

# Executive Master's Degree MBA in Nursing Management

M B A N M





## Executive Master's Degree MBA in Nursing Management

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

Website: [www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-nursing-management](http://www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-nursing-management)

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# 01 Welcome

The new challenges posed by the nursing profession in society make it necessary to update business professionals who work in the management of this health area, to acquire management skills that allow good management of resources, material and human, offering the best possible care to patients. Therefore, with the completion of this executive master's degree, a correct management of the activity and team management will be achieved, in the most efficient way and with the latest educational technology. In addition, graduates will have access to a series of 10 exclusive and complementary *Masterclasses*, designed by an internationally renowned expert in Nursing and Healthcare Management.



Executive Master's Degree in MBA in Nursing Management  
TECH Global University



“

*Do you want to upgrade your skills in Nursing and Healthcare Management? You will have access to a set of 10 additional Masterclasses, taught by an internationally renowned lecturer in these fields"*

02

# Why Study at TECH?

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



“

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



## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

**95%**

of TECH students successfully complete their studies



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

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

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



“

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

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

01

### A Strong Boost to Your Career

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

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

02

### Develop a strategic and global vision of the company

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

*Our global vision of companies will improve your strategic vision.*

03

### Consolidate the student's senior management skills

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

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

04

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects.

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

*20% of our students develop their own business idea.*

07

### Improve *soft skills* and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

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

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

# 04 Objectives

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





“

*One of our fundamental objectives is to help you develop the essential competencies to develop in the field of Nursing Management"*



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

The **Executive Master's Degree in MBA in Nursing Management** will prepare students to:

01

Analyze the theories and models on the organization and functioning of health systems, focusing on their political, social, legal and economic foundations and organizational structure

02

Approach clinical management using the criteria of efficacy, efficiency, effectiveness, equity, performance and profitability and the solution of problems through the appropriate use of information systems

03

Describe the principles of clinical management that allow for planning, organization, management and evaluation of a center, service or care unit

04

Describe, compare and interpret features and performance data of different Healthcare Models and Systems

05

Apply the essential concepts and methods of planning, organization and management of health institutions



06

Contextualize the nursing division in the interdisciplinary team and learn about the new challenges of the profession

08

Understand and know how to apply and interpret health law in order to contextualize clinical practice in terms of professional and social responsibility, as well as the ethical aspects associated with health care

09

Understand and know how to carry out an economic analysis of the functioning of health institutions and the economic behavior of the agents involved in health systems

07

Understand, interpret, transmit and apply regulatory norms for the activities and functions of health professionals regarding clinical management in accordance with the legal framework of the health sector

10

Understand and know how to apply the fundamental concepts of economic evaluation techniques and tools applied in health systems and facilities



11

Understand, apply and know how to evaluate the usefulness in the clinical context of the different management tools that can be applied to the context of healthcare practice

12

Understand, apply and lead quality systems and patient safety systems applied to the context of clinical management units

13

Understand and know how to apply the approaches to health accreditation in different types of health centers

14

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



15

Understand, interpret and appropriately apply the most suitable tools for clinical assessment and decision making in each situation

16

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

18

Manage scientific databases for carrying out reviews and bibliographic searches of scientific studies

19

Conduct a critical and in-depth study on a topic of scientific interest in the field of infectious diseases

17

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

20

Communicate result findings after having analyzed, evaluated, and synthesized the data



# 05 Skills

After passing the assessments of the Executive Master's Degree in MBA in Nursing Management, professionals will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has four bars of increasing height. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

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

01

Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context

02

Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the field of study

03

Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments

04

Know how to communicate conclusions, knowledge, and supporting arguments to specialized and non-specialized audiences in a clear and unambiguous way

05

Acquire the learning skills that will enable further studying in a largely self-directed or autonomous manner





06

Develop within the profession in terms of working with other health professionals, acquiring skills to work as a team

08

Develop the capacity for critical analysis and research in your professional field

09

Develop the skills to evaluate the different health benefits

07

Recognize the need to maintain your professional skills and keep them up to date, with special emphasis on autonomous and continuous learning of new information

10

Develop methodological and instrumental skills in epidemiological research and the evaluation of centers, services, technologies and health programs



06

# Structure and Content

The Executive Master's Degree MBA in Nursing Management is a tailor-made program that is taught in a 100% online format so that they can choose the time and place that best suits the availability, schedule and interests of the students. A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for their success in Nursing Management.



“

*We help you develop your management skills and give your career a boost"*

## Syllabus

The Executive Master's Degree MBA in Nursing Management at TECH Global University is an intensive program that prepares them to face challenges and business decisions at the healthcare level, both nationally and internationally. Its content is designed to promote the development of managerial skills, allowing for more rigorous decision-making in uncertain environments.

