

# Postgraduate Certificate English Writing Techniques





## Postgraduate Certificate English Writing Techniques

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

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/english-writing-techniques](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/english-writing-techniques)

# 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. 20*

06

Methodology

---

*p. 26*

07

Our Students' Profiles

---

*p. 34*

08

Impact on Your Career

---

*p. 38*

09

Benefits for Your Company

---

*p. 42*

10

Certificate

---

*p. 46*

# 01

# Welcome

Written communication is basic in business. Every day, you have to send numerous e-mails and make other types of contacts which, if they are to be made in another language, require specific knowledge to be able to adequately transmit the corresponding information. Therefore, this program provides students with all the tools they need to communicate in written English, through various channels, so that they can reach success thanks to their newly learned skills.



Postgraduate Certificate in English Writing Techniques.  
TECH Technological University



“

*Send emails and carry out various written communications in English in the business field, thanks to this program”*

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:



### 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"*



### 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.

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

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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

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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

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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 Postgraduate Certificate in English Writing Techniques is to provide students with the best tools to be able to write all types of written documents focused on the business and corporate environment, successfully. Therefore, students will be able to add new communication skills to their careers, which will open the doors to new and important opportunities in this field that requires specialists capable of transmitting information in English.



“

*You know that English is fundamental to progress and TECH offers you the best knowledge for you to achieve it”*

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

This Postgraduate Certificate in English Writing Techniques qualifies students to:

01

Solve basic and simple communicative tasks in order to carry out their functions both in a work environment and in everyday situations

02

Interact and express yourself in these situations in an independent and adequate manner, in a standard register in written and oral communication

03

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

04

Use the linguistic resources necessary to get by in communication situations in the work environment





05

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

06

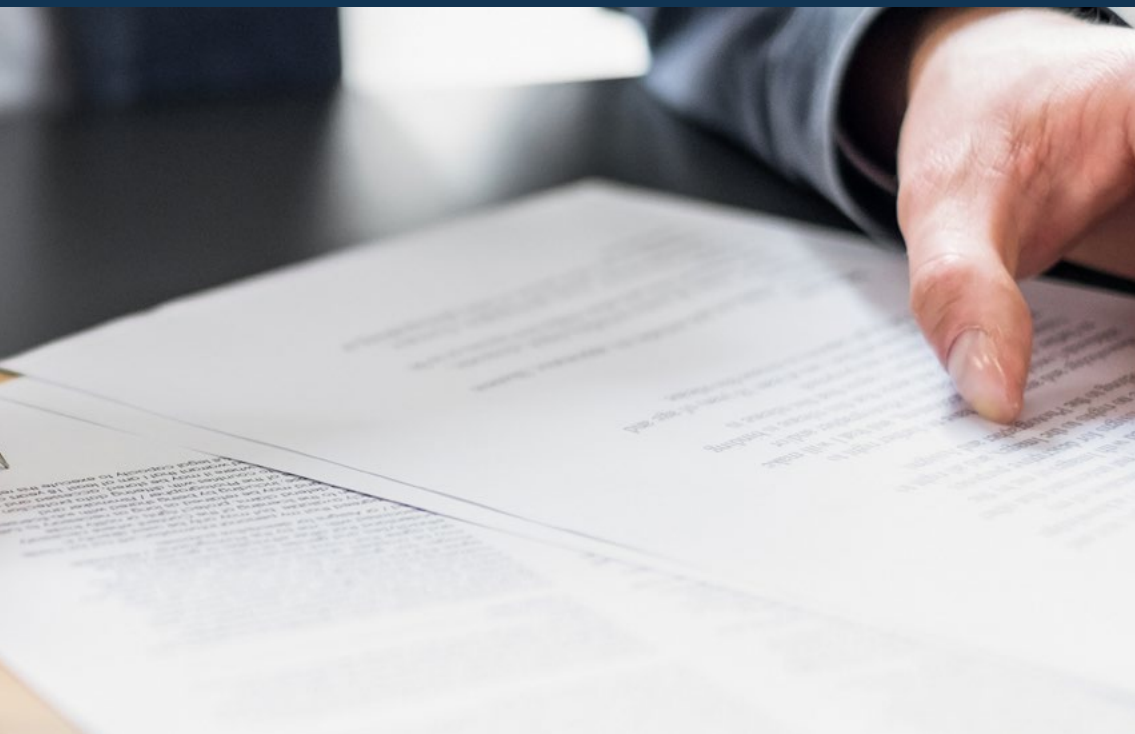
Be able to understand the main points of clear, standard-language texts on familiar matters, whether in work study or leisure situations

