Executive Master's Degree

MBA in Personnel Recruitment

MBA PR

tech *global university*

tech global university

Executive Master's Degree
MBA in Personnel Recruitment

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-personnel-recruitment**

Index

01
Welcome

Personnel recruitment processes must be carried out in an exhaustive manner in order to choose the workers who are best suited to each job position and who have a profile appropriate to the company's policies and objectives. In this sense, having an international and inclusive vision will make the organization more committed and competitive, with a human resources team that selects professionals with different visions and experiences. To this end, it is essential for recruitment experts to be trained in the field of labor diversity in order to understand the opportunity of having a plural and multicultural team. To address these contents, this program has an International Guest Director, who will give 10 Masterclasses.

MBA in Personal Recruitment
TECH Global University

" *Delve into the most outstanding advances in the area of HR in the Masterclasses given by a prestigious International Guest Director"*

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 | **+200**
executives prepared each year | 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.

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"

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

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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.

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

The objectives of this program are based on meeting the specialization needs of Human Resources professionals in this field. In this sense, a complete and optimal program has been realistically established to lead the student to academic excellence and encourage them to achieve an efficient progression in their professional career. For all these reasons, this specialization will be a journey of personal and professional growth for the student that will lead them to the highest quality in their intervention in this field.

"If your goal is to expand your professional career as an HR specialist, with the qualification that will enable you to compete among the best, look no further. This program will give you the boost your career needs"

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

The **MBA in Personnel Recruitment** will enable the student to:

01 Be familiar with the evolution of personnel selection, especially with regard to diversity in the workplace

02 Collaborate and be a valuable asset when recruiting effective and functional professionals for the organizations

03 Participate in the organizations' management understanding of the importance of diversity in the workplace

04 Establish recruitment plans that promote the development and proper functioning of the organizations

05 Know the functioning of contracting procedures and Social Security

06 Determine the legal regulations applicable to continuing vocational training for employment

08 Understand and know how to apply the legal system to solve practical cases

09 Know the essential aspects of employment law

07 Recognize different techniques of personal motivation in conflict resolution

10 Understand the dynamics of the social assistance system

11 Interpret different government programs and policies

14 Describe the different phases and processes in personnel selection

12 Examine social groups, social exclusion, as well as women in employment

13 Obtain a vision of equality and diversity in the workplace

15 Gain knowledge about cybersecurity strategies in digital recruitment and selection processes

16 Be able to prepare an annual performance plan according to the organization within the scope of labor policies and equality at work

18 Handle labor intermediation actions and their distinction with illegal assignment of workers

19 Know the employment intermediary agents, their policy of public-private collaboration with the public employment services and the actions that regulate them

17 Conduct an analysis of the results of the annual performance plan

20 Know job prospecting and recruitment actions within the framework of the digital marketplace

Skills

After passing the assessments in the MBA in Personnel Recruitment, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.

We provide you with the most complete educational program in the market so that you can acquire the necessary skills to develop in the field of Personnel Recruitment"

01 Examine time and personal energy management with the use of new technologies

02 Plan and control projects in such a way that you will be able to increase your company's productivity

03 Establish protocols for detecting professional competencies in digital environments and social networks

04 Describe the new Human Resources policies in the digital era, through performance evaluation scales and observation techniques

05 Differentiate the types of contracting and contractual termination

06 Manage bonuses for specific groups on an equal opportunity basis

08 Manage different internal and external training programs

09 Manage the employee social security bonus systems

07 Perform wage receipts and apply the contribution elements and wage bases

10 Explore the psychology of work and organizations

11 Use the methodology, tools and material resources adapted to personnel selection

14 Manage different qualitative and quantitative selection tools, as well as competency-based interviews and situational tests

12 Adapt plans designed to increase the diversity of the organization's workforce

13 Analyze the different recruitment tools, both traditional and digital

15 Identify the behavior of people in organizations

16 Apply psychological approaches, so that you will be able to negotiate and mediate group disagreements

17 Discuss digital transformation processes

18 Apply plans for personnel management

Structure and Content

The syllabus of this MBA has been designed and created by a team of experts in the field to respond, in a specific way, to the needs of Human Resources professionals. This compendium of contents has also been designed with a perspective focused on applied learning, allowing the professional to intervene successfully through a broad vision connected to the real environment of the profession. Thus, this program will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.

" *A complete program created to offer an effective and fast learning process that is compatible with personal and professional life"*

Syllabus

This intensive program at TECH Global University prepares you to face challenges and business decisions in the field of Personnel Recruitment. The content is designed to promote the development of professional competencies that allow for more rigorous decision making in uncertain environments.

Throughout 2,700 hours of study, students will analyze a multitude of practical cases through individual work, achieving a contextual learning that allows them to perfectly understand possible situations they will face in their daily practice. It is, therefore, an authentic immersion in real business situations.

This MBA deals in depth with the selection of people and labor diversity from a strategic, international and innovative perspective.

A plan designed and focused on professional improvement, and that prepares to achieve excellence. A program that understands the needs of the professional and those of the company through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty that will provide competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 14 modules:

Module 1	Psychology of Work and Organizations
Module 2	Social Security
Module 3	Personnel Administration
Module 4	Management and Management of In-Company Training
Module 5	Strategic Management of Equality and Diversity in HR Manager
Module 6	Personnel Recruitment I: Quantitative and Qualitative Methodologies
Module 7	Personnel Recruitment II: Digital Era
Module 8	Performance Management and Compensation Policy
Module 9	Management of Labor Intermediation Policies
Module 10	Personal Productivity and Project Management
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	Economic and 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 developing this Executive Master's Degree in Personnel Recruitment Management 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. Psychology of Work and Organizations

1.1. Approach to Work and Organizational Psychology

1.1.1. Definition and Historical Conceptualization
1.1.2. Application of Work and Organizational Psychology
1.1.3. Psychological Pictures in the Workplace

1.2. Organizational Structure

1.2.1. Organizational Structure: The Organizational Chart
1.2.2. Group Structure: Types of Business Groups
1.2.3. Information Processing and Exchange in the Organization

