corporate body.

21 Study in depth corporate regulations that are exercised in the work environment.

24 Identify the advantages of Human Resources personnel in the digital age.

Skills

The *Chief Human Resources Officer*, or CHRO, must have good skills in the areas of planning, communication management, talent detection and incentive program design, among many other functions to be fulfilled. Therefore, throughout the program, the manager will see their main skills in these fields reinforced, with a special emphasis on the transversal competencies that are essential for leadership in the 21st century.

Incorporate the advanced skills you will acquire in this program into your daily work to start standing out in your department and get the promotion you want".

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

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 Develop knowledge related to finance, such as financial analysis, investment valuation and purchasing logistics, which will allow an integral vision of the organization to effectively establish the design and operation of the Human Resources area.

04 Knowledge and application of *coaching* concepts and strategies at the executive level, understanding the neurobiological principles of this process and its possible impact on self-control, personal growth and increased efficiency.

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

06 Establish the appropriate methodology to have an effective communication within the organization, seeking the prevention of conflicts and solving and negotiating the existing ones in order to solve them quickly and effectively.

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 Understanding the importance of management in monitoring corporate social responsibility, taking into account the ethical component in labor, financial, environmental and social aspects.

10 Understand the evolution of Human Resources from an integrated and strategic vision.

Structure and Content

The entire structure and content of this Executive Master's Degree have been developed following the *Relearning* pedagogical methodology. This is a considerable advantage for the manager, as they will save considerable study hours by acquiring the key concepts of the *Chief Human Resources Officer* in a natural and progressive way throughout the program. The large amount of support in multimedia materials and complementary readings are a key factor that makes this program decisive in the evolution of the manager.

"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) of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the selection, remuneration, motivation and strategic management of people in the international field.

The content of the MBA in Human Resources (CHRO, 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 and team work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals in depth with all aspects of Human

Resources management that must be taken into account in the company and is designed to specialize managers who understand people management from a strategic, international and innovative perspective.

A plan designed for the professional, focused on their professional improvement and that will prepare them to achieve excellence in the field of management and business management. A program that understands your needs and those of your company, 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 in a creative and efficient way.

This Executive Master's Degree takes place over 12 months and is divided into 9 modules:

Module 1	Strategic HR Manager
Module 2	HR Management and Administration Manager
Module 3	Organizational Behavior
Module 4	Financial Management and *Management*
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 the possibility of studying this MBA in Human Resources (CHRO, Chief Human Resources Officer) completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Strategic HR Manager

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

Module 2. HR Management and Administration Manager

2.1. Labor Recruitment	2.2. Labor Intermediation	2.3. Labor Relations and Information Technology	2.4. Dismissals and Workforce Restructuring
2.5. Collective Bargaining	2.6. Occupational Disability and Health	2.7. Occupational Health and Quality	

Module 3. Organizational Behavior

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

Module 4. Financial Management and *Management*

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

Module 5. *Executive Coaching*

5.1. *Neuromanagement*	5.2. Self-control and Self-efficacy	5.3. *Coaching*	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. Job Analysis	6.2. Selection, Group Dynamics and Recruitment of Manager	6.3. Human Resources 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. *Employer Branding*	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. Transforming Human Resources in the Digital Era

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. Managing People in the Digital Age

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.
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 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 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"*

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 balances 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 prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