Throughout 2,700 hours of study, they will analyze a multitude of practical cases through individual work, achieving a superior specialization that will allow them to develop successfully in nursing management, applying all their new knowledge to their daily practice. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals in depth with different areas of nursing and is designed to specialize managers who understand senior management from a business perspective.

A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence in the field of nursing leadership and management. A program that understands your needs and those of your business through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you 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 14 modules:

<b>Module 1</b>	Health Systems and Policies. Planning and Control of Health Organizations
<b>Module 2</b>	Clinical, Economic and People Management
<b>Module 3</b>	The Division of Nursing in the Health System Clinical and Nursing Care Management
<b>Module 4</b>	Quality and Safety Management
<b>Module 5</b>	Hospital Care Management
<b>Module 6</b>	Management in Care Settings
<b>Module 7</b>	Decision Making and Communication in Nursing Leadership
<b>Module 8</b>	Nursing Services Management in Society Marketing, Communication and mHealth
<b>Module 9</b>	Teaching and Research
<b>Module 10</b>	Humanization in Healthcare Management
<b>Module 11</b>	Leadership, Ethics and Social Responsibility in Companies
<b>Module 12</b>	People and Talent Management
<b>Module 13</b>	Economic and Financial Management
<b>Module 14</b>	Commercial and Strategic Marketing Management



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

TECH offers the possibility of developing this Executive Master's Degree MBA in Nursing Management completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

### Module 1. Health Systems and Policies. Planning and Control of Health Organizations

- |  |  |  |  |
|--|--|--|--|
| 1.1. Health Systems                              | 1.2. Healthcare Financing and Provision  | 1.3. Evolution and Other Aspects of Health Systems | 1.4. Alternatives to the Traditional Management Models |
| 1.5. The Process of Strategic Planning           | 1.6. Management by Values and Objectives | 1.7. Organizational Theory Applied to Healthcare   | 1.8. Management and Direction                          |
| 1.9. Management Control in the Healthcare Sector |  |  |  |

### Module 2. Clinical, Economic and People Management

- |  |  |                            |   |
|--|--|----------------------------|---|
| 2.1. Bases of Accounting Applied to Economic Health Management | 2.2. Efficiency and Sustainability of Health Systems           | 2.3. Budget and Purchasing | 2.4. Financing and Payment Models             |
| 2.5. Cost Calculation  | 2.6. Management Agreements                                     | 2.7. Health Professionals  | 2.8. Rights and Responsibilities Retributions |
| 2.9. Working Day People Management                             | 2.10. Tools for Employability in the Public and Private Sphere |                            |   |

### Module 3. The Nursing division in the Health System Clinical and Nursing Care Management

- |   |  |  |  |
|---|--|--|--|
| 3.1. Nursing Department and Strategic Management    | 3.2. Information Systems in Nursing                              | 3.3. Normalization of Nursing Language | 3.4. Nursing Contribution to the Evaluation of Medical Products Nursing Managers of Material Resources |
| 3.5. Information and Registering Systems in Nursing | 3.6. Health Results  | 3.7. Patient Classification Systems    | 3.8. Tools for Care Management: Clinical and Procedures Management                                     |
| 3.9. Joining the Organization: Welcome Manual       | 3.10. Bioethics in Nursing Procedures and Value-Based Management |  |  |

**Module 4. Quality and Safety Management**

4.1. Quality in Healthcare Organizations	4.2. Patient Security	4.3. Nosocomial Infections	4.4. Prevention
4.5. Information and Record Systems	4.6. Secondary and Tertiary Victims	4.7. Quality Accreditation in Healthcare	4.8. Organizations and Criteria: Accreditation Models
4.9. Performance Evaluation: Management by Competencies	4.10. Methods and Techniques		

**Module 5. Hospital Care Management**

5.1. Emergency Services Management	5.2. UCI Management	5.3. Surgical Unit Management	5.4. Management of Hospitalization Units
5.5. Other Units or Special Services	5.6. Management of Central or Auxiliary Services	5.7. Radio Diagnostic Services Management	5.8. Laboratory Management
5.9. Pharmacy Hospital Management	5.10. Hospitality, Complementary and Voluntary Services Management		

**Module 6. Management in Care Settings**

6.1. Health and Social Coordination	6.2. Primary Healthcare	6.3. Primary Care Clinical Management	6.4. Chronic Patient Management Nurse Leadership in Facing the Challenge of Chronicity
6.5. Nursing Managers of Advanced Cases and Practice	6.6. Active Patients and Patient School	6.7. Outpatient Services Management	6.8. Out-of-Hospital Emergencies Management
6.9. Outpatient Care Services			



