

# Postgraduate Certificate

## Advanced Business English





## Postgraduate Certificate Advanced Business English

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

Acceso web: [www.techtute.com/pk/school-of-business/postgraduate-certificate/advanced-business-english](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/advanced-business-english)

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# 01 Welcome

Any company that wants to expand internationally needs specialists who are proficient in advanced English applied to the business world. This will give the company access to a large number of new contacts, customers and potential investors. But, to achieve this mastery, it is necessary to properly learn the vocabulary and the precise forms of expression in the language used in this business field. Thus, this degree offers its students the necessary knowledge to achieve international success in business, thanks to the communicative skills in English that they will be able to learn.



Postgraduate Certificate in Advanced Business English.  
TECH Technological University



“

*Get new contacts and clients thanks to  
this advanced English for business degree”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

*"Microsoft Europe Success Story"*, for integrating the innovative, interactive multi-video system.



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**+100000**

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:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

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



### Academic Excellence

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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

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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.

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 Technological University community.

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

# 04 Objectives

The main objective of this Diploma in Advanced Business English is to provide its students with the best skills in advanced English applied to the business field, so that they can use it in their professional careers. They will achieve success in the international business world thanks to the new knowledge they have acquired, which will enable them to make contact with managers, investors, shareholders or customers all over the world without communication barriers.





“

*Your goal is to become someone important  
in your company and you will achieve this by  
improving your English skills”*



TECH makes the goals of their students their own goals too.

Working together to achieve them.

The Postgraduate Certificate in Advanced Business English qualifies students to:

01

Solve demanding communicative tasks and perform the complex functions of such tasks, both in the work environment and in everyday situations

02

Interact and express yourself in these situations independently and appropriately, using standard spoken language

03

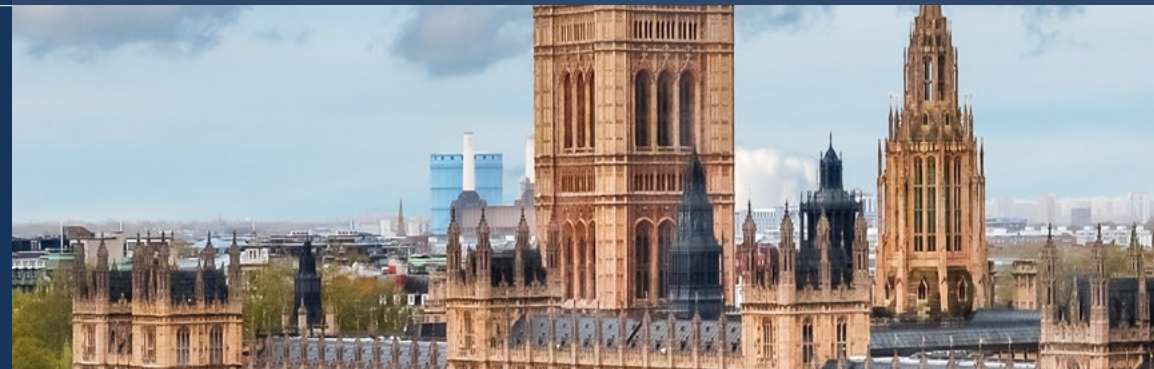
Define the most relevant social aspects of everyday life situations and recognize the most common forms of social relationships

04

Use the necessary linguistic resources to handle complex communication situations in the work environment

05

Develop resources and tools to evaluate and improve their Language learning and use



06

Talk about more abstract concepts related to the world of work and express their opinion in an elaborated and coherent way

08

Recognize and distinguish conceptual differences and express them with precision

09

Develop the confidence to deal with people and issues related to the business world

07

Demonstrate a broad command of the lexicon related to the field of work, fluently making use of complex structures

10

Be capacity to distinguish and adapt to changes in linguistic register



05

# Structure and Content

This Diploma in Advanced Business English is composed of 1 module, divided into 10 subjects, and provides students with all the necessary knowledge to communicate in advanced business English. Thus, professionals who take the course will learn this language applied to areas such as the company, materials and suppliers, communication in networks or markets and competitors, so that they can become important members of their companies.



