

Postgraduate Certificate Personal and Organizational Communication





Postgraduate Certificate

Personal and Organizational Communication

Language: **English**

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Target Group: **University graduates and
professionals in the field of Business
Sciences who would like to further
their studies in this area.**

Website: **www.techtute.com/in/school-of-business/postgraduate-certificate/personal-organizational-communication**

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Impact on Your Career

p. 36

09

Benefits for Your Company

p. 40

10

Certificate

p. 44

01 Welcome

Communication is one of the most important assets in a company, given its enormous power to direct the organization towards achieving certain goals. In this sense, if managers are able to design communication models that enhance the skills and competencies of employees, they will undoubtedly be one step closer to achieving the company's business objectives. Aware of this, TECH professionals have designed this comprehensive program that focuses on providing professionals with the necessary tools to promote fruitful communication at both a personal and organizational level.



Postgraduate Certificate in Personal and Organizational Communication.
TECH Technological University



“

TECH puts in your hands the most complete compendium of contents in the sector with a single purpose: To prepare you to be able to design and implement communication plans that enhance the objectives of the organization”

02

Why Study at TECH?

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



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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

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.



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 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 based on meeting the educational needs of Business Science professionals in the area of business communication in various sectors and at various scales. In this sense, a complete and optimal program has been realistically established to lead students to academic excellence and encourage them to efficiently advance in their professional careers. For all these reasons, this specialization will be a journey of personal and professional growth for our students that will lead them to the highest quality in expert intervention in business calculations.



“

International experience, ethical commitment, and business acumen are some of the most sought-after traits in executives in the digital age”

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

Working together to achieve them.

The **Postgraduate Certificate in Personal and Organizational Communication** qualifies students to:

01

Achieve a global and general vision of the function of personal communication and its implication in companies

02

Learn the basic concepts of communication





03

Develop techniques to improve the effectiveness of personal and organizational communication by means of thinking abilities

04

Locate communicative phenomena within the organization to develop assertive communication in it

05

Structure and Content

The syllabus for this Postgraduate Certificate has been designed and created by a team of experts in the field to respond specifically to the needs of Business Science professionals. This compendium of content has also been designed with a focus on applied learning, which will allow professionals to successfully intervene by means of a broad vision of real environments in the profession. Thus, this syllabus will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more specialized professionals who are knowledgeable of business communication.



“

The most complete syllabus on the market with a single purpose: To create the best business administrators”

Syllabus

Business communication, understood as the method different members of the organization (internal or external) interact and share messages, is an extremely important asset for corporations, as to a large extent it guides the company on the right path and is a key factor in achieving objectives. In this sense, if the company is able to send the right messages to the right audience, it will have taken a huge step towards success.

Understanding the importance of this for companies, TECH professionals have designed this comprehensive Postgraduate Certificate that aims to provide business professionals with in-depth knowledge to guide them in establishing effective communication plans both internally and externally. In this sense, the Postgraduate Certificate will address the concept of communication, as well as the elements, processes and theories that define it.

It will also cover the types and theories of corporate communication, including the most frequent mistakes made by companies. The content will help professionals to have a much deeper vision of how communication works, which will help them establish strategies that provide positive results.

This complete compendium of content offered at TECH has been designed in a 100% digital format. As such, all you need is an electronic device with an Internet connection, and you will have access to the largest information bank imaginable. As it is an online program, students decide when, how and where to study, so they can balance the rest of their daily activities while they continue their education.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 modules:

Module 1

Personal and Organizational Communication



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Personal and Organizational Communication 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. Personal and Organizational Communication

1.1. Concept, Elements, Processes and Theories in Communication

- 1.1.1. Basic Concepts
- 1.1.2. Communication Elements
- 1.1.3. Communication Processes
- 1.1.4. Communication Theory

1.2. Social Skills in Communication and Elements

- 1.2.1. Basic Concepts
- 1.2.2. Constituent Elements
- 1.2.3. Improving Social Skills
- 1.2.4. Social Skills: Types

1.3. Communication Styles

- 1.3.1. Basic Concepts
- 1.3.2. Assertive Style
- 1.3.3. Passive Style
- 1.3.4. Aggressive Style

1.4. Communication Barriers and Mistakes

- 1.4.1. Basic Concepts and Classification
- 1.4.2. Physical and Semantic Barriers
- 1.4.3. Physiological Barriers
- 1.4.4. Psychological and Administrative Barriers