### Module 7. Decision Making and Communication in Nursing Leadership

7.1. Leadership and Team Leadership	7.2. People-Related Motivation: Stress and Emotion Management	7.3. Delegation	7.4. Executive Coaching
7.5. Decision Making and Time Management	7.6. The Decision Process: Management in the Complexity of Care	7.7. Techniques for Decision-Making	7.8. Communication
7.9. Meetings	7.10. Conflict Management		

### Module 8. Nursing Services Management in Society Marketing, Communication and mHealth

8.1. Regulatory Aspects in the Management of Health Care Services	8.2. Health Promotion and New Technologies: mHealth, Nursing Care in Technological Advancement in Health	8.3. Healthcare Marketing	8.4. Technological Changes that Improve Health Care Apps and Social Media in the Field of Health
8.5. Digital Skills in Healthcare Directors and Middle Management	8.6. Healthcare Market	8.7. Corporate Social Responsibility	8.8. Nurse Visibility: Social Networks and New Technology Nursing of the Future
8.9. The Public Profile of the Health Care Manager and Managerial Staff	8.10. The Interview Process to Apply for a Managerial Position		

**Module 9. Teaching and Research**

9.1. Critical Thinking in Nursing	9.2. Basic Principles of Research Methodology Applied in Health Sciences	9.3. Sources of Information for Research and Sourcing Strategies	9.4. Critical Reading of Articles
9.5. Epidemiology and Research Study Designs and Biases	9.6. Communication and Diffusion of Research Findings	9.7. Opportunities and Resources for Development of Studies and Research	9.8. Nursing Knowledge Management and Evidence-Based Nursing
9.9. Caregiver Training: Professional Development	9.10. Management and Innovation in Continuing Training and Teaching Skills: Innovation in Health and Care		

**Module 10. Humanization in Healthcare Management**

10.1. Anthropology of Humanization: Health and Illness	10.2. Organizational and Transformational Culture in Healthcare Systems	10.3. Management of Organizations Based on Humanization	10.4. New Trends in Healthcare: the Voice of the Patient and Caregiver, the Active Patient and the Expert Patient
10.5. Ethical Considerations in the Healthcare Field	10.6. The Ethics of Nursing Care	10.7. Occupational Health and Prevention Services in the Healthcare Field	10.8. Professional Burnout: Costs Associated with Caregiving
10.9. Patient and Family Focused Care	10.10.A Current Approach to Treatment Adherence		

## Module 11. Leadership, Ethics and Social Responsibility in Companies

### 11.1. Globalization and Governance

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

### 11.2. Cross Cultural Management

- 11.2.1. Cross Cultural Management Concept
- 11.2.2. Contributions to Knowledge of National Cultures
- 11.2.3. Diversity Management

### 11.3. Management and Leadership Development

- 11.3.1. Concept of Management Development
- 11.3.2. Concept of Leadership
- 11.3.3. Leadership Theories
- 11.3.4. Leadership Styles
- 11.3.5. Intelligence in Leadership
- 11.3.6. The Challenges of Today's Leader

### 11.4. Business Ethics

- 11.4.1. Ethics and Morality
- 11.4.2. Business Ethics
- 11.4.3. Leadership and Ethics in Companies

### 11.5. Sustainability

- 11.5.1. Sustainability and Sustainable Development
- 11.5.2. The 2030 Agenda
- 11.5.3. Sustainable Companies

### 11.6. Corporate Social Responsibility

- 11.6.1. International Dimensions of Corporate Social Responsibility
- 11.6.2. Implementing Corporate Social Responsibility
- 11.6.3. The Impact and Measurement of Corporate Social Responsibility

### 11.7. Responsible Management Systems and Tools

- 11.7.1. CSR: Corporate Social Responsibility
- 11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.7.4. CSR Tools and Standards

### 11.8. Multinationals and Human Rights

- 11.8.1. Globalization, Multinational Companies and Human Rights
- 11.8.2. Multinational Corporations and International Law
- 11.8.3. Legal Instruments for Multinationals in the Area of Human Rights

### 11.9. Legal Environment and Corporate Governance

- 11.9.1. International Rules on Importation and Exportation
- 11.9.2. Intellectual and Industrial Property
- 11.9.3. International Labor Law

## Module 12. People and Talent Management

### 12.1. Strategic People Management

- 12.1.1. Strategic Management and Human Resources
- 12.1.2. Strategic People Management

### 12.2. Human Resources Management by Competencies

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

### 12.3. Performance Evaluation and Compliance Management

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

### 12.4. Innovation in Talent and People Management

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Identification, Training and Development of Talent
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

### 12.5. Motivation

- 12.5.1. The Nature of Motivation
- 12.5.2. Expectations Theory
- 12.5.3. Needs Theory
- 12.5.4. Motivation and Financial Compensation

### 12.6. Developing High Performance Teams

- 12.6.1. High-Performance Teams: Self-Managed Teams
- 12.6.2. Methodologies for the Management of High Performance Self-Managed Teams