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

- 01 learning from evidence
- 02 relearning from evidence
- 03 testing
- 04 learning from an expert
- 05 neurocognitive context dependent learning
- 06 Von-Restorff effect
- 07 case based learning through storytelling
- 08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically. With this methodology we have prepared 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 adapted in 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 skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%
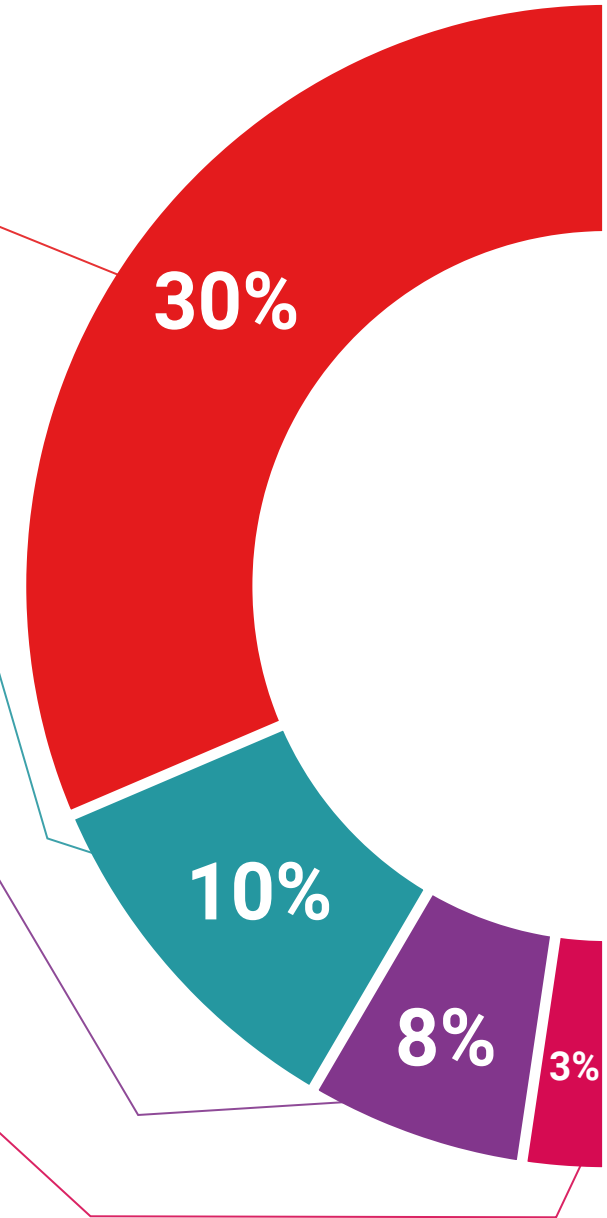
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

The MBA in Human Resources (CHRO, Chief Human Resources Officer) is a program aimed at HR professionals who want to update their knowledge, discover new ways of managing people and advance their careers. A unique opportunity with which you can acquire the education you need to improve your daily work.

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

From 5 to 10 years **25%**.