1.5. Public Speaking, Customer Service and Telephone Skills

- 1.5.1. Basic Concepts
- 1.5.2. Personal and Technical Skills
- 1.5.3. Telephone Service
- 1.5.4. Public Speaking

1.6. Conducting Interviews

- 1.6.1. Basic Concepts
- 1.6.2. Recruitment Management
- 1.6.3. Concept of Interview
- 1.6.4. Preparation: Interviewees

1.7. Group Work and Negotiation

- 1.7.1. Basic Concepts
- 1.7.2. Working in Groups
- 1.7.3. Negotiation
- 1.7.4. Structure of Negotiation

1.8. The organization

- 1.8.1. Basic Concepts
- 1.8.2. Organizational Communication
- 1.8.3. Internal Communication
- 1.8.4. External Communication

1.9. Theories and Types of Organizational Communication

- 1.9.1. Basic Concepts
- 1.9.2. Communication in Organizations
- 1.9.3. Basic Theories
- 1.9.4. Theories throughout History

1.10. The Information

- 1.10.1. Basic Concepts
- 1.10.2. Information and Communication
- 1.10.3. General Features of Information
- 1.10.4. Information Systems

1.11. The Organization as an Open Communication System

- 1.11.1. Basic Concepts
- 1.11.2. The Company as an Open System
- 1.11.3. External Communication
- 1.11.4. External Communication Plans

1.12. Communication Plans

- 1.12.1. Basic Concepts
- 1.12.2. Planning as a Tool
- 1.12.3. Planning Phase
- 1.12.4. Effects on Other Departments

1.13. Digital Media as New Communication Techniques

- 1.13.1. Basic Concepts
- 1.13.2. What Is Digital Media?
- 1.13.3. New Techniques
- 1.13.4. Communicator Profiles

1.14. Communication Process in Companies

- 1.14.1. Basic Concepts
- 1.14.2. Consistency and Suitability
- 1.14.3. Communication Guidelines
- 1.14.4. Corporate Tools and Guidelines

1.15. Horizontal Communication Models vs. Vertical Communications Models

- 1.15.1. Basic Concepts
- 1.15.2. Within Corporate Communication
- 1.15.3. Horizontal and Vertical Communication
- 1.15.4. Advantages and Disadvantages

1.16. Communication Objectives, Sequence and Creation

- 1.16.1. Basic Concepts
- 1.16.2. Communication Objectives
- 1.16.3. Sequencing Communication
- 1.16.4. Creating Communication

1.17. Communication Officers

- 1.17.1. Basic Concepts
- 1.17.2. The Importance of Management
- 1.17.3. Communicators
- 1.17.4. Advertising as a Form of Communication



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.



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

This Postgraduate Certificate in Personal and Organizational Communication is a program aimed at Business and Marketing professionals who want to update their knowledge in the area of mathematical operations management applied to business, and advance their professional career towards a promising future in the field. The compendium of knowledge they will acquire after completing this comprehensive program will enable them to practice in the field with guarantees of success and to position themselves as experts in digital entrepreneurship.



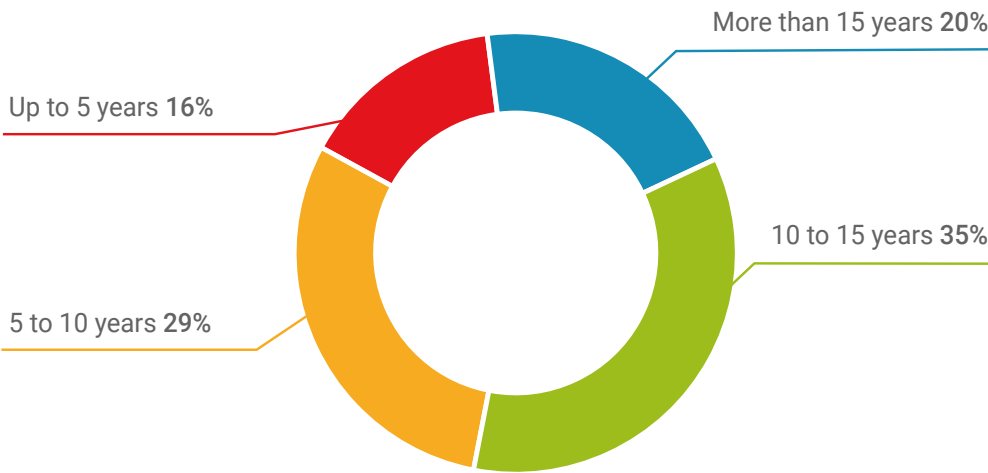
“

If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you”

