

Postgraduate Certificate International Business Relations Management



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Postgraduate Certificate International Business Relations Management

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Bachelor's Degree, Diploma or University Degree holders who have previously completed any of the degrees in the field of Business and Economic Sciences

Website: www.techtute.com/escuela-de-negocios/curso-universitario/gestion-relaciones-comerciales-internacionales

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01 Welcome

International business relations are part of the world economy and thanks to their development it has been possible to establish what today is known as a free market, something totally impossible decades ago. Thanks to this, countries are able to import and export products, satisfying the needs of society and providing the different industries with the goods and materials they need to carry out their activities. The complexity of the matter lies in the fact that each country has its own economic characteristics, an aspect that the relationship manager must know in detail in order to reach feasible agreements for the parties involved. For this purpose, they can count on this very complete program, which will introduce them to the current financial situation of emerging territories, focusing on the activity of China, South Korea, India, Russia, South Africa, Chile, Mexico and Brazil. Therefore, through a 100% online program, they will be able to adapt their profile to the demands of the international business sector, increasing their chances of entering a labor market with ample options for professional growth.



Postgraduate Certificate in International Business Relations Management
TECH Global University



“

A program at the forefront of the economy and the financial sector, with which you will be able to differentiate yourself by your specialized knowledge of trade relations in emerging countries".

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, with a model based on the highest academic standards. A world-class 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 incorporating an innovative interactive multivideo system in the programs.



The Highest Standards

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

95%

of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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 (the most internationally recognized postgraduate learning methodology) with the Case Study. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

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



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 the academic setting"

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve **soft skills** and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

The complexity associated with the management of commercial relations at an international level is what has motivated TECH to develop this Postgraduate Certificate. Therefore, the objective of this course is to provide the graduate with an exhaustive knowledge of the new developments that have arisen in this sector. To this end, they will be provided with the most exhaustive and innovative information related to the commercial and economic area, as well as the best academic tools to dynamize the specialization and adapt it to their needs and requirements.



“

TECH's goal is for you to achieve your most ambitious goals through the course of a program tailored to your needs and the demanding requirements of the commercial and business sector."

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

The **Postgraduate Certificate in International Business Relations Management** prepares students to:

01

Know the economies of emerging countries and their economic policies.

02

Analyze the possible obstacles in their economies and macroeconomic indicators.





03

Understand the implementation of stabilization and adjustment policies in a context of financial crisis.

05

Structure and Content

One of TECH's most significant characteristics is the development of programs whose structure is adapted to the most innovative and cutting-edge academic concepts. Each program is taught by a team of experts in the field, in this case, made up of specialists in the international business sector. Thanks to this, it is possible to offer dynamic and highly beneficial specialization for the professional development of all its graduates. Additionally, its convenient 100% online format allows them to work on perfecting their skills without timetables and from anywhere.



“

You decide when to connect and from where: no face-to-face classes that force you to comply with a strict schedule, but with the highest academic quality”.

Syllabus

TECH presents this Postgraduate Certificate in International Business Relations Management as a unique opportunity for graduates to keep up to date with the latest developments in the global trade sector. That is why it has developed a cutting-edge, dynamic and comprehensive syllabus, whose information has been selected by a team of experts in this area.

It is an academic experience that will introduce them to the economy of emerging countries, highlighting the evolution of Asian territories: from an agricultural society to the technological vanguard. It also focuses on the commercial characteristics of the most important exporting countries: China, South Korea, India, Russia, South Africa, Chile, Mexico and Brazil.

Thanks to this, the graduate will be able to acquire a general vision of the

current situation, delving specifically into the different economic models, as well as establishing feasible and effective strategies to carry out commercial relations with total guarantee of success. Therefore, this is a program that will raise their knowledge to the highest level, allowing them to stand out for their exhaustive handling of the most sophisticated and complex commercial tools, as well as for their professional skills in the establishment of beneficial treaties for the intervening parties.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 single module:

Module 1.

Economy of emerging countries



Where, When and How is it Taught?

TECH offers students the possibility of taking this Postgraduate Certificate in International Business Relations Management completely online.