07

Know how to cope in most of the situations that may arise in the workplace where English is used as the lingua franca

08

Be able to produce simple and coherent texts on topics that they are familiar with in the work or in which they have a personal interest



9

Be able to describe work experiences, events, wishes and aspirations, as well as briefly justify their opinions or explain their work plans

10

Be able to create several types of formal texts useful in a work context

11

Recognize and use structures specific to different types of texts





12

Adapting written discourse to simple formal contexts

13

Be able to initiate, develop and conclude a written contact with a client

14

Know how to use a thematic vocabulary to convey clear ideas in a formal style and use common expressions to answer complaints and claims

05

# Structure and Content

This Postgraduate Certificate in English Writing Techniques consists of 1 module, divided into 10 topics, through which students will explore issues such as sending emails, preparing and requesting quotations, making appointments, describing services and products or responding to formal complaints, all in English. Therefore, with this program, students will obtain a series of communication skills that are fundamental in today's business world.



“

*This program has the best content  
for you to improve your level of  
business English”*

## Syllabus

There are a number of basic tasks that are performed frequently in any company, such as sending e-mails for various reasons, drafting documents of various kinds, requesting quotes or reports, and even preparing forms that include formal complaints or claims. But when you have to do it in English, the task becomes more complicated because you have to know the specific vocabulary to carry out these activities.

Companies are increasingly demanding more and more professionals who can work in English, since any institution that wishes to expand has to carry out various actions that involve the use of this language. Specialists who know how to perform these tasks will make it easier for companies to achieve their objectives, as they will allow more direct contact with customers, partners or investors.

Therefore, this Postgraduate Certificate in English Writing Techniques prepares students to carry out a series of essential functions in English that will make them indispensable figures in their respective organizations.

This Postgraduate Certificate takes place over 6 weeks and is composed of 1 module:

### Module 1

### Writing Techniques in Formal Language



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

TECH offers the possibility of developing this Postgraduate Certificate in English Writing Techniques completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Writing Techniques in Formal Language**

1.1. Simple Formal Mails

1.2. Generalities on request for quotations

1.3. Drafting Simple Quotations

1.4. Make, Change and cancel Appointments by Mail or by Phone

1.5. Drafting Simple Descriptions of a Product or Service

1.6. Sending Product or Service Information

1.7. Written Delivery or Return Paperwork

1.8. Simple Drafting of Letters of Complaint and Formal Complaints

1.9. Responses to Formal Complaints

1.10. General information on the preparation of reports





“

*The specialization course you have been looking for to boost your business is here”*

