

Postgraduate Certificate Communication and Leadership





Postgraduate Certificate Communication and Leadership

- » Modality: online
- » Duration: 4 weeks
- » Certificate: TECH Global University
- » Accreditation: 4 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: Graduates and professionals with demonstrable experience in the sector

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/communication-leadership

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01 Welcome

The Postgraduate Certificate in Communication and Leadership at TECH Global University is an intensive program that prepares you to tackle business challenges and decisions at the financial level, globally. Its main objective is to foster your personal and professional growth, helping you achieve success.

If you seek to surpass yourself, achieve a positive professional transformation, and connect with top-level professionals, this is the right place for you.



Postgraduate Certificate in Communication and Leadership
TECH Global University



“

The figure of the rigid, inflexible, and authoritarian manager has become obsolete. A new profile has emerged, one that is much more aligned with current trends and stands out for having technological knowledge, practicing active listening with employees, 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 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”

08 | Why Study at TECH?

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 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.



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 academia"



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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



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.

03

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

14 | Study Methodology

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

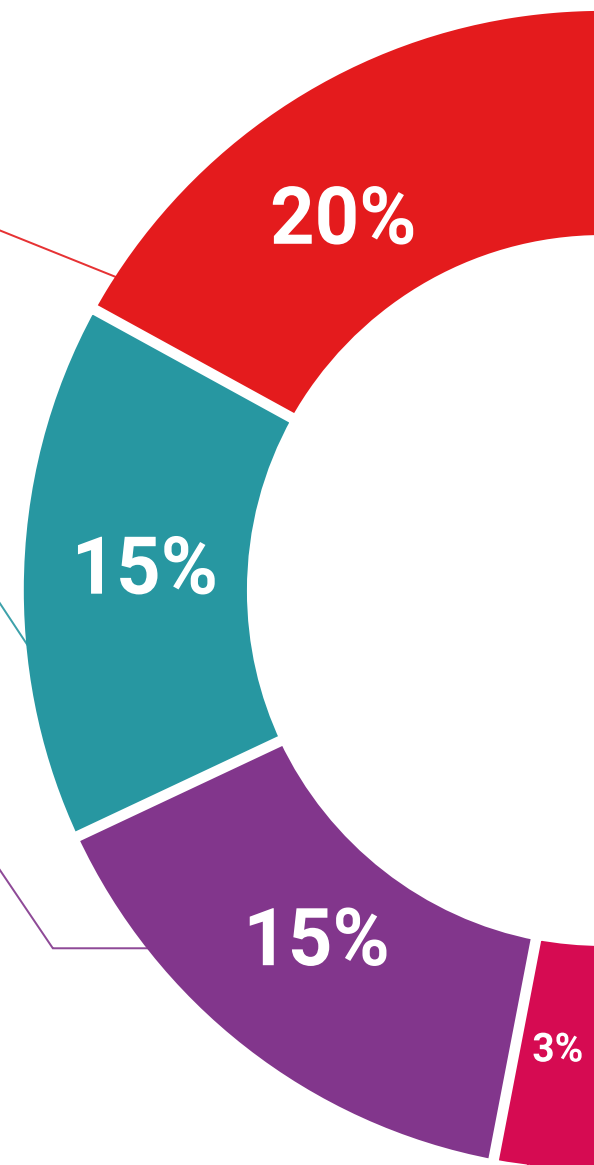
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