Up to 5 years **5%**

10 to 15 years **42%**

More than 15 years **28 %**

Training

Business **28%**

Human Resources **49%**

Engineering **8%**

Social Sciences **15%**

Academic Profile

Human Resources Director **15%**

Human Resources Technician **35%**

Entrepreneurs **20 %**

Other **30 %**
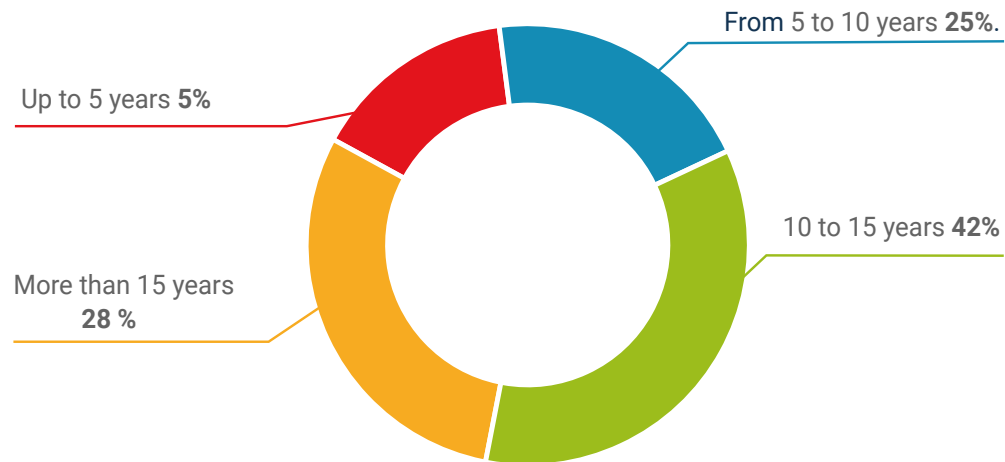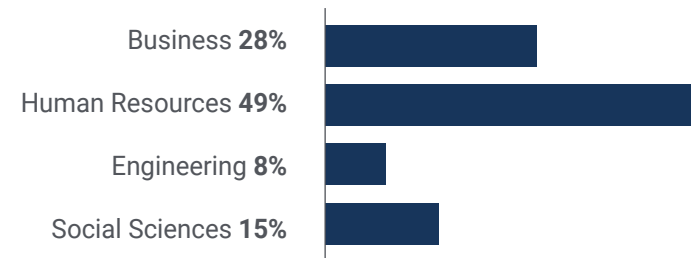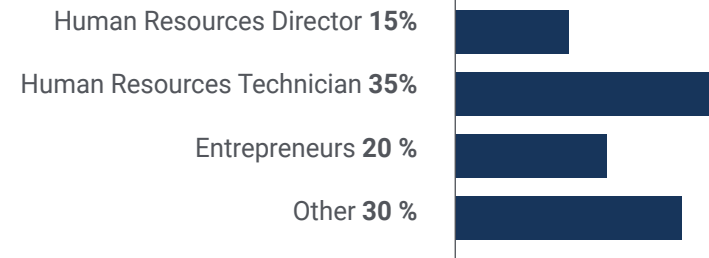
Geographical Distribution

Country	Percentage
U.S.A.	**15%**
Spain	**40%**
Mexico	**23%**
Colombia	**4%**
Chile	**2%**
Argentina	**8%**
Peru	**2%**
Other	**6%**
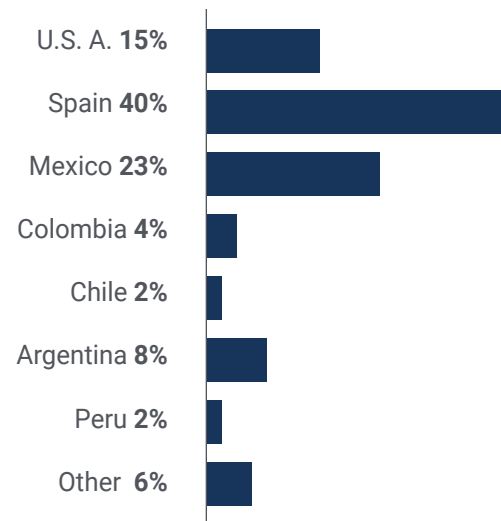
Jaime García

HR Manager

"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 MBA in Human Resources (CHRO, Chief Human Resources Officer) teaching team will help you succeed 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 Cohaerentis.
- 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

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 this great effort should be to achieve professional growth. And, with us, you will find great possibilities 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.

TECH's MBA in Human Resources (CHRO, Chief Human Resources Officer) is an intensive program that will prepare you to face the challenges and business decisions in the selection, remuneration, motivation and strategic management of people, both nationally and internationally. Its main objective is to support your personal and professional growth and help you achieve success.

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

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.

When the change occurs

During the program	During the first year	After 2 years
15%	**59%**	**26%**

Type of change

Internal Promotion **32%**

Change of Company **40%**

Entrepreneurship **28%**
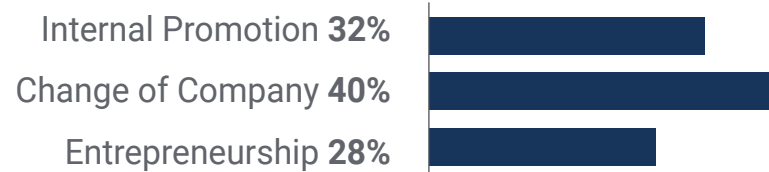
Salary increase

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

Salary before	A salary increase of	Salary after
$77,000	**25%**	**€96,250**

Benefits for Your Company

The MBA in Human Resources (CHRO, Chief Human Resources Officer) helps to raise the organization's talent to its maximum potential through the specialization of 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
You 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.
You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

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

05

Project Development
Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

06

Increased competitiveness
This program will equip professionals with the necessary skills to take on new challenges and drive the organization forward.