07

# 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.





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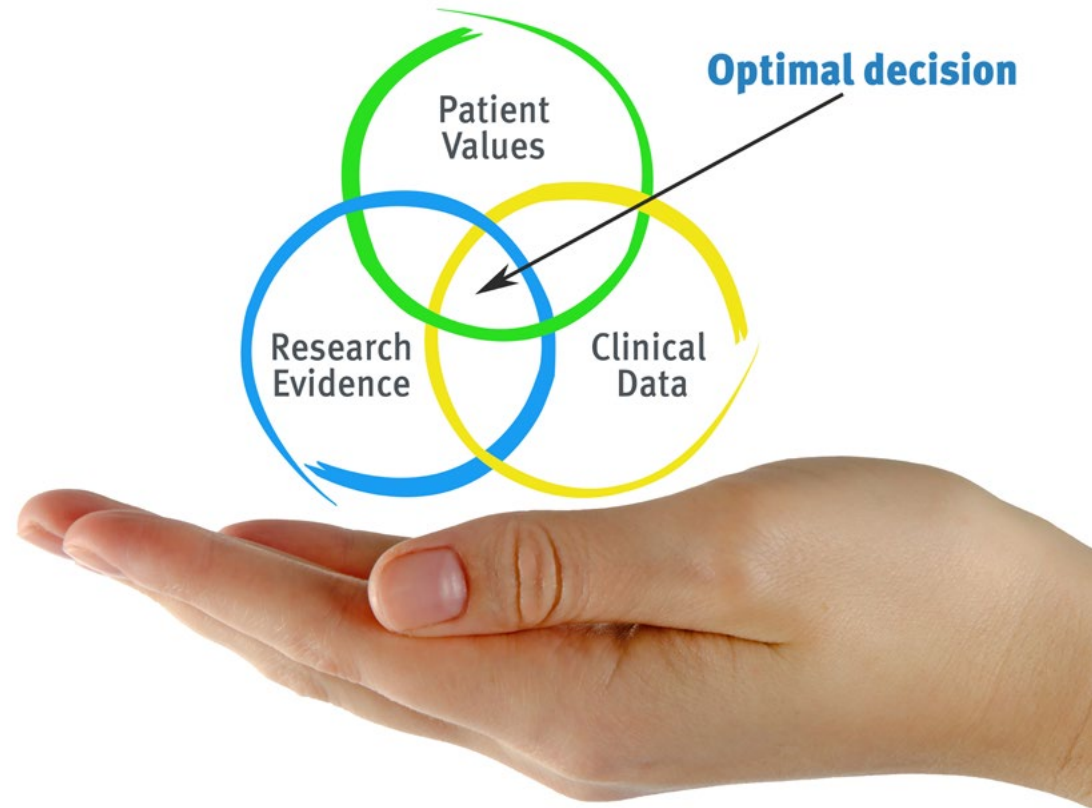
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.*



*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 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

The students who take this program come mainly from the field of business and from disciplines such as economics, business management and administration, so they seek to obtain the necessary tools to bring new skills to their organizations. Therefore, with this Postgraduate Certificate in English Writing Techniques, students will be able to obtain the necessary skills to communicate in written English with managers, clients or investors in the international arena.





“

*Become an expert in advanced English telephone conversations with this Postgraduate Certificate"*