1.3. Organizational Climate

1.3.1. Concept of Organizational Climate
1.3.2. The Importance of Establishing an Organizational Culture in the Company and Its Impact on the Worker
1.3.3. Organizational Climate Assessment

1.4. The Positive and Creative Context in Organizations

1.4.1. Introduction to the Positive Context
1.4.2. Handling Turbulent Contexts and Dispensers
1.4.3. Mediation Actions
1.4.4. Organizational Change

1.5. Social Psychology of Conflict and Negotiation

1.5.1. Social Conflict (The Human Group and Its Cognitive Components in a Group)
1.5.2. The Human Group: Collective Processes
1.5.3. Conflict Stimulation

1.6. Psychosocial Foundations of Human Behavior

1.6.1. Psychological Foundations of Human Behavior
1.6.2. Values
1.6.3. Perception
1.6.4. Learning
1.6.5. Commitment

1.7. Career Counseling

1.7.1. Contextualization of Guidance in the World of Work.
1.7.2. Career Guidance in Lifelong Work-Based Learning: *Skills*
1.7.3. Digital Transformation in Career Guidance
1.7.4. International Organizations in Vocational and Career Guidance

1.8. Leadership, Change, Innovation and Development

1.8.1. Introduction and Definition of Leadership
1.8.2. Leadership Typologies
1.8.3. Leadership Skills Focused on Change and Innovation

1.9. Personality, Attitudes and Values in the Work Environment

1.9.1. Conceptualization of Personality
1.9.2. Personality Theories
1.9.3. Relationship between Attitudes and Personality
1.9.4. Personality and Work Environment

1.10. Motivation and Job Satisfaction

1.10.1. Motivation: Types (Extrinsic and Intrinsic)
1.10.2. Motivation and Personality
1.10.3. Job Satisfaction and Fulfillment

Module 2. Social Security

2.1. The Constitutional Model of Social Protection. The Social Security System

2.1.1. The Constitutional Model of Social Protection
2.1.1.1. Measures for the Protection of Social Needs
2.1.1.2. Social Security
2.1.1.3. The Declarations of the Spanish Constitution of 1978 on Social Protection
2.1.2. The Social Security System
2.1.2.1. Evolution of the Social Security in Spain
2.1.2.2. System Composition
2.1.2.3. Protective Action: Social Security Benefits
2.1.3. Economic and Financial Regime of Social Security
2.1.4. Social Security Management

2.2. Persons and Contingencies Protected

2.2.1. Field of Application of the System
2.2.2. Scope of Application of the General Regime
2.2.3. Entrepreneur Registration
2.2.4. Employee Affiliation
2.2.4.1. Employee Terminations and Cancellations
2.2.4.2. Discharge Classes
2.2.4.3. The Special Agreement as a Situation Assimilated to Registration
2.2.4.4. Effects of Registration, Cancellation and Communication of Employee Data
2.2.5. Effects of Improper Acts

2.3. Persons and Contingencies Protected II

2.3.1. Protected Situations
2.3.2. Occupational Accidents and Occupational Diseases
2.3.3. The Protective Action of the Social Security System
2.3.4. General Requirements for Entitlement to Contributory Benefits
2.3.5. Liability for Benefits
2.3.6. Automated Performance

2.4. Management and Financing (Part I)

2.4.1. Social Security Management
2.4.1.1. Management Entities
2.4.2. Common Services
2.4.3. Collaboration in Management

2.5. Management and Financing (Part II)

2.5.1. Economic and Financial Regime of Social Security
2.5.2. General Social Security Resources
2.5.3. Social Security Contributions
2.5.3.1. Contribution Bases and Rates
2.5.4. Collections

2.6. Financial Benefits: Allowances and Pensions I

2.6.1. Introduction
2.6.2. Temporary Disability
2.6.3. Maternity
2.6.4. Parenting
2.6.5. Risk during Pregnancy and Breastfeeding
2.6.6. Care of Children Affected by Cancer or Other Serious Illness
2.6.7. Unemployment

2.7. Financial Benefits: Allowances and Pensions II

2.7.1. Introduction
2.7.2. Contributory Benefits
2.7.2.1. Permanent Disability
2.7.2.2. Retirement
2.7.2.3. Death and Survival
2.7.3. Non-contributory Benefits
2.7.3.1. Disability
2.7.3.2. Retirement
2.7.4. Family Benefits

2.8. The Health System. Portfolio of Services and Medicines

2.8.1. The Health System and Social Security
2.8.2. Evolution of the Right to Health Protection
2.8.3. National Health System
2.8.4. Common Portfolio of Services of the National Health System
2.8.5. State and Autonomous Community Competencies in Health Care
2.8.6. Medicines and Pharmaceutical Benefits
2.8.7. Insureds and Beneficiaries of the Right to Health Care
2.8.8. Benefit Management

2.9. The Social Assistance System

2.9.1. Delimitation of the Concept. Social Assistance
2.9.2. Internal Social Security Social Assistance
2.9.3. Social Assistance Outside the Social Security System
2.9.4. Social Services
2.9.5. The System for Autonomy and Dependency Care

2.10. Pension Plans and Funds. Mutual Benefit Societies.

2.10.1. Introduction
2.10.2. Voluntary Improvements
2.10.3. Mutual Benefit Societies. Pension Plans and Funds

Module 3. Personnel Administration

3.1. Introduction to Personnel Management
3.1.1. Human Resources in the Company
3.1.2. Personnel Administration Management in Human Resources

3.2. Recruitment Modalities
3.2.1. The Work Contract
3.2.2. Types of Contracts
3.2.3. Types of Contract Termination

3.3. The Payroll Receipt (I)
3.3.1. Salary
3.3.2. Salary Payments
3.3.3. Extra Salary Payments

3.4. The Payroll Receipt (II): Calculation
3.4.1. Payroll Structure
3.4.2. Contribution Bases
3.4.3. Payroll Accounting

3.5. The Payroll Receipt (III): Deductions
3.5.1. Deductions
3.5.2. Taxes
3.5.3. Social Sustainability
3.5.4. Other Deduction Types

