

# Postgraduate Certificate Advanced Business Presentation Techniques





## Postgraduate Certificate Advanced Business Presentation Techniques

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

Website: [www.techtute.com/us/business-school/postgraduate-certificate/advanced-business-presentation-techniques](http://www.techtute.com/us/business-school/postgraduate-certificate/advanced-business-presentation-techniques)

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# 01 Welcome

Presentations are one of the most effective tools for business communication. They are used to present balance sheets, sales processes, data of various kinds or future projects. However, in order to make them attractive in English, it is important to have a good command of the language and forms of oral expression. Thus, this educational program offers the necessary skills to become a true business leader who is able to convey all kinds of information in English in your company, so that you can be a visible and prominent figure in it.



Postgraduate Certificate in Advanced Business Presentation Techniques.  
TECH Technological University



“

*The best business leaders are great speakers: improve your presentation skills in English with this Postgraduate Certificate"*

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

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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 method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### 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 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

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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 studies in the academic community"*

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 objectives of this program are, on the one hand, to improve the advanced oral expression skills in English of its students, so that they acquire competencies to effectively communicate any type of business information and, on the other hand, to make them become great business leaders thanks to these new skills obtained. Companies need people capable of adequately transmitting relevant data to the different actors that compose them, so they need the figure that presents and communicates information in English.



“

*Learn to orally present all types of projects and reports in Advanced English with this Postgraduate Certificate"*



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

The **Postgraduate Certificate in Advanced Business Presentation Techniques** will enable students to:

01

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

04

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

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

05

Develop resources and tools that enable them to assess and improve their own learning and use of the language



06

Be able to use a range of connectors and other cohesive elements to establish internal consistency

08

Recognize and adapt to your listeners' non-verbal signs of communication in the workplace



09

Prepare comprehensive and detailed presentations on topics related to your field of work

07

Analyze and synthesize visual information and present results and summaries orally

10

Use vocabulary fluently and accurately to describe and analyze graphs and tables

05

# Structure and Content

This Postgraduate Certificate in Advanced Business Presentation Techniques is composed of 1 module, subdivided into 10 topics. Through them, students will be able to learn a large amount of oral expression techniques, as well as the fundamental vocabulary in advanced business English and other related issues such as the visual presentations themselves and the design of attractive graphics with which to ensure the success of the communication carried out.





*The best content for you to become an expert in  
Advanced Business Presentation Techniques”*

## Syllabus

A fundamental aspect of companies is how they communicate all the information they have to convey to their shareholders, employees, customers or potential partners. Normally, when it is something important that requires special attention, an oral presentation is made accompanied by visual data to facilitate the understanding of the information expressed.

However, performing this type of task is not easy, since communicating correctly and attractively requires a series of competencies and skills that often have to be learned. Thus, managing an appropriate vocabulary, knowing how to apply the right voice inflections to emphasize what you want to highlight, and speaking fluently are fundamental elements to achieve the objectives of the presentation.

Thus, this Postgraduate Certificate offers its students the necessary tools to make Advanced Business Presentation Techniques, so that they can correctly transmit the corresponding information and become leaders in their companies thanks to the skills learned.

This program is developed over a period of 6 weeks and is composed of of 1 module:

### Module 1.

### Business Presentation Techniques



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

TECH offers the possibility of developing this Postgraduate Certificate in Advanced Business Presentation Techniques completely 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 Presentation Techniques

1.1. Resources for Complex and Detailed Business Presentations	1.2. Phrasal Verbs for Challenging Business Presentations	1.3. Complex and Detailed Vocabulary in Business Presentations	1.4. Analysis of Complex Figures and Data in Challenging Business Presentations
1.5. Analysis and Description of Multiple and Complex Graphs	1.6. Complex Analysis and Detailed Description of Extensive Reports	1.7. Detailed and Complex Analysis and Description of Goods and Services	1.8. Business Engagement
1.9. Extensive Communication Strategies with Your Audience	1.10. Non-Verbal Communication		



“

*The knowledge you need to  
become a leader right here”*



# 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 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”*



*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 combines 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 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

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 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.



07

# Our Students' Profiles

This Postgraduate Certificate in Advanced Business Presentation Techniques is aimed at all those students who wish to improve their presentation techniques and acquire communication tools in advanced English for companies. Thus, in a very short time, graduates become leaders in their companies thanks to the new communication skills they have learned in this program. For that reason, it is intended for people interested in achieving a significant improvement in their professional careers.