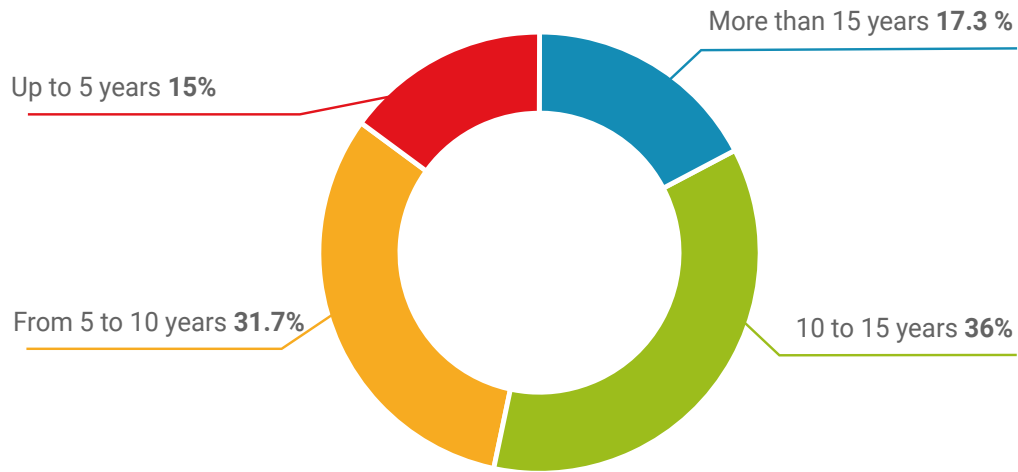
### Average Age

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

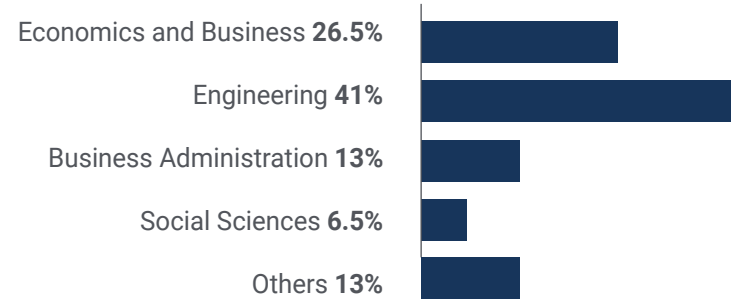
### Years of Experience

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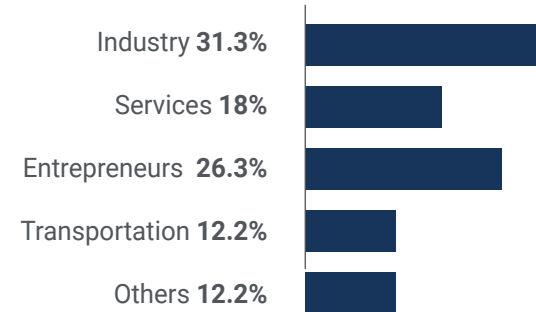
### Training

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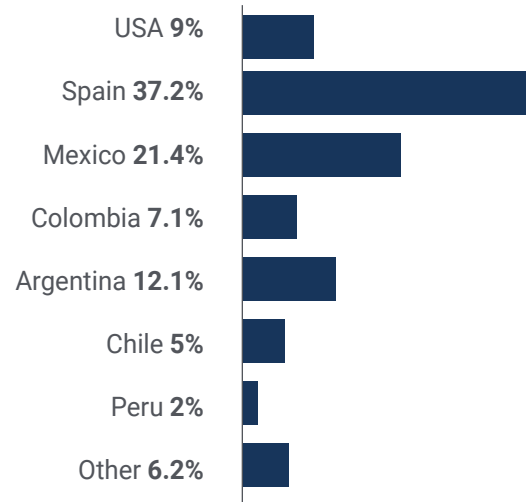
### Academic Profile

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## Geographical Distribution

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## Gonzalo Santamarta

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Entrepreneur

*"Being able to communicate in written English in your day-to-day business is very important. Your customers and partners feel better taken care of and you can give a big boost to your company. I recommend this program 100%"*

08

# Impact on Your Career

Those looking to give their career a boost know that improving their English is one of the best ways to do so. This language is often needed to communicate with partners, investors, managers or customers, and being able to write and respond appropriately, using business expressions, is essential. Therefore, companies are looking for personnel who can perform these tasks efficiently, and this degree prepares students to do exactly that.



“

*Your career will take off thanks to this Postgraduate Certificate in English Writing Techniques”*

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

TECH's Postgraduate Certificate in English Writing Techniques is a complete and intensive program that prepares students to face challenges and decisions in the field of business. Its main objective is to promote students' personal and professional growth. Helping students achieve success.

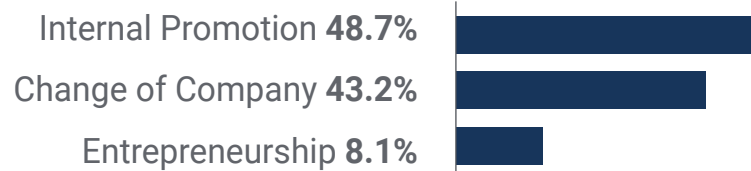
*TECH students make rapid progress in their careers.*

*English is fundamental to do business, do not miss the opportunity to get specialized.*

#### When the change occurs



#### Type of change





## Salary increase

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This program represents a salary increase of more than **23.65%** for our students.



09

# Benefits for Your Company

Companies need specialists who are able to communicate through different channels in English to be able to contact and make the necessary arrangements at all times. Therefore, companies that have contacts with foreign countries or that wish to expand will need personnel who can write adequately through various channels such as e-mails or who can draft petitions or documents of various kinds. For that reason, students who have completed this program can become valuable members of their companies.





“

*Companies that want to expand internationally need English communication specialists to achieve their goals”*

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

01

### **Intellectual Capital and Talent Growth**

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

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06

### **Increased competitiveness**

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

# 10 Certificate

The Postgraduate Certificate in English Writing 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 English Writing 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 English Writing 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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