3.6. Working Hours, Vacations and and Leave
3.6.1. Workday
3.6.2. Vacations
3.6.3. Work Permits
3.6.4. Disabilities

3.7. Taxes
3.7.1. The Tax System
3.7.2. Tax Obligations of Employees
3.7.3. Employer's Tax Obligations

3.8. Technological Tools for Payroll Processing
3.8.1. The ERP Concept
3.8.2. Importance in Payroll Management
3.8.3. Most Common Programs

3.9. Compensation and Benefits
3.9.1. Compensation and Benefits Administration
3.9.2. Benefits in Excess of the Law
3.9.3. Emotional Salary
3.9.4. Home Office

3.10. Equal Opportunity in Personnel Administration
3.10.1. Equal Opportunity as Part of Organizational Culture
3.10.2. Gender Equity
3.10.3. Social Responsibility

Module 4. Management and Management of In-Company Training

4.1. In-Company Training
4.1.1. Training Concept, Objectives and Actors
4.1.2. Training as an Element of Business Strategy

4.2. Training Planning
4.2.1. Element of Training Planning
4.2.2. Budget Management

4.3. Assessment of Training Needs
4.3.1. Detection of DNC Training Needs
4.3.2. Techniques and Data Collection
4.3.3. Analysis and Valuation

4.4. Training Methods
4.4.1. In-Office Training
4.4.2. Out-of-Office Training
4.4.3. Training in Digital Environments: *E-Learning*
4.4.4. Blended Training

4.5. Design and Programming of Training Activities
4.5.1. Concept of Design and Programming of Training Activities
4.5.2. Definition of the Objective and Contents of the Training Activities
4.5.3. Methodology of Teaching in Training Activities

4.6. The Dual Education System
4.6.1. Origin of Dual Training and Countries of Reference
4.6.2. Labor Aspects of the Dual Training Context
4.6.3. Educational Aspects of the Dual Training Context
4.6.4. Perspectives and Evolution of Dual Training

4.7. Legal Framework for Training
4.7.1. Art. 123
4.7.2. Federal Labor Law
4.7.3. Collective Bargaining Agreements

4.8. The Cost of Training in the Organization
4.8.1. Direct Training Costs
4.8.2. Indirect Training Costs

4.9. The Economic Impact of Proper Training in the Company

4.10. In-House Training Inspections and Audits
4.10.1. Government Inspections
4.10.2. External Audits
4.10.3. Risks in Case of Non-Compliance

4.11. Highly Specialized Training
4.11.1. High-Risk Positions
4.11.2. Special Training Programs

Module 5. Strategic Management of Equality and Diversity in HR Manager

5.1. Government Employment Programs and Policies
5.1.1. Knowledge of Current Governmental Employment Policies
5.1.2. Employment Subsidy Programs
5.1.3. Government as a Provider of Employment

5.2. Poverty and Social Exclusion Policies
5.2.1. Conceptualization of Poverty in Socio-Economic Terms
5.2.2. Legal and Social Contextualization
5.2.3. Poverty and Social Inclusion in Employment Policies

5.3. Social Groups and Employment Difficulties
5.3.1. Identification of Social Groups
5.3.2. Exclusionary Labor Practices
5.3.3. Programs and Laws Protecting Social Groups

5.4. Disability in the Work Environment
5.4.1. Conceptualization of Disability
5.4.2. Inclusion Programs in the Company
5.4.3. Government Incentives

5.5. Youth and First Job Programs
5.5.1. Policies for Interns and Trainees in the Company
5.5.2. Government Programs
5.5.3. Challenges of Youth Employment in the Context of Digital Transformation

5.6. Pensions and Retirement
5.6.1. Corresponding Laws
5.6.2. Pension or Retirement Eligibility

5.7. Women and Work I: Gender Violence
5.7.1. Contextualization of Gender Violence
5.7.2. Business Programs Against Gender Violence
5.7.3. Promoting Employment Among Women Victims of Gender-Based Violence

5.8. Women and Work II: Discrimination and Marginalization in Employment
5.8.1. Women in the Labor Context Throughout History
5.8.2. Employment Discrimination
5.8.3. Productive Sectors with Greater Employability for Women

5.9. Immigration and Labor
5.9.1. Types of Immigrants
5.9.2. Work Permits
5.9.3. Government Participation in the Promotion of Legal Migration

5.10. International Personnel Administration
5.10.1. Global Companies
5.10.2. Immigrants and Expatriates
5.10.3. Fostering a Global Corporate Culture

Module 6. Personnel Recruitment I: Quantitative and Qualitative Methodologies

6.1. Introduction to Personnel Management
6.1.1. Personnel Recruitment
6.1.2. Stages of Personnel Recruitment

6.2. Recruitment: Techniques
6.2.1. Internal Recruitment Sources
6.2.2. External Recruitment Sources
6.2.3. Digital Recruitment: E-Recruitment

6.3. Quantitative Personnel Recruitment Tests
6.3.1. Psychometrics
6.3.2. Psychometric Tests
6.3.3. Skills or Knowledge Tests

6.4. Psychological Tests in the Work Environment
6.4.1. Intelligence Test
6.4.2. The Personality Test
6.4.3. Test of Specific Competences

6.5. Qualitative Personnel Recruitment Tests
6.5.1. Role Play
6.5.2. Assessment Center
6.5.3. Group Dynamics

6.6. Assessment of the Effectiveness and Efficiency of Recruitment Processes
6.6.1. Methods of Quantitative Assessment of Recruitment Processes
6.6.2. Methods for Qualitative Assessment of Recruitment Processes

6.7. Onboarding
6.7.1. Welcoming Protocols
6.7.2. Induction
6.7.3. Organizational Culture Attachment Strategy
6.7.4. Adjustment Interview

6.8. Incorporation of Equal Opportunities in the Quantitative and Qualitative Selection Processes
6.8.1. Equal Opportunities in Organizations
6.8.2. Protocols for Incorporating Equal Opportunity in the Selection and Promotion Processes

6.9. Internal Promotion Processes
6.9.1. Life and Career Plan
6.9.2. Replacement Letters
6.9.3. Promotion Processes

6.10. Employer Branding
6.10.1. Employer Branding and its Importance
6.10.2. Online Corporate Branding Tools (Website, Social networks, Blogs)
6.10.3. Offline Corporate Branding Tools: Job Fairs, Media Impact.

