

# Executive Development Program

## Communication and Leadership



## Executive Development Program Communication and Leadership

- » Modality: online
- » Duration: 16 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-communication-leadership](http://www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-communication-leadership)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

In order to manage teams efficiently, it is necessary to have the right management and leadership skills to demonstrate one's worth as a leader and to organize processes in the most beneficial way for the organization. With this program, the student will acquire the basic competencies of a leader and the necessary skills to develop new communication models that facilitate better coordination between sender and receiver. In this way, it is a perfect program to develop conversational skills and learn to relate to others, based on trust and respect, achieving the level of competence that will allow them to access top management positions.



Executive Development Program in Communication and Leadership  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work”*

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 centre for intensive managerial skills training.



“

*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 Technological University



### Innovation

The university offers an online learning model that combines 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.

**100,000+**

executives trained 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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. 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 groundbreaking 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 Harvard Business School case studies"*

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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*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**

### 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 areas 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

### Be part of an exclusive community

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

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

04

# Objectives

The main objective of this program is to provide students with specialized knowledge, so that they develop the precise skills that will allow them to apply the most appropriate communication strategies, which will foster the relationship with the different agents involved in the business. They will also develop the leadership skills of those who lead large projects and work teams.



“

*Thanks to verbal and non-verbal communication, you will be able to improve the efficacy of your messages”*

Your goals are our goals.

We work together to help you achieve them.

The Executive Development Program in Communication and Leadership will train you to:

01

Practice techniques to communicate in an efficient way

02

Design strategies to respond in improvised or brief interventions to several media at the same time

03

Develop techniques to improve verbal and non-verbal communication







04

Describe the characteristics and necessities of different communication media

05

Define keys to prepare the messages to be transmitted, with informative interest, and for the creation of headlines

06

Develop techniques to master key aspects of interpersonal expression (distance, empathy, emotions, conflict)

05

# Structure and Content

The structure of this program has been designed by a team of specialists in corporate communication who are aware of the changes in the sector and the importance of specialization on the part of professionals. Thus, throughout 3 modules, teachers develop a compendium of information related to the personal and communication skills of leaders and teamwork.



“

*A 100% online program, with multiple practical exercises that will facilitate your learning”*

## Syllabus

Corporate communication is one of the areas that managers should be most aware of, both internally and externally. In this way, an appropriate brand image is made known to the public, as well as everything the company offers, but also strong bonds are created with the employees themselves, as they learn about the company's objectives and values.

In this aspect, it is necessary for managers to acquire those communication and leadership skills that favor relations with workers, customers and suppliers, facilitating all processes to be carried out in an effective and efficient manner.

In this way, this program will be a key element for the students' learning, as it contains a new and up-to-date syllabus with the latest advances in this field, as well as a multitude of practical content. All of this favors the students' studying. In addition, thanks to the 100% online format, they can study the course to fit in with their own schedules and interests.

This program takes place over 4 months and is divided into 3 modules:

- Module 1** / Communication Skills
- Module 2** / Personal Skills of a Leader
- Module 3** / Leadership and Work Teams



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

TECH offers the possibility of taking this program completely online. Throughout the 4 months of training, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

## Module 1. Communication Skills

- |  |  |
|--|--|
| <b>1.1. Public Speaking and Spokesperson Training</b> <ul style="list-style-type: none"><li>1.1.1. Interpersonal Communication</li><li>1.1.2. Communication Skills and Influence</li><li>1.1.3. Communication Barriers</li></ul> | <b>1.2. Communication and Leadership</b> <ul style="list-style-type: none"><li>1.2.1. Leadership and Leadership Styles</li><li>1.2.2. Motivation</li><li>1.2.3. Skills and Abilities of the Leader 2.0</li></ul> |
|--|--|

## Module 2. Personal Skills of a Leader

- |  |  |  |
|--|--|--|
| <b>2.1. Personal Branding</b> <ul style="list-style-type: none"><li>2.1.1. Strategies for Personal Brand Development</li><li>2.1.2. Personal Branding Laws</li><li>2.1.3. Tools for Creating Personal Brands</li></ul> | <b>2.2. Emotional Intelligence</b> <ul style="list-style-type: none"><li>2.2.1. Emotional Intelligence and Communication</li><li>2.2.2. Assertiveness, Empathy, and Active Listening</li><li>2.2.3. Self-Esteem and Emotional Language</li></ul> | <b>2.3. Time Management</b> <ul style="list-style-type: none"><li>2.3.1. Planning, Organisation and Control</li><li>2.3.2. The Methodology of Time Management</li><li>2.3.3. Action Plans</li><li>2.3.4. Tools for Efficient Time Management</li></ul> |
|--|--|--|