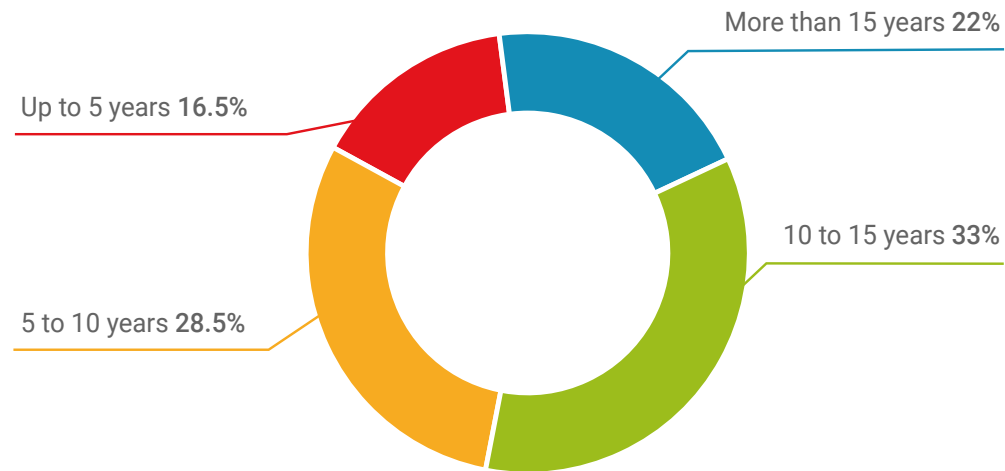
“

*Presentations are an effective way  
to stand out in your company”*

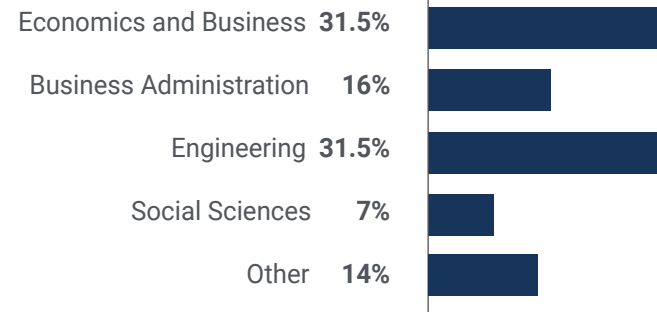
### Average Age

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

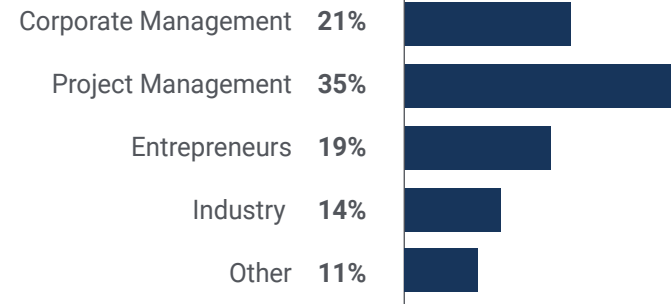
### Years of Experience



### Training

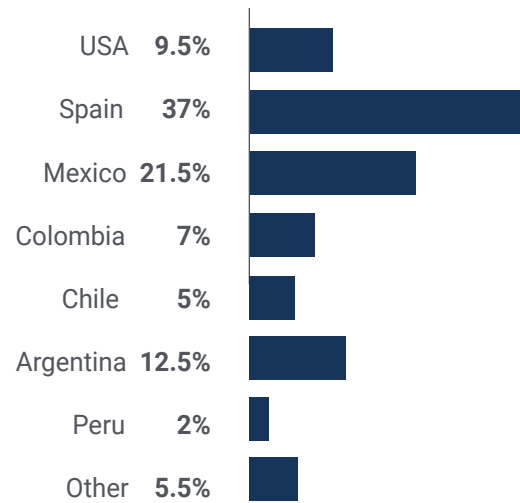


### Academic Profile



## Geographical Distribution

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## Antonio Lozano

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CEO

*"To give good presentations in English, you have to be very convincing, and that only comes with good preparation. This TECH Postgraduate Certificate taught me how to master this type of communication. My credibility and my company's credibility have improved a lot since I finished it."*

08

# Impact on Your Career

This Postgraduate Certificate in Advanced Business Presentation Techniques can boost the careers of the students who take it. It is a qualification focused on advancing the business world of its students, so the skills learned can be directly applied in their companies. Companies that are expanding internationally need experts who can communicate all kinds of information in English, so the professional in charge of doing so can become one of the most important figures in these institutions.





“

*Do you want to make a boost in your career? This Postgraduate Certificate is what you were need”*

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

The Postgraduate Certificate in Advanced Business Presentation Techniques is a comprehensive and intensive qualification that prepares students to face all types of business challenges in the field of communication and oral presentations. Its main objective is to promote students' personal and professional growth. Helping students achieve success.

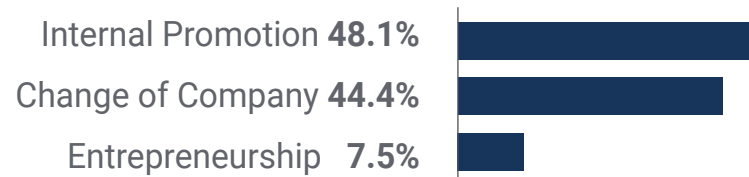
*The change you are looking for, at your fingertips.*

*Become the voice and image of your company and become indispensable.*

#### Time of Change



#### 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

Presentations and oral communications are a fundamental aspect of any company that wants to grow. In those institutions that are also international or have clients, shareholders or departments with whom it is necessary to communicate in English, these types of presentations are essential. Thus, companies will benefit from the new skills of their students, who will be able to carry out this type of activities in advanced and fluent English, adequately transmitting all types of business information.







“

*A company that wants to expand internationally will need experts in English presentations: you could be one of them"*

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

01

### Intellectual Capital and Talent Growth

Professionals will bring to the company new concepts, strategies and perspectives that can bring about relevant 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

They will be able to make decisions in times of uncertainty and crisis, helping the organization to 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**

Professionals can work on a real project or develop new projects in the field of R&D or business development of their company.

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06

### **Increased competitiveness**

This Postgraduate Certificate will equip professionals with the skills to take on new challenges and therefore drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Advanced Business Presentation Techniques 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 Presentation Techniques** 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 Advanced Business Presentation Techniques**

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.





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