

# Postgraduate Certificate Disciplinary Training in Economics and Business





## Postgraduate Certificate Disciplinary Training in Economics and Business

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/education/postgraduate-certificate/disciplinary-training-economics-business](http://www.techtitute.com/us/education/postgraduate-certificate/disciplinary-training-economics-business)

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# 01

# Introduction

Macroeconomic concepts, the great theorists of Economics and the milestones that have marked the business sector are the basis of the knowledge that all students should have in High School Education. That is why the teacher specialized in this area must be aware of the contents to be taught at this educational stage, adapting the didactics to each level. In this line is born this program that leads the professional to make an update of the economic and business subject to be taught to students of compulsory education. All of this, with 100% online multimedia content that can be accessed 24 hours a day, from any electronic device with an Internet connection.





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*Bring yourself up-to-date with this Postgraduate Certificate in Economics and Business and transmit to your students the most appropriate content for their educational level"*

Economics is present in the decisions that any person makes throughout their lives. In this way, choices related to consumption, the investment of financial resources, or the capacity to undertake business ventures are sometimes raised. That is why it is necessary for students, especially in the high school stage, to obtain the knowledge they need to develop in a world where economics is all-encompassing.

In this way, the teacher must have advanced knowledge in this field and also adapt the subject to the essential content to be learned by each student according to the educational level. In this sense, TECH offers a complete update through a 100% online Postgraduate Certificate that you can access comfortably at any time of the day, from an electronic device with an Internet connection.

This is a program with a theoretical-practical approach that will take students on an educational journey through the history of Economics, its main theories, as well as the creation of companies. To this end, the graduate will be provided with innovative pedagogical tools (video summaries, detailed videos), specialized readings and case studies, prepared by a teaching team with extensive experience in the teaching sector.

In addition, this university program does not require long hours of study, since the Relearning system used by this institution favors the acquisition of new concepts in a much simpler way.

A unique opportunity to study a university program that is at the educational forefront and provides flexibility. And the fact is that students, without classes with fixed schedules or attendance, have the freedom to be able to carry out a high-level update without neglecting their daily responsibilities.

This **Postgraduate Certificate in Disciplinary Training in Economics and Business** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of case studies presented by experts in teaching in High School Education
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Grow professionally in the teaching sector through a 100% online program that will improve your teaching-learning process with teenagers"*

“

*The pedagogical options of this university program will allow you to update your knowledge about the main economic theories of Marx, or Adam Smith"*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the educational year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Show your classroom today's most successful Marketing plans.*

*In just 6 weeks you will be able to enhance your skills as a teacher and bring economic and financial information in an attractive way.*



# 02

# Objectives

The main objective of this Postgraduate Certificate is to promote the updating of knowledge of teachers specialized in Economics and Business. An update that will allow students of High School Education to learn the main concepts of this discipline. For this, you will have a teaching team with extensive experience in the teaching sector, which will guide you at all times to successfully achieve these goals.







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*Get a practical perspective on didactics in Economics and Business thanks to the case studies in this program”*



