

# Postgraduate Certificate Economic Terminology





## Postgraduate Certificate Economic Terminology

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/economic-terminology](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/economic-terminology)

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# 01

# Introduction

The appropriate use of the lexicon of each sector is indispensable in specialized journalism. Acquiring vocabulary related to economics can be complex, given the specificity of the topics addressed on many occasions, therefore, TECH has created this program. The professional in the field will delve into the terminology and verbal dictionary that is used to refer to a specific sector of the economy. All through exercises based on real cases, focused on learning from experience and leaving behind long hours of study and memorization. It is also worth mentioning its 100% online format, it can be carried out from anywhere in the world and at the time of each student's preference.



“

*Incorporate the precision of the most specific Economic Terminology to your way of working and make your work an example of specialization and quality”*

Journalism is one of the professions that must be more careful when talking about a specific topic, due to its media impact and its proliferation worldwide. Therefore, the field requires trained professionals with a broad mental dictionary and good use of terminology for each area, such as economics, politics, sports, among others.

The terminology and concepts of economics are affected by the evolution of current social and economic events, therefore, it is necessary for professionals in the field to expand their knowledge according to the trends. Therefore, in this program, we will delve into the management of the language that encompasses economic crises, the evolution of the economic cycle, the proliferation of international markets, the relationships between companies that more frequently overcome national and continental barriers, together with the advance of technology.

This is a 100% online Postgraduate Certificate in, with audiovisual material, complementary readings and exercises based on real cases. In this way, the journalist will find himself in hypothetical scenarios that force him to use the terminology correctly, learning from experience and leaving behind the conventional study model. In addition, to follow this program, you will only need a device with an internet connection.

This **Postgraduate Certificate in Economic Terminology** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Economic Journalism
- ♦ 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



*Include in your resume a specific education in economic Terminology. and give your professional career a boost towards excellence”*

“

*Learn how to work with the communication tools of the economic journalist and take a leap in your professional capacity”*

The team of professors of the Professional Postgraduate Certificate in Economic Terminology has extensive experience in teaching at the university level, both in Postgraduate and graduate programs. In addition, they offer to the Postgraduate Certificate in Economic Terminology their vision as active professionals, which allows them to know, firsthand, the deep transformation that the communication sector is undergoing.

The methodology of the programs offered at TECH Technological University, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this Professional Postgraduate Certificate is the quality answer to your specialization needs.

All this educational compendium makes this a Postgraduate Certificate of specialization that compiles all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in the fields related to this type of information.

*Be part of one of the most interesting sectors of journalism today with the security of the world's largest online university in Spanish.*

*A high-quality and high-impact program that will allow you to work with the confidence of the best education.*



# 02 Objectives

The Postgraduate Certificate in Economic Terminology allows the professional in the area to acquire the most comprehensive knowledge and understanding of the lexicon of this field of journalism. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to move on to practice, which will be developed intensively throughout the program.







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*Learn how to plan, obtain and transmit economic information with the language of the audiovisual media and specialized press, with expert quality”*



## General Objectives

- ♦ Identify relevant concepts within the main areas of knowledge of economics and business
- ♦ Define key terminology that avoids confusion for the reader, the specialist in economics and business. Establish the guidelines to be followed by the drafter in presenting the key ideas
- ♦ Delve into the specialization in Economics and Business terminology, as well as the identification of the underlying and relevant areas of knowledge of the same
- ♦ Present and propose an updated glossary of Economics and Business terms that will allow to develop in an autonomous and specialized way the correct elaboration of texts





## Specific Objectives

- Understand and identify the terminology of general economics, macroeconomics and microeconomics, in order to contextualize the current economic situation and its influence on society and companies
- Present organizations and companies through their terminology, as well as the main relationships with their environment and other organizations
- Identify the role of finance, financial markets and the stock exchange in today's economy and its relevance to society and business
- Define, through its terminology, accounting as a key instrument in management, taxation, presentation of financial statements and determination of corporate profitability



High-quality education, with the most developed resources for online teaching”

03

# Course Management

The Postgraduate Certificate in Economic Terminology will allow students to learn with teachers with extensive experience in journalism, which will give them an updated and close vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.