“

*Important business is done in English. Specialize with this Postgraduate Certificate”*

## Syllabus

English is an essential tool for all professionals who aspire to enter the international business world. The major business centers are located in places such as London, New York or Tokyo and an advanced level of the language is required to access them.

However, it is not enough to master this language in general terms, since business has its own specific vocabulary and communication culture. Therefore, it is important to master this lexicon and this way of interacting in order to achieve the objectives set.

Thus, this Diploma in Advanced Business English provides students with all the necessary tools to speak advanced English in international business and management environments, increasing the likelihood of success in their professional careers.

This program is developed over 6 weeks and consists of 1 module:

### Module 1

### Business English



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

TECH Technological University offers students the opportunity to take this Postgraduate Certificate in Advanced Business English entirely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students 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.** Business English

1.1. Work Methods and Multicultural Companies	1.2. Organization: Freelancers and Companies	1.3. Definitions, Descriptions and Analysis of Business Success	1.4. Development Process
1.5. Materials and Suppliers	1.6. Corporate Culture on Social Networks	1.7. Innovation and Investments	1.8. Products and Brands
1.9. Business Philosophies	1.10. Markets and Competitors		



*The best content for  
you to learn advanced  
English applied to the  
business world"*







# 06 Methodology

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

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





“

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





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

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

“

*At TECH Technological University, 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.*