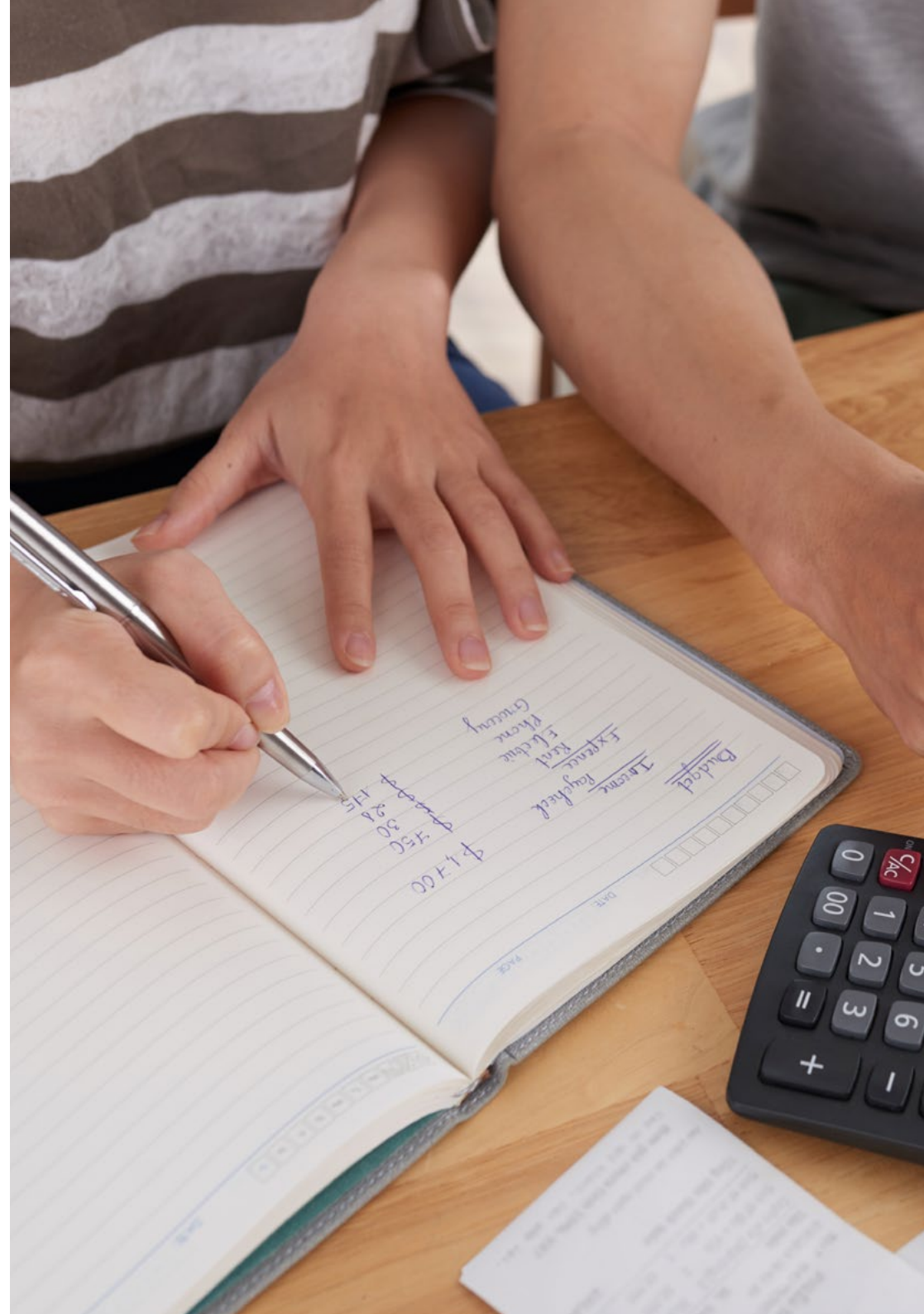
## General Objectives

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- ♦ Introduce students to the world of teaching, from a broad perspective that provides them with the necessary skills for the performance of their work
- ♦ Know the new tools and technologies applied to teaching
- ♦ Show the different options and ways the teacher can work in their post
- ♦ Promote the acquisition of communication and knowledge transmission skills and abilities
- ♦ Encourage continuing education for students



*Turn your students into the entrepreneurs of the future with this 100% online Postgraduate Certificate"*