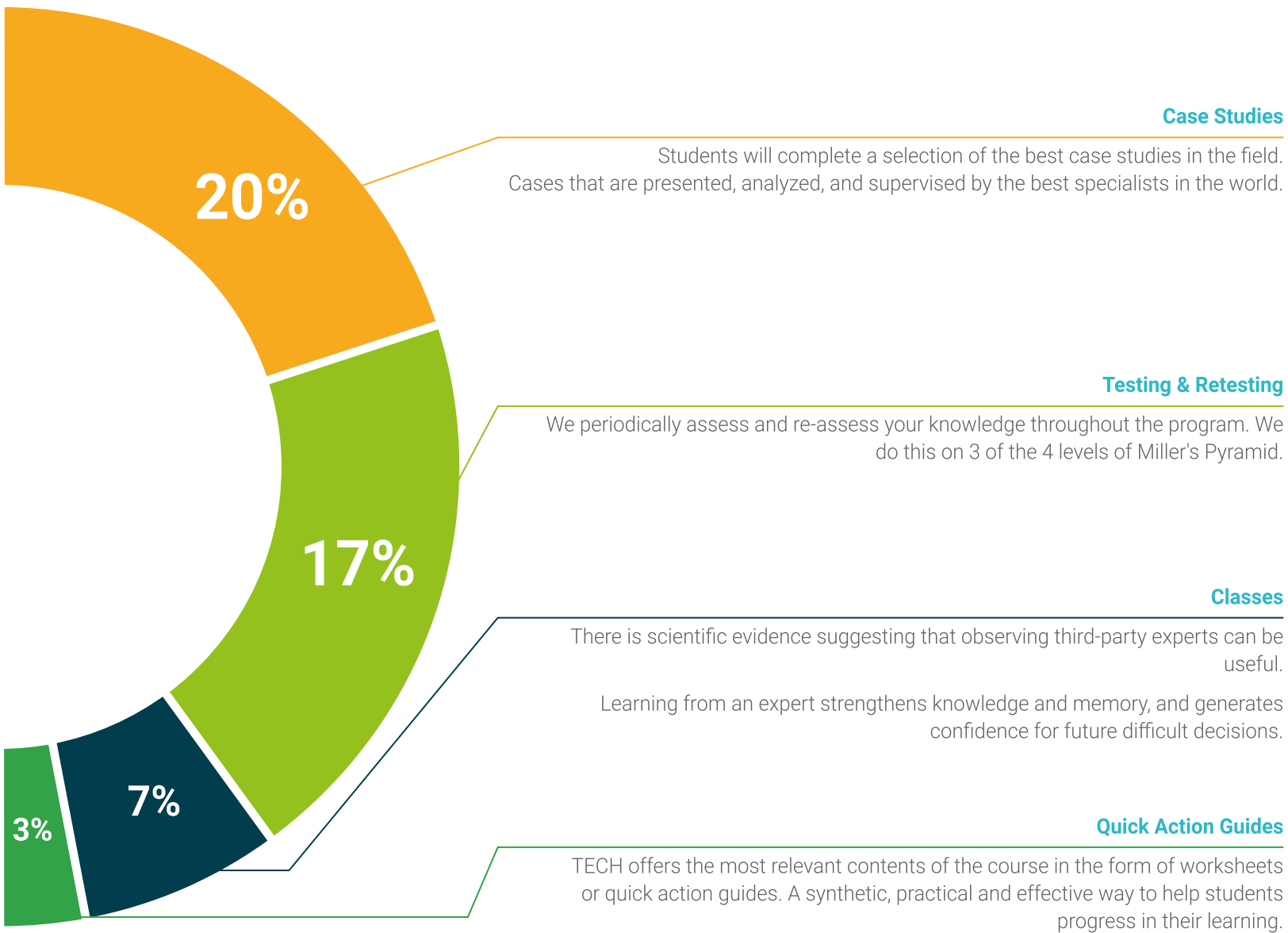
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.



**Case Studies**

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

**Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

**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 for future difficult decisions.

**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.





“

One of our fundamental objectives is to help you develop the essential skills to strategically manage business communication”

22 | Objectives

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

The **Postgraduate Certificate in Communication and Leadership** will enable you to:

01

Practice expression techniques in professional communication situations

02

Describe the different leadership styles and their modes of application

03

Define the communication strategy as a leader of a group

04

Establish tools to manage effective and transformative leadership



05

Define the new roles of the 2.0 leader

06

Implement motivational strategies to facilitate intergroup communication and effective leadership

07

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



05

Structure and Content

The Postgraduate Certificate in Communication and Leadership from TECH Global University is a tailor-made program delivered in a 100% online format, allowing you to choose the time and place that best suit your availability, schedule, and interests.

A program that delivers over 1 month and is designed to provide a unique and stimulating experience that lays the foundation for your success as a spokesperson in professional communication.

The content of the Postgraduate Certificate in Communication and Leadership is designed to foster the development of communication skills that enable professionals to express ideas and concepts in an organized and efficient manner, as well as manage conflict, change, resistance, and more.