Certificate

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

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"
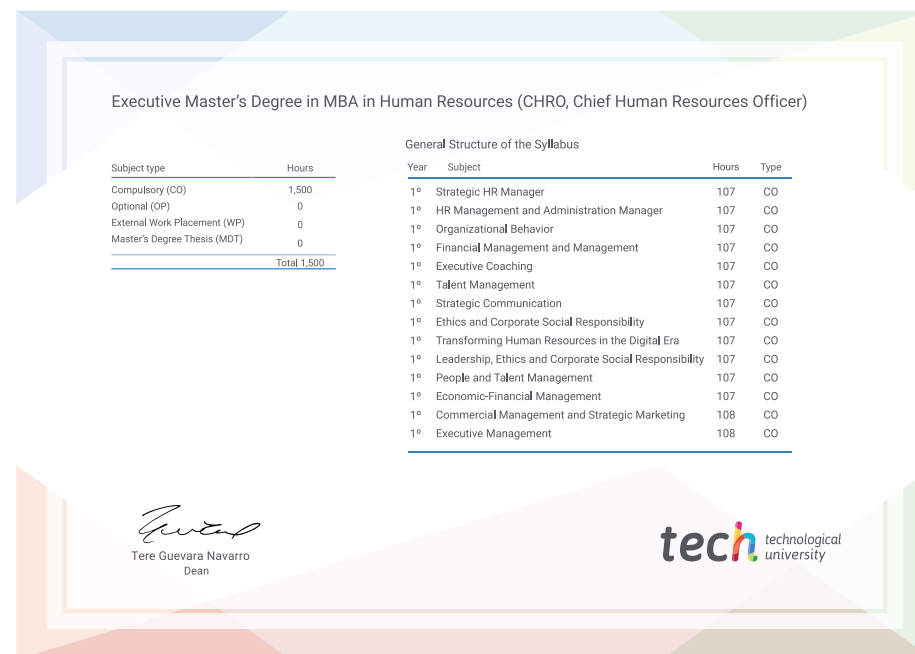
This **MBA in Human Resources (CHRO, Chief Human Resources Officer)** contains the most complete and up-to-date program on the market.

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

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

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

Official Nº of Hours: **1,500 hours.**

tech technological university

Awards the following
DIPLOMA
to

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

EXECUTIVE MASTER'S DEGREE
in

MBA in Human Resources (CHRO, Chief Human Resources Officer)

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

General Structure of the Syllabus

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	**1,500**

Year	Subject	Hours	Type
1º	Strategic HR Manager	107	CO
1º	HR Management and Administration Manager	107	CO
1º	Organizational Behavior	107	CO
1º	Financial Management and Management	107	CO
1º	Executive Coaching	107	CO
1º	Talent Management	107	CO
1º	Strategic Communication	107	CO
1º	Ethics and Corporate Social Responsibility	107	CO
1º	Transforming Human Resources in the Digital Era	107	CO
1º	Leadership, Ethics and Corporate Social Responsibility	107	CO
1º	People and Talent Management	107	CO
1º	Economic-Financial Management	107	CO
1º	Commercial Management and Strategic Marketing	108	CO
1º	Executive Management	108	CO

Tere Guevara Navarro
Dean

tech technological university

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

tech *universidad tecnológica*

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

Modality: **Online**

Duration: **12 months.**

Certificate: **TECH Technological University**

Schedule: **at your own pace**

Exams: **online**

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

tech technological university