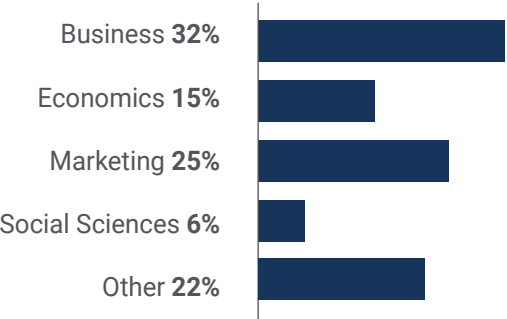
Average Age

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

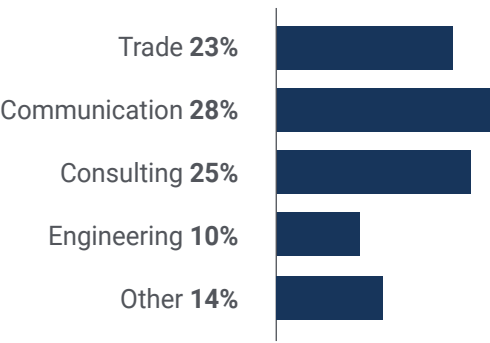
Years of Experience



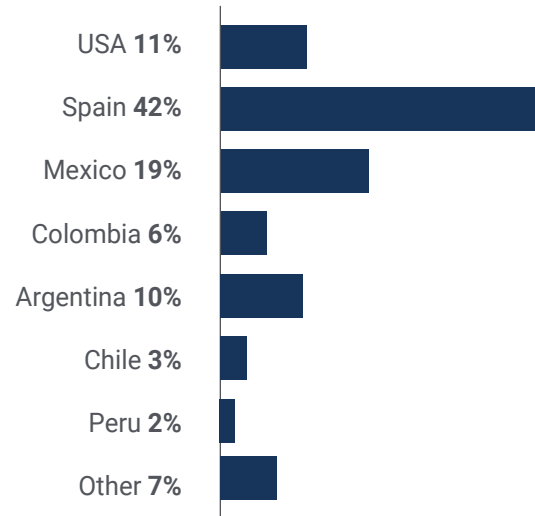
Training



Academic Profile



Geographical Distribution



Sandro Hernández

CEO

"I certainly found it to be a first-rate educational experience. I now feel I'll approach communication in my company from a much more comprehensive and effective point of view, and I know this will help me grow at every level."

08

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. For this reason, all efforts and tools are put at our students' disposal so they can acquire the necessary skills and abilities to achieve this change.



“

At TECH we are fully committed to helping you achieve the professional change you want"

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

Our students will be able to drastically advance their careers with this program, although there is no doubt that in order to do so, they will have to make an investment in different areas, economic, professional and personal. However, the goal is to improve in their professional life and, to do so, it is necessary to fight.

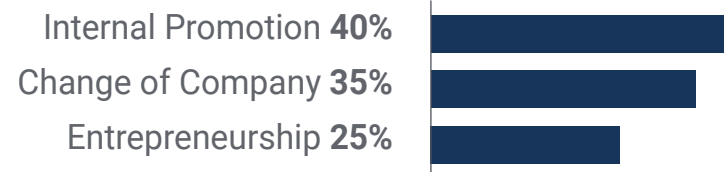
*Achieve the change
you are looking for
in your career by
specializing at TECH.*

*Thanks to this
programme you
will receive a large
number of job offers
with which you will
be able to start your
professional growth.*

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



09

Benefits for Your Company

The benefits of this course for the companies involved are multiple, as one of the most demanded skills nowadays in any field is the correct analysis of purchasing behavior. With an understanding in this field, companies will be able to make much better use of their resources when designing promotional and *branding* campaigns.



“

You will shape the destiny of your organization in a new era where you will bring the best business tactics to the table”

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company 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 executive 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.

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

You will be able to work on a real project or develop new projects.

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 Personal and Organizational Communication 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 Personal and Organizational Communication** 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 Personal and Organizational Communication**

Official Number 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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Language: **English**

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

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