### 12.7. Change Management

- 12.7.1. Change Management
- 12.7.2. Type of Change Management Processes
- 12.7.3. Stages or Phases in the Change Management Process

### 12.8. Executive Communication

- 12.8.1. Internal and External Communication in the Corporate Environment
- 12.8.2. Communication Departments
- 12.8.3. The Person in Charge of Communication of the Company The Profile of the Dircom

### 12.9. Productivity, Attraction, Retention and Activation of Talent

- 12.9.1. Productivity
- 12.9.2. Talent Attraction and Retention Levers

## Module 13. Economic and Financial Management

### 13.1. Economic Environment

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

### 13.2. Executive Accounting

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

### 13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

### 13.4. Budget and Management Control

- 13.4.1. The Budget Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.4. Treasury Budget
- 13.4.5. Budget Monitoring

### 13.5. Financial Management

- 13.5.1. The Company's Financial Decisions
- 13.5.2. Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Financial Administration Risk Management

### 13.6. Financial Planning

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Table
- 13.6.5. The Working Capital Table

### 13.7. Corporate Financial Strategy

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Financial Products for Corporate Financing

### 13.8. Strategic Financing

- 13.8.1. Self-financing
- 13.8.2. Increase in Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing Through Intermediaries

### 13.9. Financial Analysis and Planning

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

### 13.10. Analyzing and Solving Cases/ Problems

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 14. Commercial and Strategic Marketing Management

### 14.1. Commercial Management

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Business Strategy and Planning
- 14.1.3. The Role of Sales Managers

### 14.2. Marketing

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

### 14.3. Strategic Marketing Management

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

### 14.4. Digital Marketing and e-Commerce

- 14.4.1. Digital Marketing and E-commerce Objectives
- 14.4.2. Digital Marketing and Media Used
- 14.4.3. E-Commerce General Context
- 14.4.4. Categories of E-commerce
- 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce

### 14.5. Digital Marketing to Reinforce a Brand

- 14.5.1. Online Strategies to Improve Your Brand's Reputation
- 14.5.2. Branded Content and Storytelling

### 14.6. Digital Marketing to Attract and Customer Loyalty

- 14.6.1. Loyalty and Engagement Strategies Through the Internet
- 14.6.2. Visitor Relationship Management
- 14.6.3. Hypersegmentation

### 14.7. Managing Digital Campaigns

- 14.7.1. What is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

### 14.8. Sales Strategy

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

### 14.9. Corporate Communication

- 14.9.1. Concept
- 14.9.2. The Importance of Communication in the Organization
- 14.9.3. Type of Communication in the Organization
- 14.9.4. Functions of Communication in the Organization
- 14.9.5. Elements of Communication
- 14.9.6. Communication Problems
- 14.9.7. Communication Scenarios

### 14.10. Digital Communication and Reputation

- 14.10.1. Online Reputation
- 14.10.2. How to Measure Digital Reputation?
- 14.10.3. Online Reputation Tools
- 14.10.4. Online Reputation Report
- 14.10.5. Online Branding

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.