Module 7. Personnel Recruitment II: Digital Era

7.1. Job Skills in the Digital Era
7.1.1. Concept of Competence
7.1.2. Skills and Careers of the Future in the Fourth Industrial Revolution
7.1.3. National and International Frameworks of Professional Skills

7.2. Introduction to the 2.0 Environment and Selection
7.2.1. Advantages of the 2.0 Environment in Recruitment and Selection
7.2.2. Main Means to Carry Out Online Recruitment Processes

7.3. Analysis of Professional Skills in the Business Environment
7.3.1. Identification of Skills Needed for Jobs
7.3.2. Elaboration of the Dictionary of Skills

7.4. Personnel Recruitment by Professional Skills
7.4.1. Skill-Based Recruitment Interview
7.4.2. STAR Methodology
7.4.3. *Assessment Center*
7.4.4. Assessment of the Skill-Based Recruitment Process

7.5. E-Recruitment, Nethunting and Employer Branding
7.5.1. Social Reputation and Employer Branding
7.5.2. Social Media Recruiting
7.5.3. *Inbound Recruitment*
7.5.4. *Mobile Recruitment*
7.5.5. The New E-Recruitment Professionals: The Nethunters

7.6. Skill-Based Recruitment Processes in Digital Environments
7.6.1. Big Data Analysis in the Identification of Professional Skills
7.6.2. Algorithms in Personnel Recruitment (Job Portals 2.0)
7.6.3. Gamification Tests
7.6.4. Networking and Personal Branding

7.7. Headhunting and the Recruitment of Digital Human Talent
7.7.1. Headhunting
7.7.2. Job Mapping
7.7.3. Online Talent Management
7.7.4. International Recruitment

7.8. Intranet as a Communication and Selection Tool
7.8.1. Intranet: Operation, Concepts and Definitions
7.8.2. Operation of an Intranet
7.8.3. Types of Intranet
7.8.4. Intranet Implementation in HR Manager

7.9. Development of Digital Competencies
7.9.1. Detection of Transversal Digital Skills
7.9.2. Digital Skills Training in the Business Environment

7.10. Digital Culture and Workers' Inherent Digital Rights
7.10.1. Society 3.0
7.10.2. Cybersecurity and Personal Data Protection

Module 8. Performance Management and Compensation Policy

8.1. Introduction to Performance Management and Management by Objectives
8.1.1. The Impact of the Digital Era on Professional Performance
8.1.2. Digital Transformation in Companies
8.1.3. New Human Resources Policies in the Digital Era
8.1.4. New Work Environments
8.1.5. Performance Assessment: What Is It and What Is It for?
8.1.6. Performance Evaluation Models

8.2. The Performance Management Cycle
8.2.1. New Work Environments
8.2.2. Phases of the Performance Management Cycle
8.2.3. Models in Work Systems

8.3. Performance Planning
8.3.1. Initial Design of the Performance Evaluation: Company Analysis
8.3.2. Setting Individual and Group Objectives
8.3.3. Performance Metrics
8.3.4. Competency-based Evaluation Systems

8.4. Performance Monitoring
8.4.1. Management of the Corporate Talent Map
8.4.2. Individual and Group Action Plan Follow-up Mechanisms: Observation, Coaching and Feedback Techniques.
8.4.3. Recognition Plans

8.5. Performance Evaluation
8.5.1. Key Points in Performance Appraisal: Objectives, Competencies and Project/Team
8.5.2. Definition of Evaluation Scales and Parameters of Excellence
8.5.3. The Application of the Evaluation

8.6. Underperformance Management
8.6.1. Observation Techniques
8.6.2. Incentive Motivation and Coaching Methodologies
8.6.3. Recovery Plan

8.7. Remuneration Policy
8.7.1. Regulation of Work and Remuneration
8.7.2. Establishment of the General Compensation System
8.7.3. Variable Remuneration
8.7.4. Control Systems

8.8. Legal and Labor Aspects of Remuneration
8.8.1. Legal Framework
8.8.2. Application

8.9. Annual Planning of Performance Plans
8.9.1. Design and Development of an Annual Performance Plan
8.9.2. Analysis of Results

8.10. Additional Compensation Aspects
8.10.1. Pension Plans
8.10.2. Other Special Situations

Module 9. Management of Labor Intermediation Policies

9.1. Employment Intermediation in the Common Portfolio of the National Employment System Services
9.1.1. Labor Intermediation
9.1.2. The New Role of Public Employment Services
9.1.3. Discrimination in Access to Employment

9.2. Labor Intermediation
9.2.1. Conceptualization of Intermediation: Basic Principles
9.2.2. Labor Intermediation and Professional Orientation
9.2.3. Employment Intermediation Within Active Employment Policies in Public Services
9.2.4. Collaborating Agents in the Outsourcing of Intermediation: Recruitment Agencies and Temporary Employment Agencies.