Throughout the 6 weeks of the program, you will be able to access all the program contents 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. Economy of Emerging Countries

1.1. Introduction to the Economy of Emerging Countries

- 1.1.1. The Myth of the Long Term
- 1.1.2. The Miraculous Year of 2003
- 1.1.3. The Four Thousand Dollar Barrier
- 1.1.4. The Golden Rules

1.2. Asia, From Traditional Agricultural Societies to the Technological Avant-Garde

- 1.2.1. China, the Largest Technological Investor in Cryptocurrencies and Blockchain Technology
- 1.2.2. Largest Investment in Environmental Policies

- 1.2.3. The Great Green Wall

1.3. China, the World's Factory World Superpower

- 1.3.1. Too big to grow
- 1.3.2. Inflation and Long-Term Deceleration
- 1.3.3. Social Instability
- 1.3.4. The Mirage of the Chinese Surplus

- 1.3.5. The end of the Deng dynasty
- 1.3.6. The Chinese Slowdown

1.4. South Korea, a World Leader in Innovation

- 1.4.1. The Service Sector
- 1.4.2. Asian Germany
- 1.4.3. A conservative society
- 1.4.1. Korea-Taiwan Differences
- 1.4.2. The Korean Discount

- 1.4.3. Korean Reunification

1.5. India, the Chinese Counterweight

- 1.5.1. The India-Brazil Connection
- 1.5.2. The North-South Divide
- 1.5.3. The New Middle Class Map
- 1.5.4. The Demographic Explosion
- 1.5.5. Indian Politics

1.6. Russia, Under the Echo of the Former Soviet Power

- 1.6.1. Russian Policy
- 1.6.2. Extremism
- 1.6.3. Privatizations

1.7. South Africa, Lights and Shadows of the Continent

- 1.7.1. The Old and New South Africa
- 1.7.2. The Great Riches in a Slowly Emerging Market
- 1.7.3. Gold
- 1.7.4. The National Economy

1.8. Chile, From Dictatorship to

Latin America's Most

Dynamic Economies

- 1.8.1. Chile's Recipe for Consolidating its

- Economy
- 1.8.2. Chile's Independence
- 1.8.3. The Economic Crisis and the Coup d'état
- 1.8.4. Military Dictatorship and Liberal Reforms
- 1.8.5. The Reestablishment of Democracy

1.9. Mexico and the Successive Attempts of Convergence with the North

- 1.9.1. Mexican Politics
- 1.9.2. Mexican Society
- 1.9.3. The Asian Face of Mexico

1.10. Brazil, the Mirror of the Continent

- 1.10.1. The Overheating of the Brazilian Economy
- 1.10.2. The Unambitious Brazilian Model
- 1.10.3. The Brazilian Trilemma
- 1.10.4. Brazilian Culture



“

You will delve into the keys that have led China to become a leader in the economic and industrial sector, as well as the ins and outs of its commercial success.”

06 Methodology

This program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

TECH Business School uses the Case Study to contextualize all content.

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world*”



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative.

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

Relearning Methodology

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

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

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an Internet connection.

At TECH they will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically. With this methodology we have prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called Neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