“

*Step up and get ready to be part of a dynamic and exciting profession”*

## Management



### Dr. Ronda Iglesias, Javier

- ♦ Journalist in charge of " Events and Courts" at Canal Sur Radio
- ♦ President of the Management Board of the Press Association of Campo de Gibraltar
- ♦ Associate Professor at the Faculty of Communication of the University of Seville
- ♦ Researcher
- ♦ Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville
- ♦ D. in Journalism and Communication from the University of Sevilla
- ♦ Degree in Information Sciences University of Seville
- ♦ Law Degree Studies at the Ouberta University of Cataluña
- ♦ He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- ♦ National award of the Civil Guard in the modality of radio
- ♦ Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers



### **Campra García de Viguera, Marián**

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds
- ♦ Communications Advisor at Unixa Abogados y Consultores
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

# 04

## Structure and Content

The syllabus of this program will allow the student to learn the necessary skills to become a true expert in Economic Terminology. The comprehensive content that will allow you to learn all aspects of the different disciplines involved in this field with the quality of a well-structured program that will lead you to the highest standards of quality and success.







“

*Efficient and fast learning, compatible  
with your personal and professional life"*

## Module 1. Concepts and Terminology of Economics and Business

- 1.1. General Economics for Economic Journalists I
  - 1.1.1. Macroeconomics
  - 1.1.2. Microeconomics
  - 1.1.3. International Economy
- 1.2. Economics and Market Structure. General Economics for Economic Journalists II
  - 1.2.1. Buyers and Demand
  - 1.2.2. Sellers and Supply
  - 1.2.3. Networks and Other Structures
- 1.3. Organizations, Companies and Corporations. Sources of Information in Business Journalism I
  - 1.3.1. Organization as an Entity
  - 1.3.2. Company, Brand and Environment
  - 1.3.3. Legal Forms of Companies
- 1.4. Other Organizational Structures as Sources of Information for the Economic Journalist II
  - 1.4.1. Business Groups
  - 1.4.2. Foundations
  - 1.4.3. Value Chains
- 1.5. Business and Strategy. Key Concepts in Economic Journalism I
  - 1.5.1. Planning and Strategy
  - 1.5.2. Generic and Traditional Strategies
  - 1.5.3. New Company Strategies
- 1.6. Markets and Finances. Key Concepts in Economic Journalism II
  - 1.6.1. Stock Market and Quotations
  - 1.6.2. Fundamental and Technical Analysis
  - 1.6.3. Futures, Options and Other Financial Derivatives
  - 1.6.4. International Finance Markets





- 1.7. Financial Management I
  - 1.7.1. Sources of Financing
  - 1.7.2. Corporate Financial Structure
  - 1.7.3. Financability, Solvency and Liquidity
  - 1.7.4. Collections and Payments
- 1.8. Accounting and Business: Financial Accounting and Informative Data II
  - 1.8.1. General Accounting Plan
  - 1.8.2. Accounting Structure
  - 1.8.3. Statement of Accounts
- 1.9. Accounting and Business: Internal Accounting and the Economic News III
  - 1.9.1. Internal Accounting
  - 1.9.2. Value Calculation
  - 1.9.3. Inventory Management
  - 1.9.4. Cost Structures
  - 1.9.5. Break-Even Analysis
- 1.10. Key Terminology for Economic Journalists
  - 1.10.1. Introduction
  - 1.10.2. Frequent Confusion
  - 1.10.3. Glossary of Terms



*A complete program that will take you through the knowledge you need to compete among the best"*

05

# 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"*

## 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”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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





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

This methodology has 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, and financial markets and 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.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

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





**Case Studies**

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



06

# Certificate

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



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

This **Postgraduate Certificate in Economic Terminology** 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 Economic Terminology**

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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