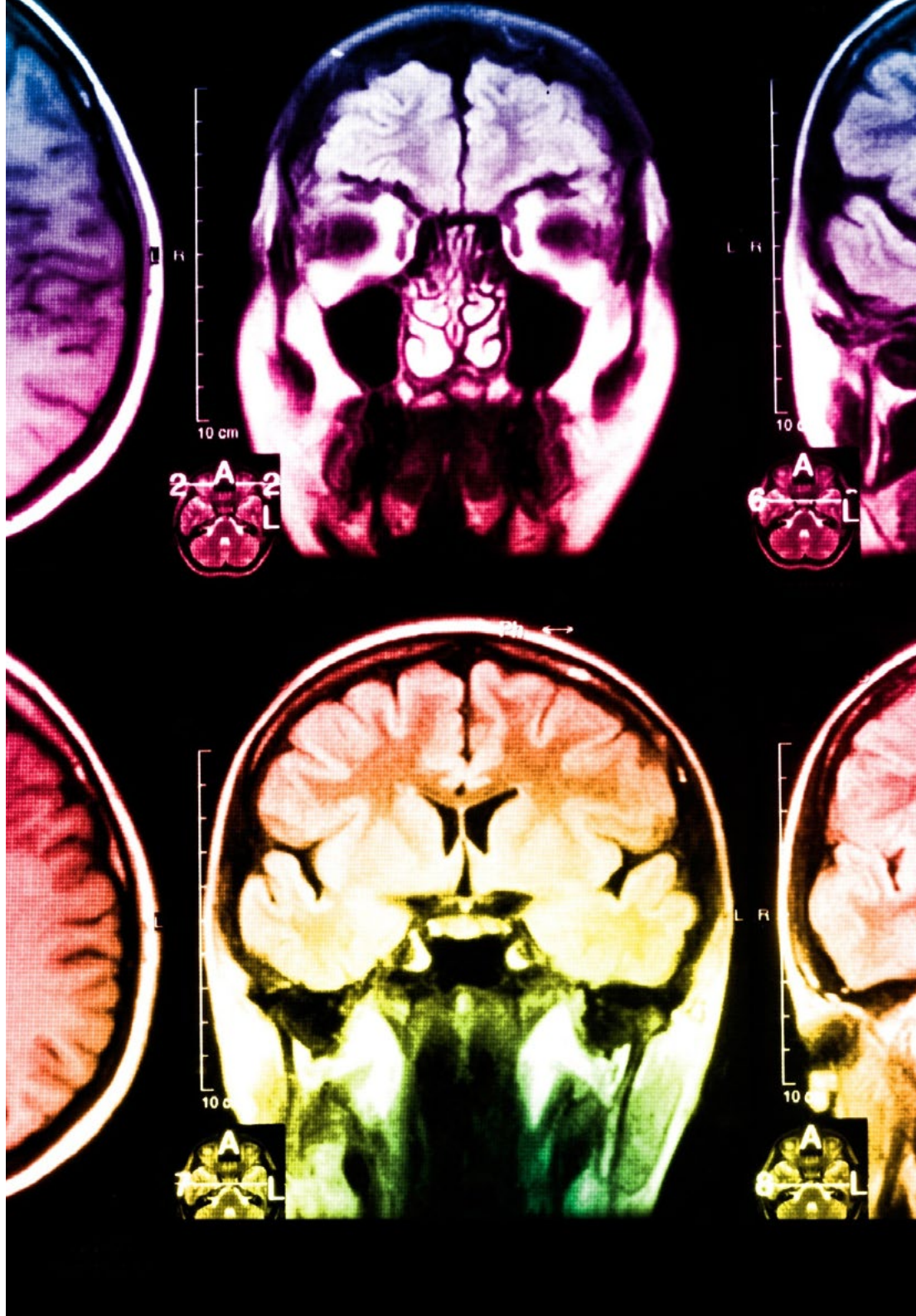
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

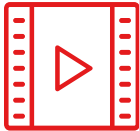
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



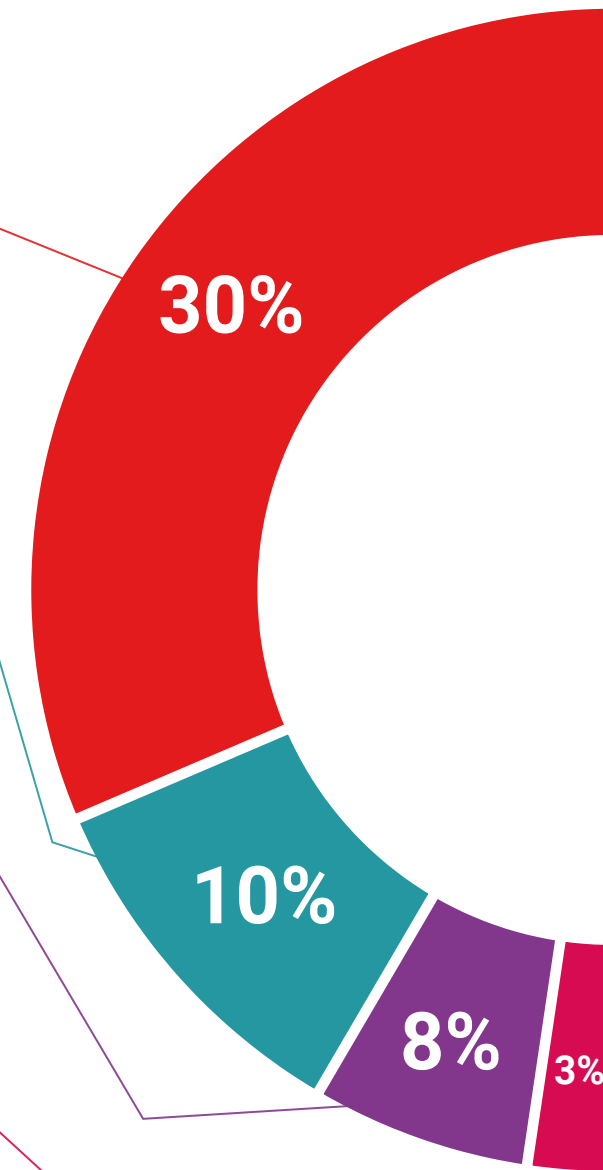
### Management Skills Exercises

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.