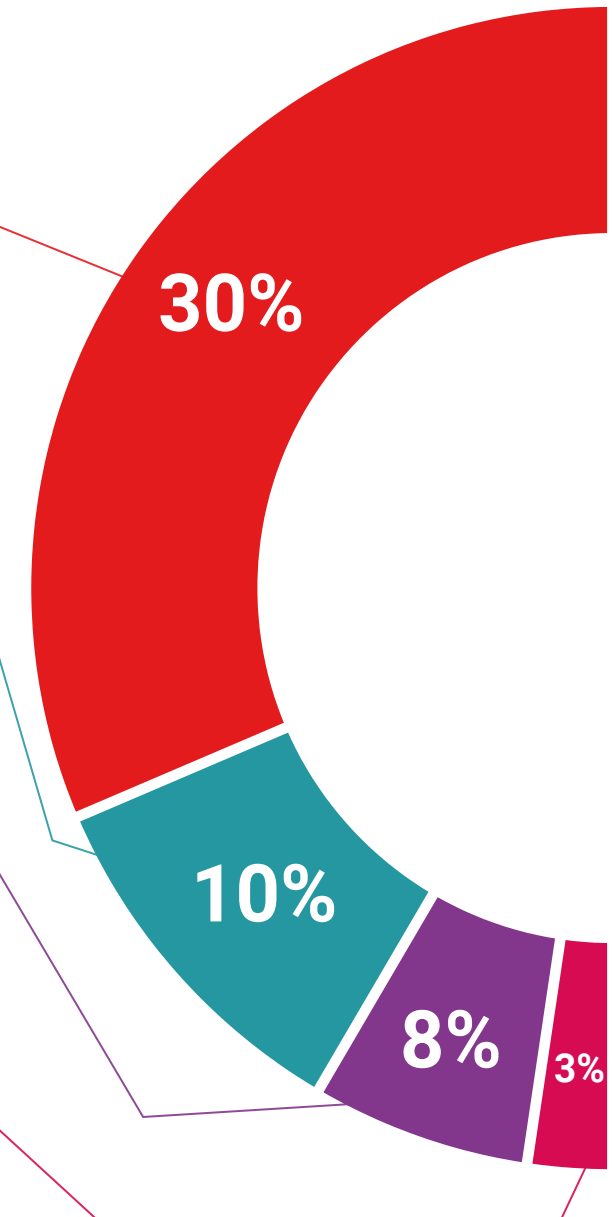
Management Skills Exercises

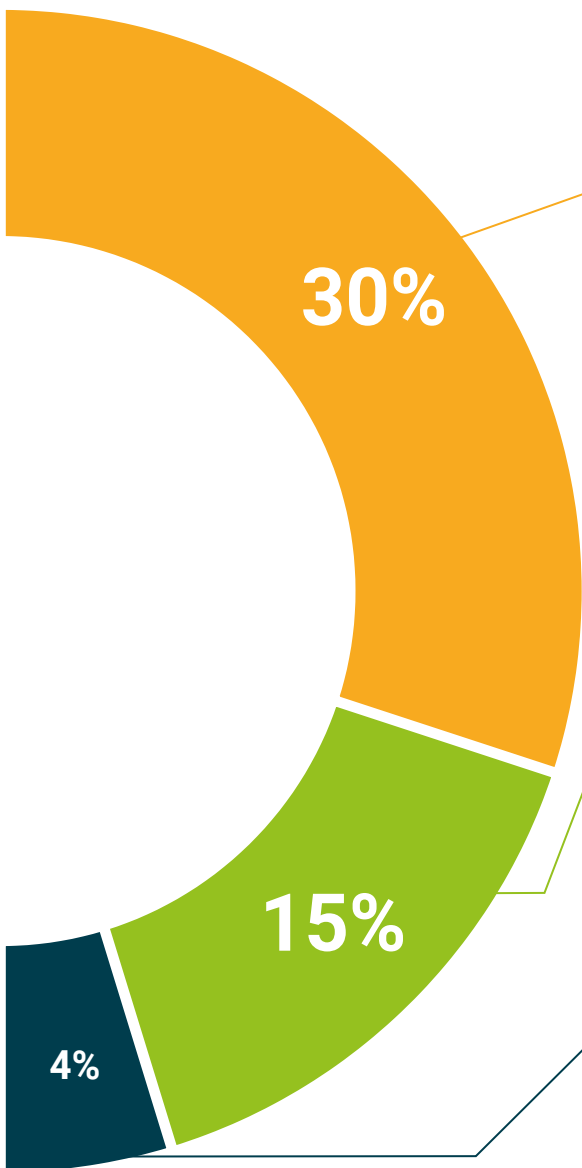
They will carry out activities to develop specific executive skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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



**Case Studies**

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

**Interactive Summaries**

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

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

**Testing & Retesting**

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



07

Our Students' Profiles

The Postgraduate Certificate is aimed at Bachelor's Degree, Diploma or University Degree holders who have previously completed any of the following degrees in the field of economy, companies and finances. It also offers tools to understand and be able to manage international business relations management with ease.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals who, being university graduates in any other area, have 2 years of work experience in commercial and corporate management may also take the Postgraduate Certificate.



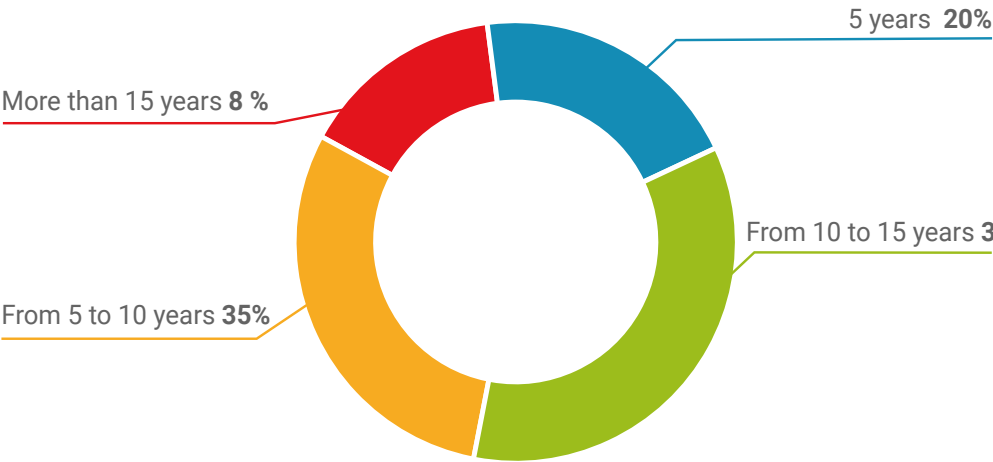
“

You will stand out in the commercial sector for your mastery in reaching agreements that are fully beneficial for the entity of which you are a part thanks to the most specialized knowledge of the market".