## Specific Objectives

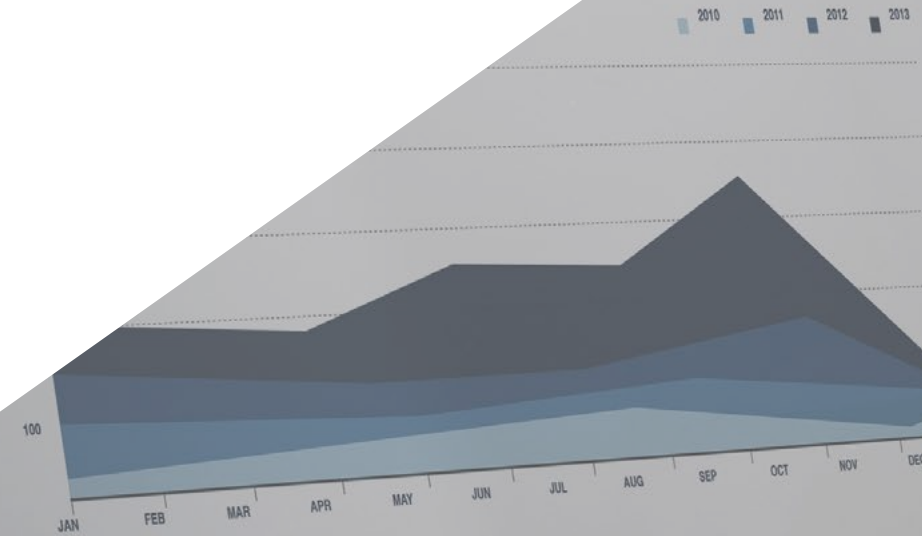
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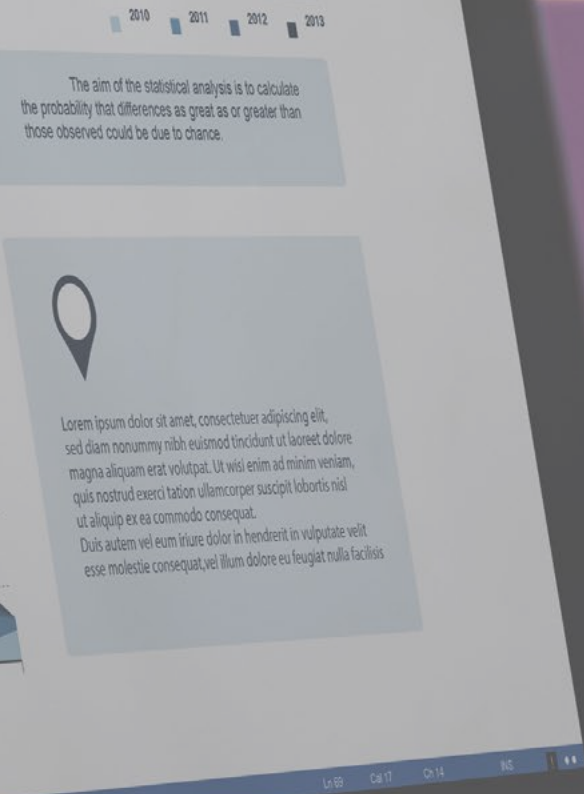
- ♦ Explain the history of Economy teaching
- ♦ Get to know the importance of financial education
- ♦ Expose the economic theories of Karl Marx and his analysis of Capitalism
- ♦ Define the characteristics of Adam Smith's classical school
- ♦ Understand the world Economy and the economic thought of the 20th century
- ♦ Describe the process of creating a new company
- ♦ Identify the capabilities, qualities and attributes of the entrepreneur
- ♦ Know the importance of the idea and its feasibility plan

03

# Course Management

This educational institution has assembled an excellent team of professionals whose educational background is a guarantee for future teachers. Therefore, you will find in this Postgraduate Certificate an advanced syllabus, designed to provide students with the most current knowledge on Economics and Business and adapt it for teaching in High School Education. In addition, you will be able to resolve any doubts you may have about the content of the program due to the proximity of the teachers.





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*It offers the best lessons in Economics and Business thanks to the syllabus developed by a specialized teaching team in Education"*

## Management



### Dr. Barboyón Combey, Laura

- ♦ Teacher of Primary Education and Postgraduate Studies
- ♦ Teacher in Postgraduate University Studies of High School Teacher Formation
- ♦ Teacher of Primary Education in several schools
- ♦ Doctor in Education from the University of Valencia
- ♦ Master's Degree in Psychopedagogy from the University of Valencia
- ♦ Degree in Primary School Education with a major in English Teaching from the Catholic University of Valencia San Vicente Mártir



# 04

## Structure and Content

The syllabus of this Postgraduate Certificate has been designed to provide students with an update on the economic and business contents that should be taught in High School Education. For this purpose, the student has access to first-class pedagogical tools (video summaries, detailed videos), specialized readings and case studies that can be accessed 24 hours a day, from any electronic device with an Internet connection.