9.3. Job Prospecting I
9.3.1. Statistical Data on the Business Fabric
9.3.2. Sources of Labor Market Information
9.3.3. Current Labor Market Indicators
9.3.4. Employment Opportunities

9.4. Job Prospecting II
9.4.1. Diagnosis and Analysis of the Labor Market
9.4.2. Searching and its Phases: Approaching the Company and Recruiting Plan
9.4.3. Loyalty and Evaluation of the Relationship with Companies
9.4.4. Management of the Employment Demand and Accompaniment to the Company

9.5. Recruitment Activities
9.5.1. Conceptualization of Recruitment: Typologies
9.5.2. Recruitment Procedures in the Digital Era: *E-Recruitment*
9.5.3. Recruitment in the Collaborating Placement Agencies

9.6. Personalized Itineraries of Orientation and Labor Market Insertion
9.6.1. Basic Aspects and Elements that Include it
9.6.2. Elaboration of Personalized Itineraries of Orientation and Labor Market Insertion
9.6.3. Special Considerations for Groups with Labor Market Insertion Difficulties

9.7. The Sanctioning Regime for Brokerage Activities
9.7.1. Lack of Penalties for the Recruitment of Irregular Labor Orientation and Placement
9.7.2. The Sanctioning Regime for Training

9.8. Illegal Subcontracting: Regulatory Framework
9.8.1. Successive Reforms of the Concept and the Current Identification of Illegal Assignment
9.8.2. Illegal Intercompany Transfers
9.8.3. Consequences of Unlawful Assignment

9.9. Public-Private Collaboration in Labor Intermediation
9.9.1. European Public-Private Partnership Models
9.9.2. The Public-Private Partnership Framework Agreement after the Labor Reform
9.9.3. The Convergence of Educational Obligations with the Public Employment Services

9.10. Challenges of Labor Intermediation Policies in the Digital Era
9.10.1. Labor Intermediation in Telematic Employment Agencies
9.10.2. Labor Mobility and Globalization in Employment Policies
9.10.3. Job Search in the Digital Era

Module 10. Personal Productivity and Project Management

10.1. Time Management
10.1.1. Use of Time
10.1.2. Time Planning: Time Thieves
10.1.3. Development of Operational Plans and Management Control
10.1.4. New Technologies at the Disposal of Time: Outlook, Microsoft Project

10.2. Personal Energy Management
10.2.1. Personal Competencies and Management Skills
10.2.2. Interpersonal Skills
10.2.3. Conflict Resolution

10.3. Personal Stress Management Strategies
10.3.1. Stress: Basic Concepts and Its Role in Survival
10.3.2. Eustress and Distress
10.3.3. Stress Management Strategies: Cognitive, Behavioral and Emotional

10.4. Project Planning and Control
10.4.1. Scope Management
10.4.2. Project Schedule Management
10.4.3. Project Cost Management

10.5. Project Quality Management
10.5.1. Planning, Quality Assurance and Quality Control: Applicable Regulations
10.5.2. Project Risk Management and Technical Tools for Project Risk Management

10.6. People Management.
10.6.1. Leadership Management and Team Management in Human Resources
10.6.2. Corporate Responsibility and Ethics of the Project Manager

10.7. Legal Aspects of Project Management
10.7.1. Recruitment Management
10.7.2. Procurement Planning (The Purchasing Cycle)
10.7.3. Contract Administration and Procurement

10.8. Project Financing
10.8.1. Economic-Financial and Risk Analysis
10.8.2. Financing Mechanisms
10.8.3. Program Financial Management (Budget, Program Control, Program Closing)

10.9. Communication and Project Sales
10.9.1. Communication and Stakeholder Management
10.9.2. Project Sale Management
10.9.3. Quality Assessment in Knowledge Management and Project Management Trends
10.9.4. Information Management
10.9.5. ISO 10006
    10.9.5.1. UNE 412001: Practical Guide to Knowledge Management
    10.9.5.2. Tiwana Methodology

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. Leadership
11.2.1. Leadership. A Conceptual Approach
11.2.2. Leadership in Companies
11.2.3. The Importance of Leaders in Business Management

11.3. *Cross-Cultural Management*
11.3.1. Concept of Cross-Cultural Management
11.3.2. Contributions to the Knowledge of National Cultures
11.3.3. Diversity Management

11.4. Management and Leadership Development
11.4.1. Concept of Management Development
11.4.2. Concept of Leadership
11.4.3. Leadership Theories
11.4.4. Leadership Styles
11.4.5. Intelligence in Leadership
11.4.6. The Challenges of Today's Leader

11.5. Business Ethics
11.5.1. Ethics and Morality
11.5.2. Business Ethics
11.5.3. Leadership and Ethics in Companies

11.6. Sustainability
11.6.1. Sustainability and Sustainable Development
11.6.2. The 2030 Agenda
11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility
11.7.1. International Dimensions of Corporate Social Responsibility
11.7.2. Implementing Corporate Social Responsibility
11.7.3. The Impact and Measurement of Corporate Social Responsibility

11.8. Responsible Management Systems and Tools
11.8.1. CSR: Corporate Social Responsibility
11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.8.4. Tools and Standards of CSR

11.9. Multinationals and Human Rights
11.9.1. Globalization, Multinational Corporations and Human Rights
11.9.2. Multinational Corporations and International Law
11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

11.10. Legal Environment and Corporate Governance
11.10.1. International Rules on Importation and Exportation
11.10.2. Intellectual and Industrial Property
11.10.3. International Labor Law

Module 12. Economic and 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. Executive Accounting

12.2.1. Basic Concepts
12.2.2. The Company's Assets
12.2.3. The Company's Liabilities
12.2.4. The Company's Net Worth
12.2.5. The Income Statement

12.3. Information Systems and Business Intelligence

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

12.4. Budget and Management Control

12.4.1. The Budgetary Model
12.4.2. The Capital Budget
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 of the 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 the Business Strategy
12.6.4. The Cash Flow Chart
12.6.5. The Working Capital Chart

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. Increase in Shareholder's Equity
12.8.3. Hybrid Resources
12.8.4. Financing through Intermediaries

12.9. Financial Analysis and Planning

12.9.1. Analysis of the Balance Sheet
12.9.2. Analysis of the Income Statement
12.9.3. Profitability Analysis

12.10. Analyzing and Solving Cases/ Problems

12.10.1. Financial Information on 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 Commercial Management
13.1.2. Commercial Strategy and Planning
13.1.3. The Role of Sales Managers

13.2. Marketing

13.2.1. The Concept of Marketing
13.2.2. The Basic Elements of Marketing
13.2.3. Marketing Activities in Companies

13.3. Strategic Marketing Management

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

13.4. Digital Marketing and e-Commerce

13.4.1. Objectives of Digital Marketing and e-Commerce
13.4.2. Digital Marketing and the Media It Uses
13.4.3. E-Commerce. General Context
13.4.4. Categories of e-Commerce
13.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