## Module 3. Leadership and Work Teams

- |  |   |   |
|--|---|---|
| <b>3.1. Team Management</b> <ul style="list-style-type: none"><li>3.1.1. Work Teams and Management Meetings</li><li>3.1.2. Managing Change Processes</li><li>3.1.3. Managing Multicultural Teams</li><li>3.1.4. Coaching</li></ul> | <b>3.2. Negotiation and Conflict Resolution</b> <ul style="list-style-type: none"><li>3.2.1. Effective Negotiation Techniques</li><li>3.2.2. Interpersonal Conflicts</li><li>3.2.3. Intercultural Negotiation</li></ul> | <b>3.3. Relational Capital: Coworking</b> <ul style="list-style-type: none"><li>3.3.1. Managing Human Capital</li><li>3.3.2. Performance Analysis</li><li>3.3.3. Managing Equality and Diversity</li><li>3.3.4. Innovation in People Management</li></ul> |
|--|---|---|



*Applying Coaching techniques will be effective in motivating your teams"*



# 06

# 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.







“

*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 Business School we use the Harvard case method

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"*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

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

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

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



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

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





**Case Studies**

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



**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".



**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.



07

# Our Students' Profiles

The Executive Development Program in Communication and Leadership is a program aimed at communication professionals who want to update their knowledge, discover new ways of managing corporate communication, and advance in their professional career.