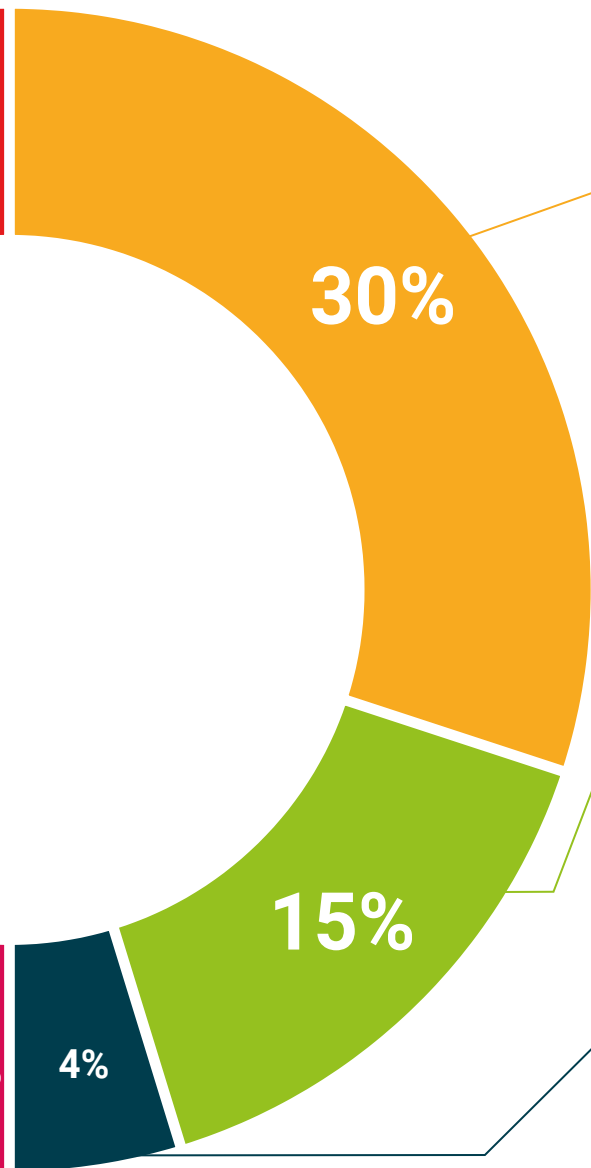


### Additional Reading

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 Executive Master's Degree MBA in Nursing Management is a program aimed at business professionals who want to update their knowledge in nursing management and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



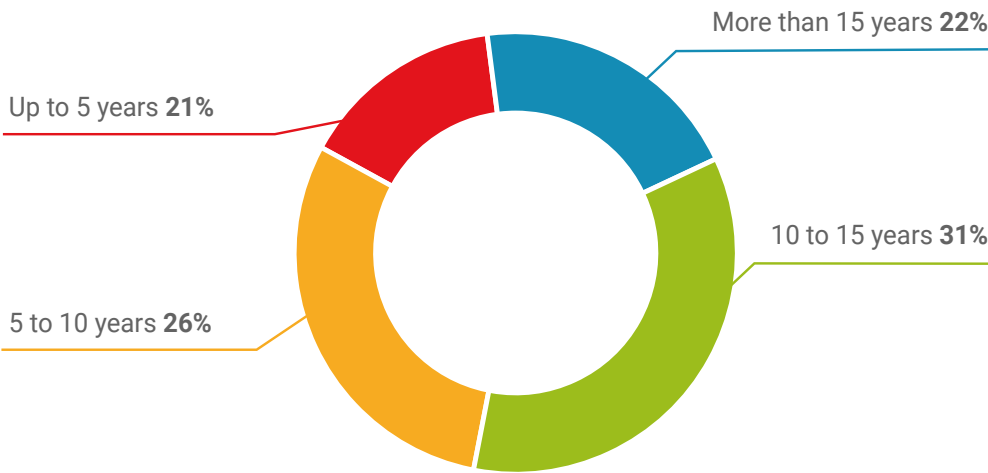
“

*If you are looking for a professional improvement, at TECH we offer you a unique opportunity to acquire superior specialization in this field, achieving a promotion in your work and, above all, offering a higher quality service to users"*