13.5. Digital Marketing to Reinforce a Brand

13.5.1. Online Strategies to Improve Brand Reputation
13.5.2. Branded Content and Storytelling

13.6. Digital Marketing to Attract and Retain Customers

13.6.1. Loyalty and Engagement Strategies Using the Internet
13.6.2. *Visitor Relationship Management*
13.6.3. Hypersegmentation

13.7. Digital Campaign Management

13.7.1. What Is a Digital Advertising Campaign?
13.7.2. Steps to 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 The 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. Problems of Communication
13.9.7. Communication Scenarios

13.10. Digital Communication and Reputation

13.10.1. Online Reputation
13.10.2. How to Measure Digital Reputation?
13.10.3. Online Reputation Tools
13.10.4. Online Reputation Report
13.10.5. Online Branding

Module 14. Executive Management

14.1. General Management
14.1.1. The Concept of General Management
14.1.2. The Role of the CEO
14.1.3. The CEO and their Responsibilities
14.1.4. Transforming the Work of Management

14.2. Manager Functions: Organizational Culture and Approaches
14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Operations Management
14.3.1. The Importance of Management
14.3.2. Value Chain
14.3.3. Quality Management

14.4. Public Speaking and Spokesperson Education
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 the Crisis
14.6.3. Messages: Contents and Moments

14.7. Preparation of a Crisis Plan
14.7.1. Analysis of Possible Problems
14.7.2. Planning
14.7.3. Adequacy of 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

14.9. Personal Branding
14.9.1. Strategies for Personal Brand Development
14.9.2. Personal Branding Laws
14.9.3. Tools for Creating Personal Brands

14.10. Leadership and Team Management
14.10.1. Leadership and Leadership Styles
14.10.2. Leadership Skills and Challenges
14.10.3. Managing Change Processes
14.10.4. Managing Multicultural Teams

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.

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 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.

30%

10%

8%

3%

30%

15%

4%
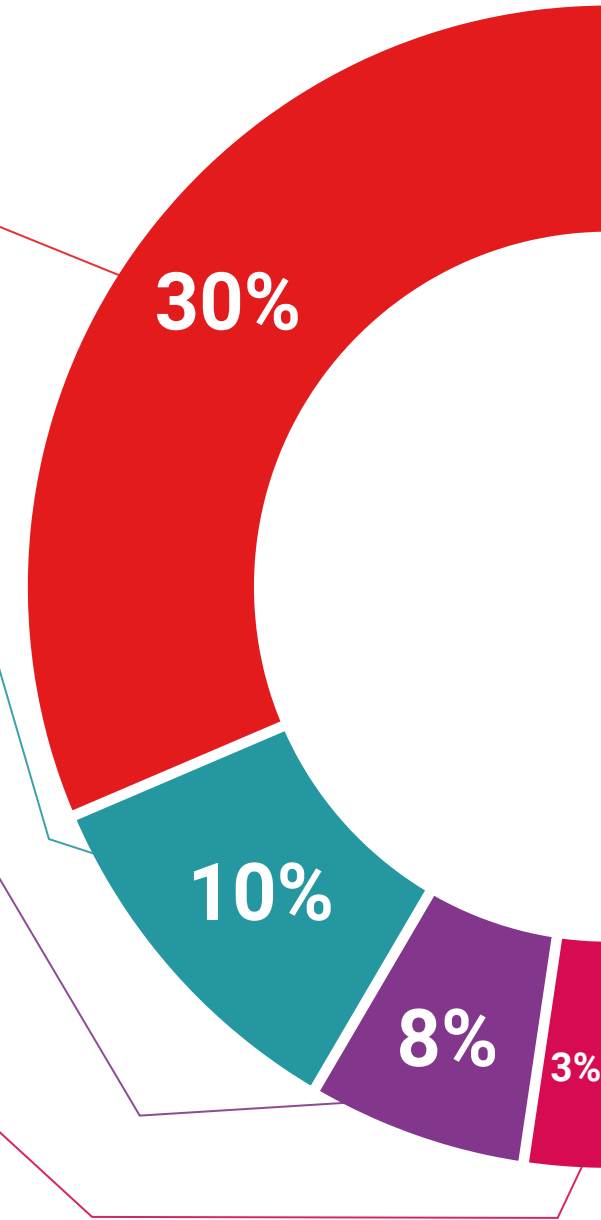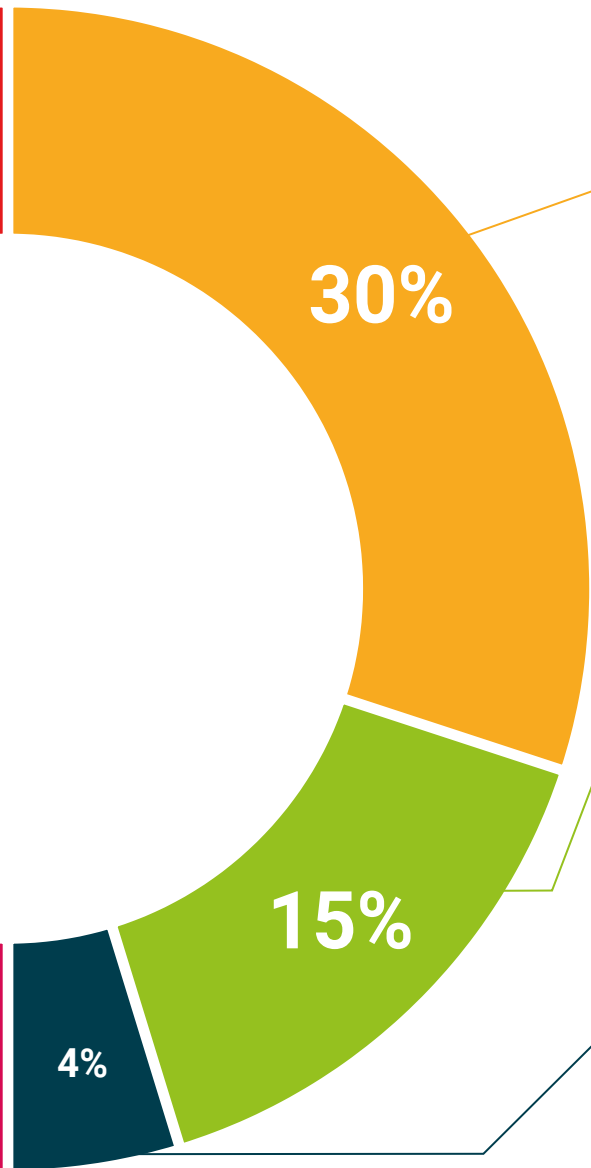
Case Studies

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 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.