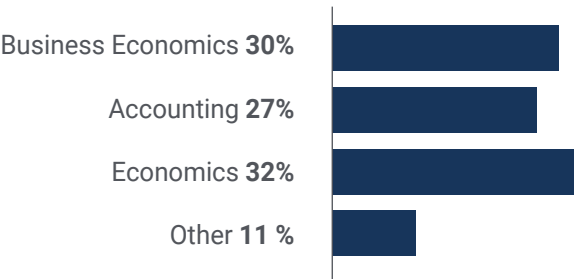
Average Age

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

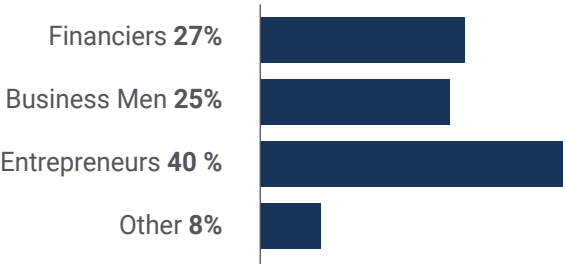
Years of Experience



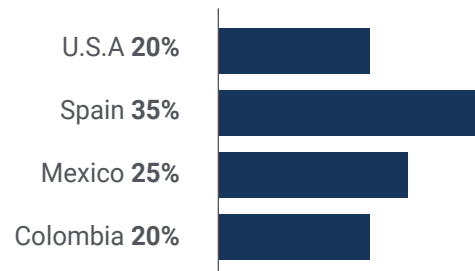
Training



Academic Profile



Geographical Distribution



Cristian Expósito

Commercial and mercantile advisor

"If I had to describe this Postgraduate Certificate in one word I would have a hard time, because dozens of words come to mind: avant-garde, dynamic, modern, complete, professional... It has been a very good experience, but the best thing, without a doubt, has been where it has taken me. Thanks to what I learned there, I was able to improve my skills as a commercial manager, extending them to the international territory. Based on this, I have achieved a great promotion that has elevated my professional career to where I always wanted to be".

08

Impact on Your Career

Studying this program will help the graduate to become specialized in an area with an extensive labor demand. In addition, thanks to the degree of specialization that they will acquire after the 6 weeks of specialization, they will be distinguished by the possession of a unique set of knowledge with which they will be able to stand out among the best experts. This will allow them to project their professional career to more ambitious and prestigious positions in the international business relations sector.



“

You will be able to implement to your knowledge the most comprehensive and complete information about trade in China, South Africa, Chile and South Korea, being able to establish successful relationships with these countries."

A program that will allow you to project your professional career to more ambitious and prestigious positions in the international business relations sector.

Are you ready to take the leap?

Excellent professional development awaits you.

TECH's Postgraduate Certificate in International Business Relations Management is an intensive program that prepares you to face business challenges and decisions in the field of the organization you are part of. The main objective is to promote your personal and professional growth. Helping you achieve success.

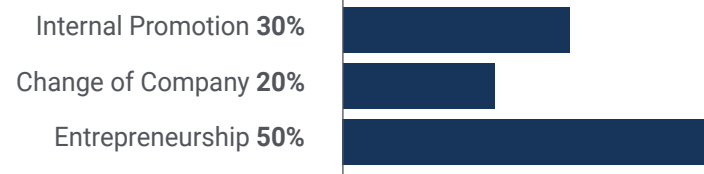
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you"

You will not be aware of how far you are capable of going until you see the high level you will reach by passing this Postgraduate Certificate.

When the change occurs



Type of change



Salary increase

The completion of this program represents a salary increase of more than **25.3%** for our students.



09

Benefits for Your Company

The high degree of specialization that the graduate will acquire with the completion of this program will allow them to handle with ease in any situation, in addition to solving even the most complex problems that may arise in the business activity. Thanks to this, the entity will increase its possibilities of expansion and growth, contributing to the increase of its economic benefits. Therefore, having a professional specialized through this Postgraduate Certificate will become the key to achieve success in the framework of international business relations.



“

Your company will benefit from your unique knowledge, which will translate into immediate exponential growth”.

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.

10 Certificate

The Postgraduate Certificate in International Business Relations Management guarantees, in addition to the most accurate and up-to-date knowledge, access to a Postgraduate 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 program will allow you to obtain a **Postgraduate Certificate in International Business Relations Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University title**, 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: **Postgraduate Certificate in International Business Relations Management**

Modality: **Online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate International Business Relations Management

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