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*You will be aware of the key economic and business concepts that your ESO and High School students need to know”*

**Module 1. Complements for the Disciplinary Training of Economics and Business**

- 1.1. History of Economy Teaching
  - 1.1.1. Origin and Evolution of the Teaching of Economics Up to the General Education Law of 1970
  - 1.1.2. The Economic Contents of LOGSE
  - 1.1.3. The Economic Contents of LOE
  - 1.1.4. The Current Educational System: Contents of Economics and Business in ESO
  - 1.1.5. The Current Educational System: Contents of Economics and Business in High School
  - 1.1.6. The Current Educational System: Contents of Economics and Business in Vocational Training
- 1.2. Financial Education
  - 1.2.1. The Importance of Financial Education
  - 1.2.2. Financial Education in the Spanish Curriculum
  - 1.2.3. Financial Education in Other Countries
  - 1.2.4. The Assessment of Financial Literacy in PISA
  - 1.2.5. Examples of Activities to Develop Financial Concepts in the Classroom
- 1.3. Economic Development in the 19th Century: Population, Natural Resources, and Technology The Institutional Framework
  - 1.3.1. The Population
  - 1.3.2. Natural Resources
  - 1.3.3. Legal Basis
  - 1.3.4. Economic and Policy Thought
  - 1.3.5. Class Structure and Class Struggle
  - 1.3.6. Education and Literacy
  - 1.3.7. International Relations
- 1.4. Political Economy in the English Classical School
  - 1.4.1. Delimitation of the Classical School: Adam Smith
  - 1.4.2. Adam Smith's Philosophical Foundations
  - 1.4.3. Salaries Theory Land Rent and Grain Laws
  - 1.4.4. Classical Monetary Theory
  - 1.4.5. Classical Theories of International Trade
- 1.5. Karl Marx and His Critique of Classical Economics
  - 1.5.1. Marx's Economic Theories
  - 1.5.2. Marx's Analysis of Capitalism
- 1.6. the World Economy and the Economic Thought of the 20th Century
  - 1.6.1. The Population
  - 1.6.2. Resources
  - 1.6.3. Technology
  - 1.6.4. Institutions
  - 1.6.5. The Predominance of Keynesians Ideas
  - 1.6.6. The New Macroeconomics: Monetarism, Rational Expectations
  - 1.6.7. Some of the Main Secondary Streams
  - 1.6.8. New Research Programs in Economics
- 1.7. The Entrepreneur The Process of Creating a New Company
  - 1.7.1. Concept and Types of Entrepreneur
  - 1.7.2. Capabilities, Qualities and Attributes of the Entrepreneur
  - 1.7.3. Myths about the Entrepreneur
  - 1.7.4. The Most Frequent Mistakes Made by Entrepreneurs
  - 1.7.5. Entrepreneurial Failure and Success
  - 1.7.6. Entrepreneurial Behavior
  - 1.7.7. Access Routes to Entrepreneurial Activity
  - 1.7.8. Creation of a Company Innovation
  - 1.7.9. The Franchise
  - 1.7.10. The Associated Commerce
  - 1.7.11. The Process of Creating a New Company
- 1.8. The Idea and its Feasibility Plan
  - 1.8.1. The Importance of Idea
  - 1.8.2. Source of Ideas
  - 1.8.3. New Business Fields
  - 1.8.4. Structure of PVI
  - 1.8.5. Check and Choice
  - 1.8.6. Justification and Development
  - 1.8.7. Contrasts
  - 1.8.8. DAFO Analysis and Conclusions