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

### 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.

## 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, you 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.



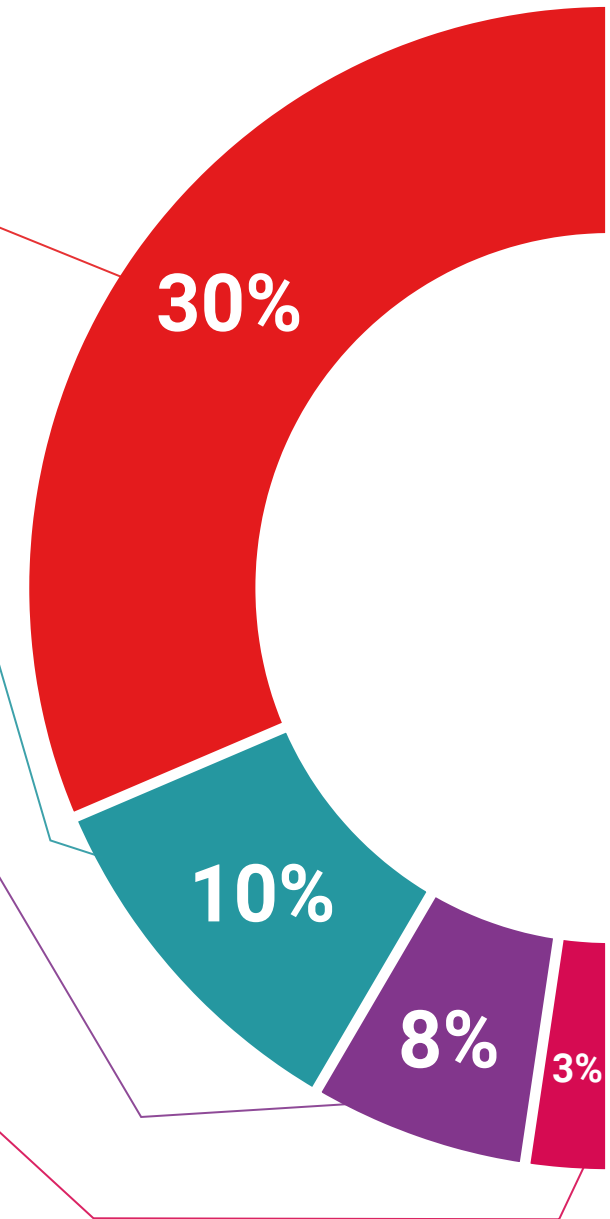
#### Management Skills Exercises

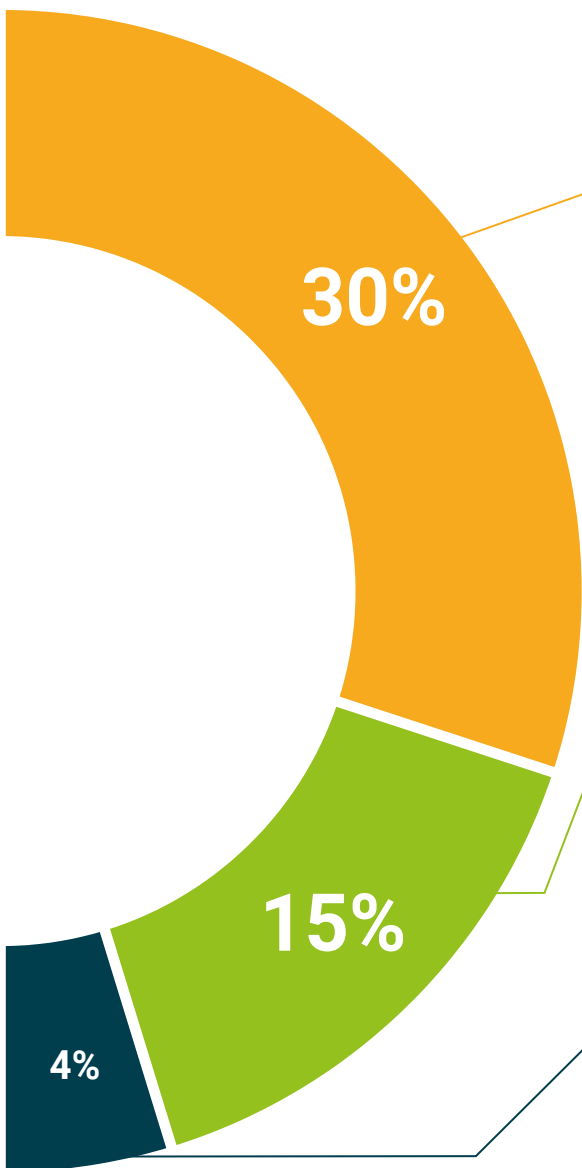
They will carry out activities to develop specific executive skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



#### 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 Technological University 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 students of this Diploma in Advanced Business English are managers, entrepreneurs and professionals in the economic field who seek to improve the position of their businesses, helping their international expansion. Thus, thanks to the skills they acquire with this degree, they achieve the proposed objectives, boosting their companies to improve their position abroad. In this way, companies will be able to reach new agreements, new contacts and new investments thanks to the English proficiency of the professional who has completed this program.



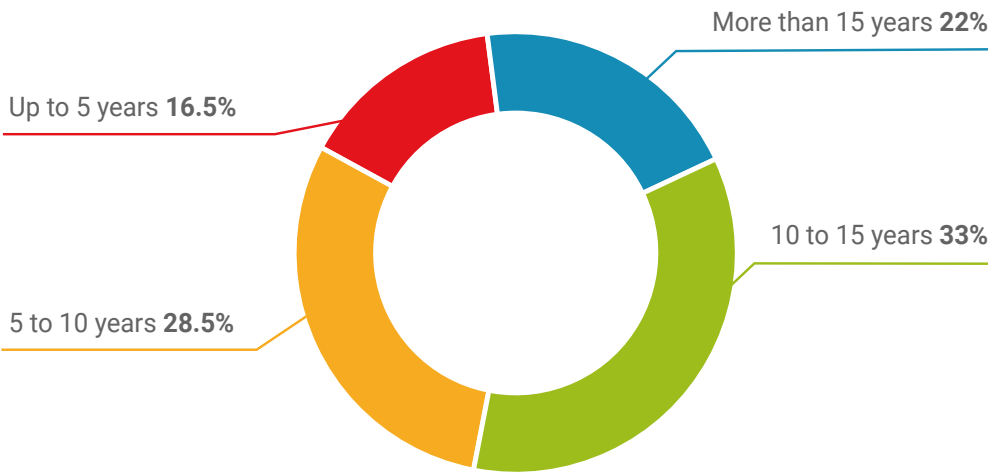
“

*Your company will achieve its objectives thanks to your advanced command of English”*