Over the course of 100 hours, the student analyzes a plethora of practical cases through individual and team work. This is, therefore, a true immersion in real business situations.



“

What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”

26 | Structure and Content

Syllabus

A syllabus designed for you, focused on your professional development, and preparing you to achieve excellence in the field of communication and strategic leadership. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently. This Master's Degree is delivered over 1 month and is divided into three modules:

Module 1 | Leadership and Leadership Styles

Module 2 | Motivation

Module 3 | Skills and Abilities of the Leader 2.0



Where, When and How is it Taught?

This Postgraduate Certificate is delivered over 1 month and is divided into three content blocks. You can complete it entirely online.

Module 1. Leadership and Leadership Styles**1.1. Leadership**

- 1.1.1. Definition and Trends
- 1.1.2. Characteristics of a Leader

1.2. Leadership Styles

- 1.2.1. What is Leadership Style?
- 1.2.2. Leadership Methods
- 1.2.3. Developing a Leadership Style

Module 2. Motivation**2.1. The Nature of Motivation****2.2. Expectancy Theory****2.3. Needs Theories****2.4. Motivation and Economic Compensation****Module 3. Skills and Abilities of the Leader 2.0****3.1. The Age of Collaboration****3.2. New Value Creation Models****3.3. Leadership 2.0****3.4. New 2.0 Organizations**

A unique, essential, and decisive learning experience to boost your professional development and make the definitive leap”

06

Our Students' Profile

The Postgraduate Certificate in Communication and Leadership is a program aimed at professionals who want to acquire greater skills and competencies in leadership and communication, discover new ways to manage the communication of corporate objectives, and advance in their professional career.





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If you believe you need to improve your communication and leadership skills and are looking for a meaningful enhancement in your career while continuing to work, this is the program for you”

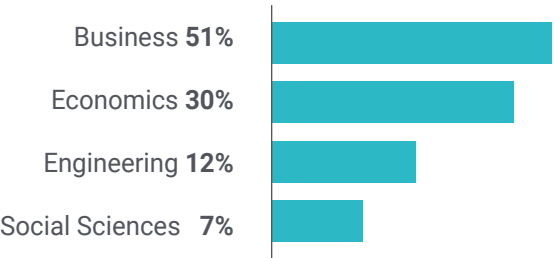
Average Age

Between **33** and **35** years

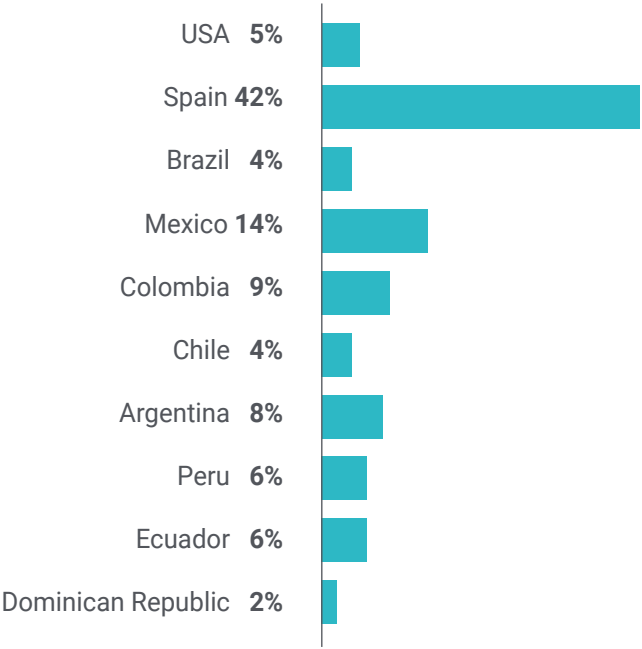
Years of Experience

10 years

Training



Geographical Distribution





"The combination of academic content and the expertise of the faculty makes the Postgraduate Certificate in Communication and Leadership a key tool for both professional and personal evolution. I have been pleasantly surprised by the quality and professionalism of all the faculty members"

Ramón Vela

Marketing Director

07 Certificate

The Postgraduate Certificate in Communication and Leadership guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the 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”

34 | Certificate

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Communication and Leadership** 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** private qualification, 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 Communication and Leadership**

Modality: **online**

Duration: **4 weeks**

Accreditation: **4 ECTS**



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



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