“

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

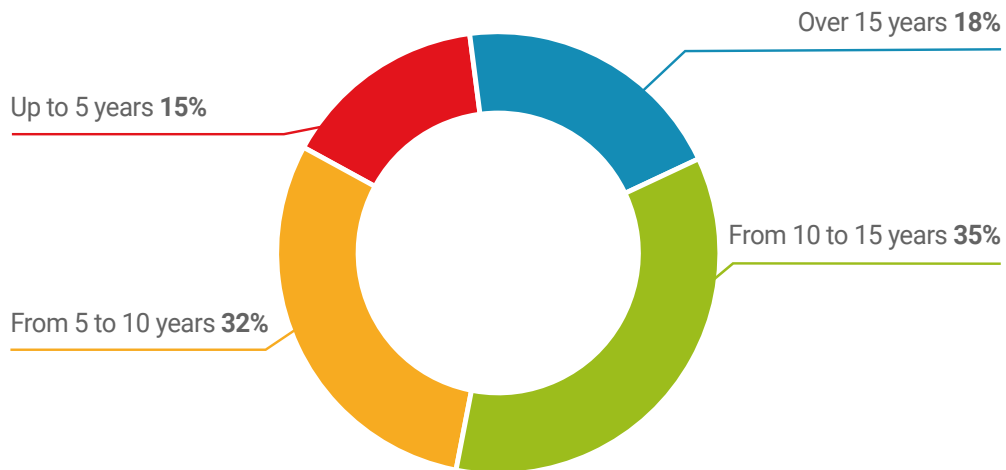
### Average Age

---

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

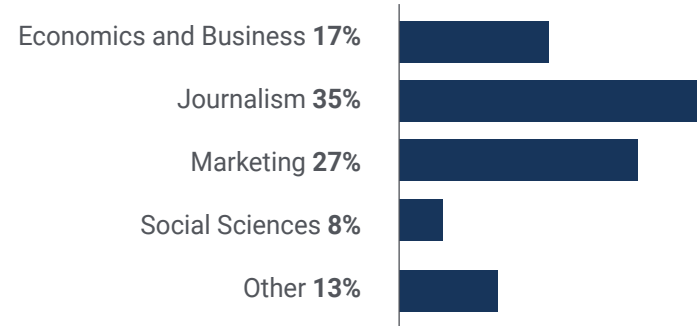
### Years of Experience

---



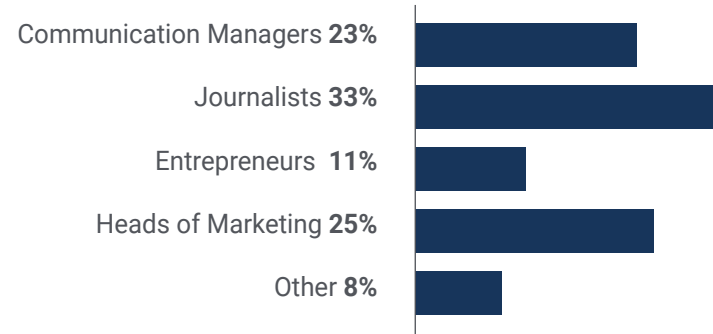
### Training

---



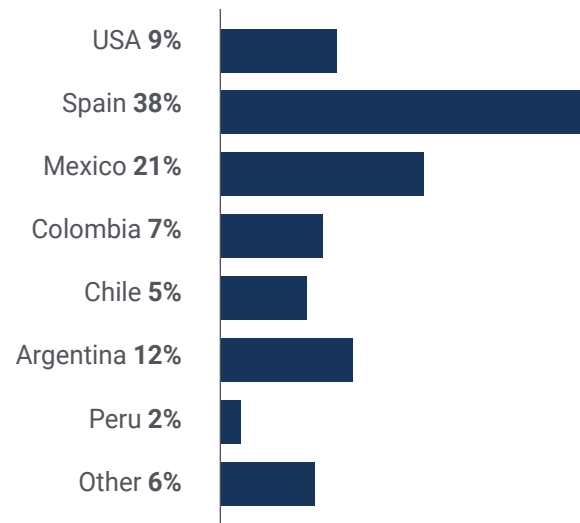
### Academic Profile

---



## Geographical Distribution

---



## Jaime Campos

---

Head of Corporate Communication

*"Corporate Communication is a very relevant area in any business. But, in order for it to be effective, it is necessary to develop skills which allow you to improve the relationship with clients, suppliers and employees. Thanks to this program, I gained the specific knowledge I needed and now I can say that it was a great choice"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our teaching team, experts in Communication and Leadership, will help you achieve success in your profession"*

## Management



### Mr. Larrosa Guirao, Salvador

- ♦ Specialist professor in finance with vast experience in this field and in teaching

## Professors

### Ms. Gomis Noriega, Silvia

- ♦ Professor of Innovation
- ♦ Professional with extensive experience and background in teaching



09

# Impact on Your Career

The implementation of this program will be essential to achieve a positive change in the students' careers. Thus, they will have access to all specific content on communication and leadership, which will be essential to make that positive leap in their profession. Undoubtedly, successfully completing this course will mark a before and after in the training of these students.





“

*TECH makes all the necessary resources available to you so that you can develop the exact skills you need to access managerial job positions”*

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

The Executive Development Program in Communication and Leadership at TECH is an intense program that prepares you to face challenges and decisions in corporate and business communication in both the online and offline. The main objective is to promote personal and professional growth. Helping students achieve success.

A perfect qualification for those who are looking for professional excellence.

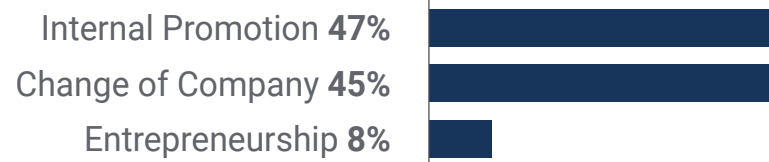
*Access a position with higher responsibility and, therefore, with a more competitive salary.*

*Do you want to make a radical change in your career? Take the first step by enrolling now in this program.*

### Professional change for our students



### Type of change



### Salary increase

---

This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Executive Development Program in Communication and Leadership has been designed to promote the professional growth of students, but also to achieve greater development of the companies in which they work, by being able to apply the most appropriate strategic techniques to meet their objectives and the needs of today's market.





“

*You will bring a business new vision to your company, one that is more up-to-date and strategic”*

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

01

### Intellectual Capital and Talent Growth

The executive 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 executive and opens new avenues for professional growth within the company.

03

### Building agents of change

The manager 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 manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

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

11

# Certificate

The Executive Development Program in Communication and Leadership guarantees you, in addition to the most rigorous and updated training, access to a Executive Development Program issued by TECH Technological University.





“

*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

This **Executive Development Program in Communication and Leadership** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Executive Development Program** issued by **TECH Technological University** by tracked delivery\*.

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

Title: **Executive Development Program in Communication and Leadership**

Official N° of Hours: **250 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.



## Executive Development Program Communication and Leadership

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

# Executive Development Program

## Communication and Leadership