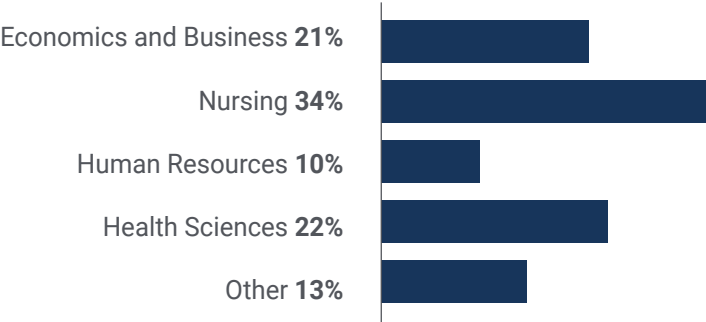
Average Age

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

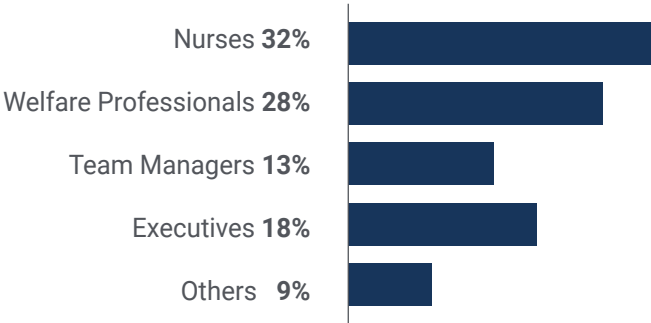
Years of Experience



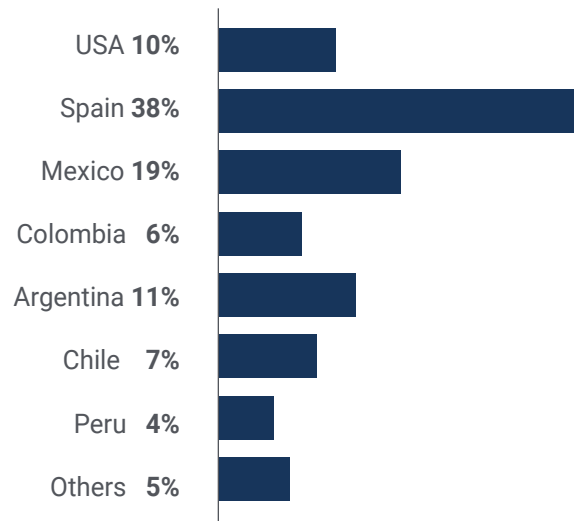
Training



Educational Profile



## Geographical Distribution



## Marian Díaz

Director of Nursing

*"The completion of this Executive Master's Degree MBA in Nursing Management from TECH has allowed me to move up in my career, managing to be the director of nurses who work every day to provide the best care to our patients. Its fully updated online content and the quality of the faculty have been the best thing about this program"*

09

# Course Management

The teachers of this MBA are highly qualified and experienced professionals with a solid track record in the healthcare sector. Indeed, these experts combine a deep understanding of the dynamics of management in healthcare environments with practical leadership and management skills. In addition, their experience ranges from the management of large healthcare institutions to the implementation of innovative nursing team management strategies.



“

*This program will provide you with cutting-edge theoretical knowledge and practical tools, directly applicable to improving efficiency and quality in healthcare"*

## International Guest Director

Andrew D. Magalee is an outstanding leader in the field of **Nursing and Health Care Management**, with a career path marked by his commitment to excellence and innovation. As such, he has served as **Director of Nursing for Nursing Staffing and Resource Management at Johns Hopkins Bayview Medical Center**, a position of great responsibility at one of the most prestigious medical institutions internationally.

With a strong academic background, including a **Master's Degree in Nursing Administration**, with a specialization in **Pediatric Care**, from New York University, he has combined his theoretical knowledge with extensive practical experience. In addition, he has held the position of **Director of Nursing at Dartmouth-Hitchcock Medical Center**, where he has made a significant mark in improving quality of care and operational efficiency. He has also served as **Assistant Manager at Langone Medical Center**, New York University.

In addition to his outstanding professional work, Andrew D. Magalee has demonstrated a commitment to academic preparation, having completed undergraduate degrees in both Biology and Nursing at renowned American institutions such as St. John's University and New York University. Therefore, his knowledge and skills range from hospital management to the implementation of healthcare technologies, including his extensive background in Human Resources, performance improvement, health insurance, clinical research and emergency management. All this positions him as an influential and respected figure in the international healthcare arena.





## Mr. Magalee, Andrew D.

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- Director of Nursing, Personnel and Resource Management, Johns Hopkins Bayview Medical Center USA
- Director of Nursing, Dartmouth-Hitchcock Medical Center, New Hampshire
- Assistant Manager at Langone Medical Center, New York University
- Master's Degree in Nursing Administration, specialization in Pediatric Care, New York University
- B.S. in Nursing, New York University
- B.S. in Biology, St. John's University

“

*Thanks to TECH you will be able to learn with the best professionals in the world"*