Our Students' Profiles

The Executive Master's Degree in Personnel Recruitment Management is a program aimed at professionals who want to update their knowledge in the field of Personnel Recruitment and advance in their professional career towards a promising future in this field. The compendium of knowledge that they will acquire after completing this complete qualification will enable them to work in this field with guaranteed success and will allow them to position themselves as experts in this area of human resources.

If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you"

Average Age

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

Years of Experience

Over 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Psychology **22%**
Labor Relationships **32%**
Law **27%**
Social Sciences **6%**
Others **13%**

Academic Profile

Human Resources **23%**
Law **28%**
Entrepreneurs **25%**
Administration **10%**
Other **14%**
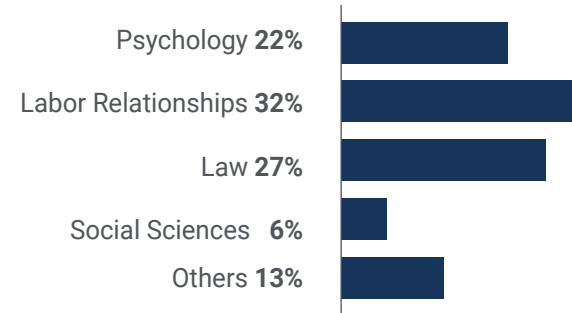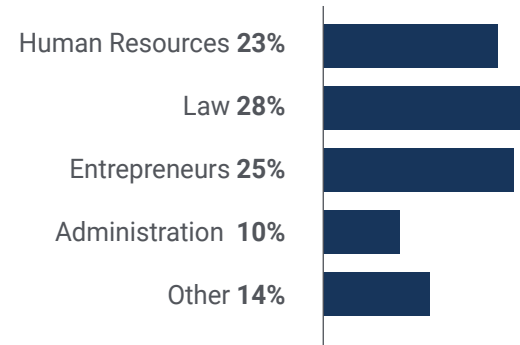
Geographical Distribution

USA	**9%**
Spain	**38%**
Mexico	**21%**
Colombia	**7%**
Argentina	**12%**
Chile	**5%**
Peru	**2%**
Other	**6%**
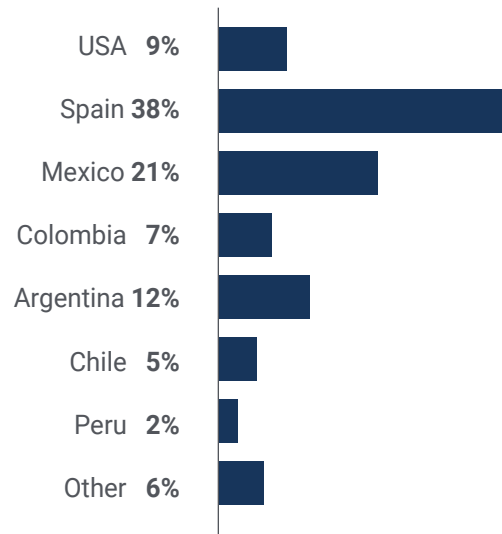
Judith Santana Pérez

Responsible of Human Resources

"In a particularly difficult year for companies, having studied this ExecutiveExecutive Master's Degree has been my salvation. Thanks to it, I have been able to move up in my job and become the head of Human Resources in a multinational company. Undoubtedly a great success to have chosen TECH for my specialization"

Course Management

The faculty of this program stands out for its extensive experience in the field of Human Resources management. Its members are specialized in organizational transformation and in the search for strategies to ensure employee commitment to the company. In addition, these experts apply their competencies in elite companies in various industries, which stand out for their productive results and the motivation, involvement and continuous training of their employees. These teachers will guide you through the academic itinerary and will solve all your doubts when you need them.

You will develop skills under the guidance of a distinguished teaching staff, made up of the best international experts in people management and leadership"

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-perfoming 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.
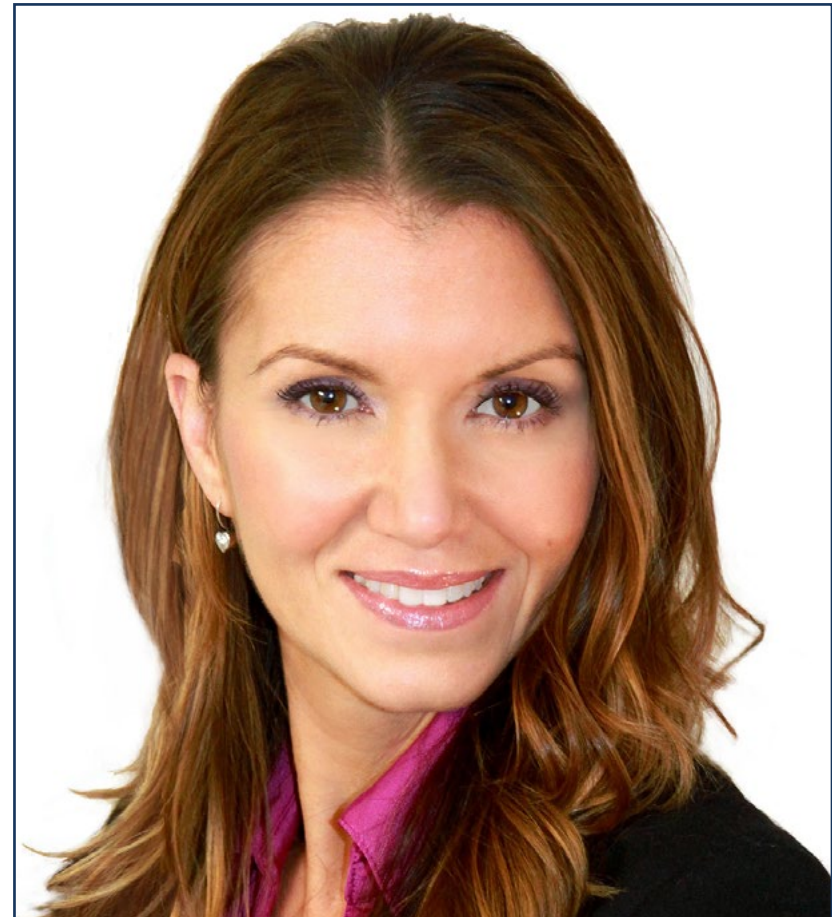
Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, 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