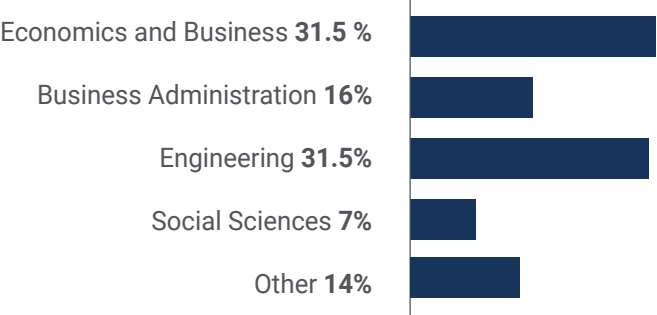
Average Age

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

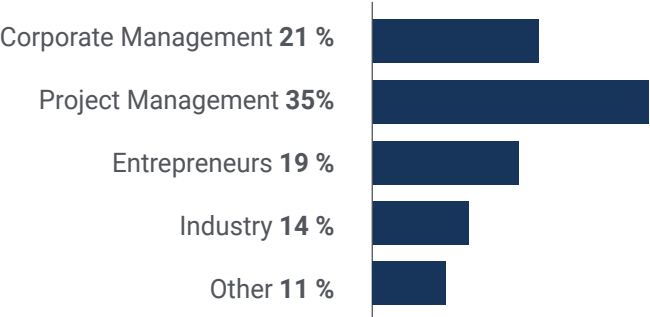
Years of Experience



Education

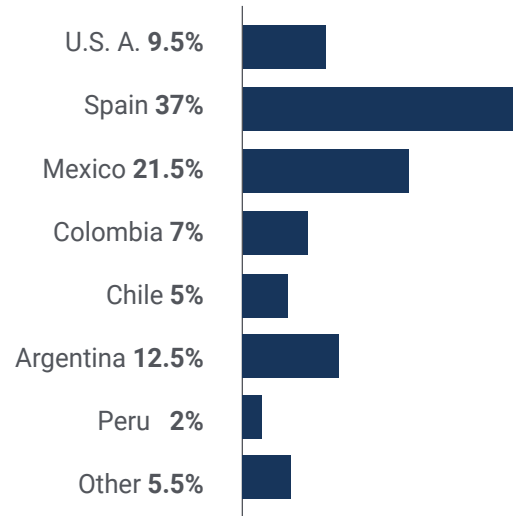


Academic Profile



## Geographical Distribution

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## Antonio Lozano

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CEO

*"Mastering business-specific English makes it much easier to operate internationally. This Diploma is everything you need for your company to move forward and do business in other countries. In addition, TECH Technological University adapts to you to you and it is very easy to combine your studies with your professional career"*

08

# Impact on Your Career

Advanced English is the main tool for doing business internationally. Thus, companies that want to start expanding into this area or consolidate their position will need specialized professionals who can communicate adequately with investors, managers, entrepreneurs and clients of other international companies. For this reason, students who take this degree can become indispensable members of their organizations thanks to the new language skills acquired throughout the Diploma.







“

*With this Diploma your career will  
definitely take off”*

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

The Diploma in Advanced Business English is a complete and intensive program that prepares students to face business challenges and decisions in the business world. Its main objective is to promote the personal and professional growth of students. Helping students achieve success.

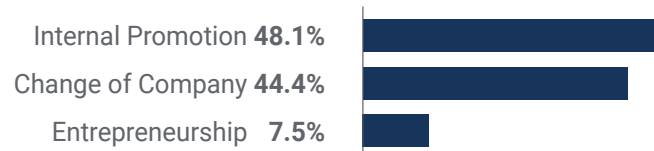
*This degree will help you achieve all your goals.*

*The students who attended this program were able to give a great boost to their careers in a very short time.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **22.86%** for our students.



09

# Benefits for Your Company

This Diploma in Advanced Business English can make the difference between achieving international business success or stagnating and not being able to go beyond the national or regional level. For this reason, doing so is a fundamental task for the success of the company. With this degree you can obtain the necessary tools to be able to expand your company to other countries and reach all kinds of agreements that will benefit your company, as well as access new contacts or investors.



“

*Companies need specialists who speak advanced business English if they want to expand internationally”*

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.

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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.

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



“

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

This **Postgraduate Certificate in Advanced Business English** 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 certificate 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 Advanced Business English**

Official N° of hours: **150 h.**



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



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