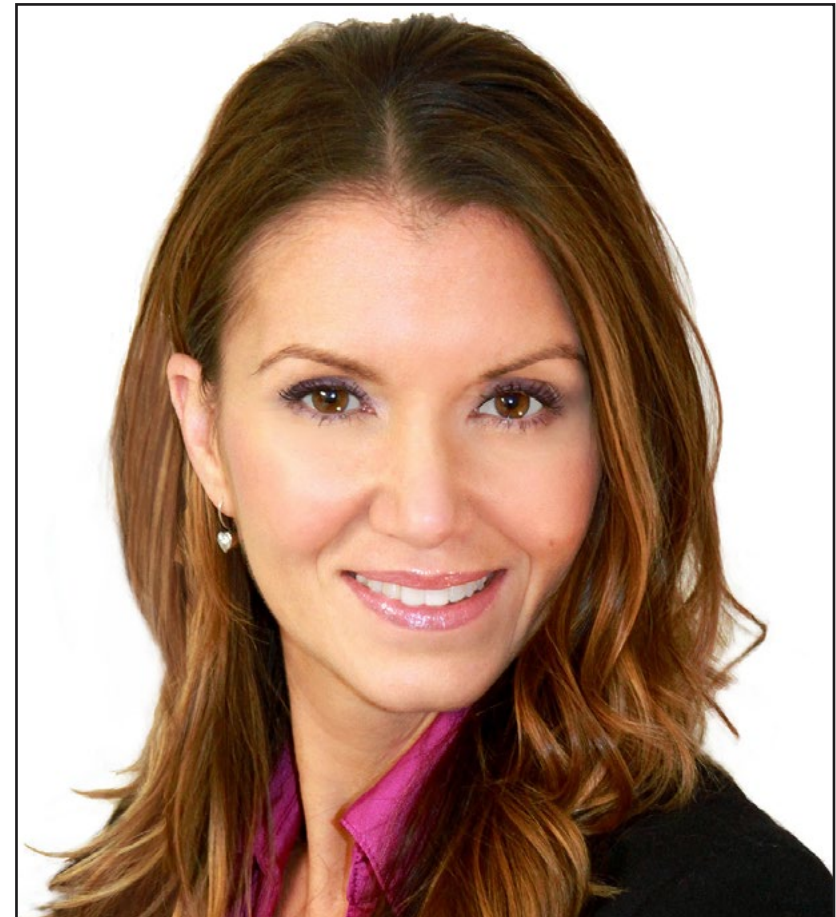
## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

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- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

*TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market"*

## International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



## D. Gauthier, Rick

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- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



## Mr. Arman, Romi

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- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

“

*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*



## International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst, Hamburg, Germany**, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion**.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships and working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

*Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"*

## International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions aligned to specific business objectives**. In addition, he is recognized for his **proactivity and adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision and a genuine passion for products**.

As **Global Brand and Merchandising Director at Giorgio Armani**, he has overseen a variety of **Marketing strategies for apparel and accesories**. His tactics have also focused on the **retail environment and consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to **boost the structure, and development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders in Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).



## Ms. La Sala, Andrea

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- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

“

*The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



## Mr. Gram, Mick

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- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

“

*Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"*



## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.





## Mr. Stevenson, Scott

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- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

“

*Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”*

## International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**..

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for Roger Goodell in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



## Mr. Nyquist, Eric

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- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

“

*Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!”*

10

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

For this reason, TECH puts all its efforts and tools at the disposal of students so they can acquire the skills and abilities required to achieve this change.



“

*We put all our efforts to help you achieve  
the professional change you desire”*

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

The Executive Master's Degree MBA in Nursing Management of TECH is an intensive program that prepares you to face the challenges and business decisions at the Healthcare level, both nationally and internationally. The main objective is to promote personal and professional growth. Helping 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.

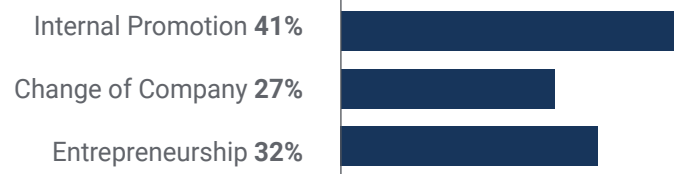
*Do not miss the opportunity to study with us. We have a high level teaching staff that will help you achieve success.*

*Continuous specialization is a necessity in all sectors. That's why we've designed this program to expand your knowledge in the MBA in Nursing Management.*

### Time of Change



### Type of change





## Salary increase

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



# Benefits for Your Company

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



“

*After studying at TECH you will be able to bring new strategies to your work in Nursing Management"*

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

01

### **Growth of talent and intellectual capital**

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

---

02

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

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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



05

### **Project Development**

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

---

06

### **Increased competitiveness**

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

# 12 Certificate

The MBA in Nursing Management guarantees, 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 private qualification will allow you to obtain an **MBA in Nursing Management** 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** private qualification, 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: **Executive Master's Degree in MBA in Nursing Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**





## Executive Master's Degree

### MBA in Nursing Management

- » 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 Nursing Management