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

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 h**as 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.

Mr. Gauthier, Rick

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, 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

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

"

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

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

"

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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 **campaings.** 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).

Mr. La Sala, Andrea

- Global Brand and Merchandising Director 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 the Università degli Studi del Piemonte Orientale

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The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, 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 Data analysis**. 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

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

"

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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

• Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
• Traffic Manager at Warner Bros. Entertainment.
• Master's Degree in Creative Writing from the University of California
• Degree in Telecommunications from the University of Florida

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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

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

"

Thanks to this 100% online university degree, 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

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, for this, TECH offers all the educational resources for them to achieve the necessary specialization that allows them to give a boost to their professional career.

" *At TECH we are fully committed to helping you achieve the professional change you want"*

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

This intensive program at TECH prepares you to face challenges and business decisions in the field of Personnel Recruitment. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

Surpass yourself with the completion of this high-level educational program.

Time of Change

During the program	During the first year	After 2 years
16%	**63%**	**21%**

Type of change

Internal Promotion **47%**
Change of Company **45%**
Entrepreneurship **8%**
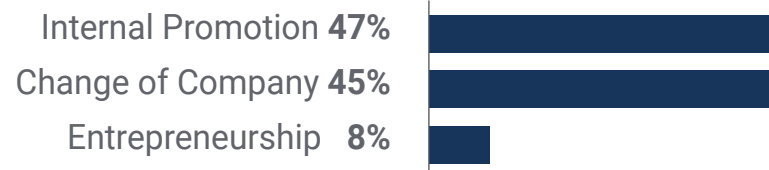
Salary increase

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

Salary before	A salary increase of	Salary after
€ 32,900	**25.22%**	**€ 41,200**

11
Benefits for Your Company

The Executive Master's Degree in MBA Personnel Recruitment contributes to raising 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.

"

You will obtain a more complete and global vision of the company that will allow you to contribute new ideas"

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 Personnel Recruitment guarantees, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree Certificate 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 Personnel Recruitment** 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.
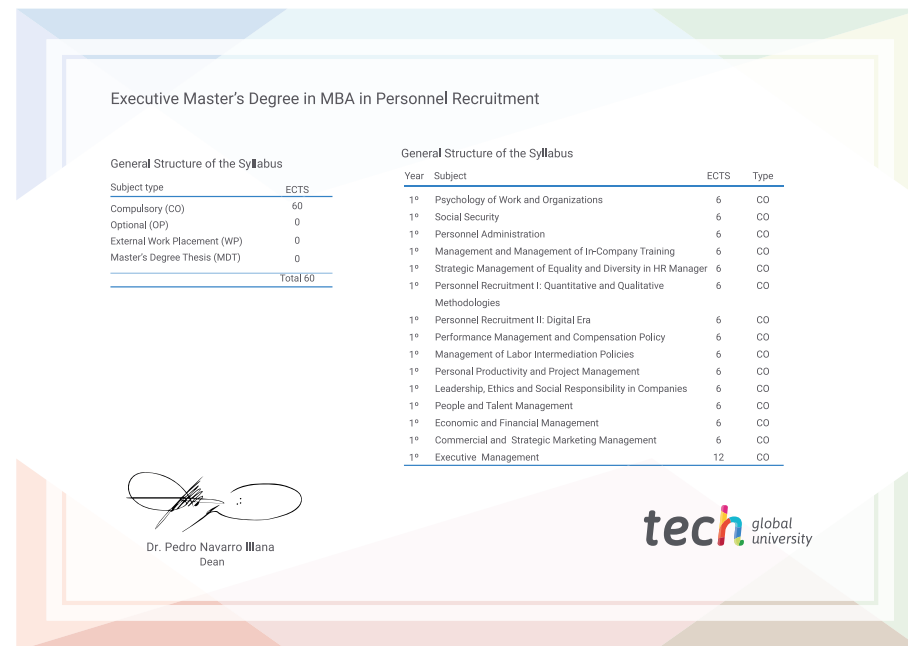
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Personnel Recruitment**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in MBA in Personnel Recruitment

This is a private qualification of 1,800 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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Executive Master's Degree in MBA in Personnel Recruitment

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 60	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Psychology of Work and Organizations	6	CO
1º	Social Security	6	CO
1º	Personnel Administration	6	CO
1º	Management and Management of In-Company Training	6	CO
1º	Strategic Management of Equality and Diversity in HR Manager	6	CO
1º	Personnel Recruitment I: Quantitative and Qualitative Methodologies	6	CO
1º	Personnel Recruitment II: Digital Era	6	CO
1º	Performance Management and Compensation Policy	6	CO
1º	Management of Labor Intermediation Policies	6	CO
1º	Personal Productivity and Project Management	6	CO
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Commercial and Strategic Marketing Management	6	CO
1º	Executive Management	12	CO

Dr. Pedro Navarro Illana
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Executive Master's Degree
MBA in Personnel Recruitment

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Executive Master's Degree
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