- 1.9. The Strategic Plan
  - 1.9.1. Purpose and Contents
  - 1.9.2. Business Name and Legal Form
  - 1.9.3. Social Objective and Objectives
  - 1.9.4. Products and Brands
  - 1.9.5. Target Market Customers and Consumers
  - 1.9.6. Image and Positioning Competitive Advantages of the Company
  - 1.9.7. Location, Facilities and Size of the Company
  - 1.9.8. Organizational Structure, Corporate Culture and Other Elements
- 1.10. The Marketing and Viability Plan of the New Company as an Investment
  - 1.10.1. Purpose and Contents
  - 1.10.2. Product Policy
  - 1.10.3. Sails Policy
  - 1.10.4. Pricing Policies
  - 1.10.5. Communication Policies
  - 1.10.6. Distribution Policy
  - 1.10.7. Variables
  - 1.10.8. Economic Viability of the Company as an Investment
  - 1.10.9. Financial Viability of the New Company as an Investment

“Update yourself and offer your students the most practical and useful knowledge about Economics and business”



05

# Methodology

This training program offers 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.





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*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"*

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### Interactive Summaries

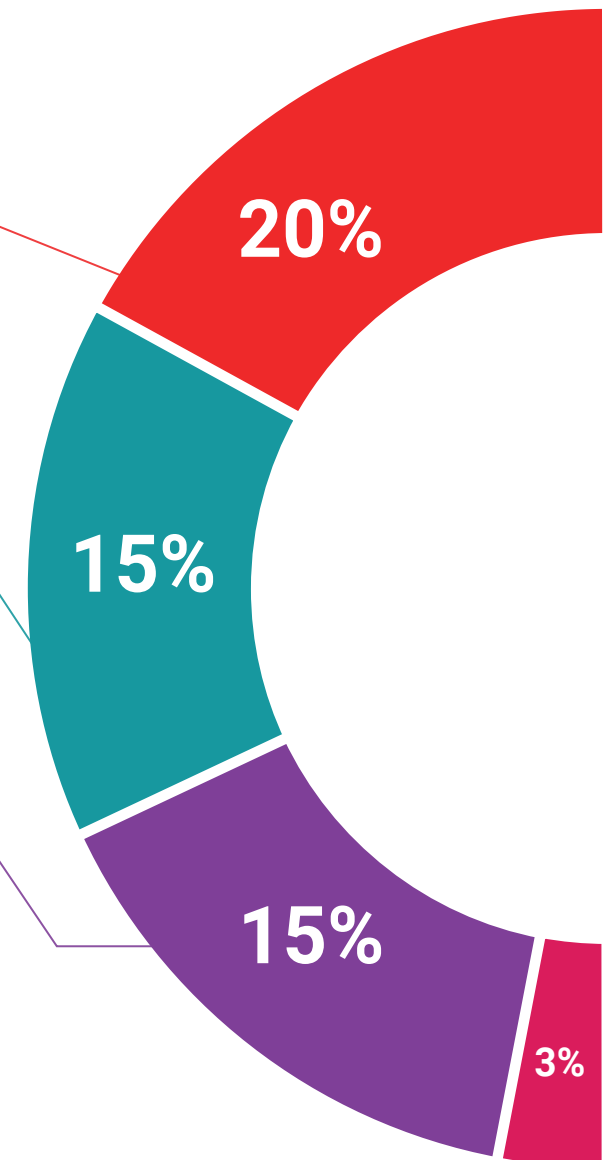
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### 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.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

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



**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.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Disciplinary Training in Economics and Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



The image features two black graduation caps (mortarboards) against a blue sky with light clouds. The caps are positioned diagonally, with one in the foreground and another slightly behind it. The background is split into a white lower-left section and a red upper-right section. The quote is located in the white section.

“

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

This **Postgraduate Certificate in Disciplinary Training in Economics and Business** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Disciplinary Training in Economics and Business**

Official N° of Hours: **150 h.**



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

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



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**Disciplinary Training in**  
**Economics and Business**

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