

# Postgraduate Diploma Advanced Business English



## Postgraduate Diploma Advanced Business English

Language: English

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 600 h.

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advanced-business-english](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advanced-business-english)

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# 01 Welcome

English is essential for doing business internationally. Every ambitious manager who wants to grow his or her company knows that mastering this language is essential. However, sometimes there is a lack of qualifications specifically specialized in business English. This program offers, therefore, the solution to this problem, since its contents are focused on this field and are aimed at managers and entrepreneurs who want to achieve success using English as a fundamental tool for doing business.



Postgraduate Diploma in Advanced Business English.  
TECH Technological University





“

*Successful managers master the specific English used in business: don't be left behind and take this qualification”*

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

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 main objective of this Postgraduate Diploma in Advanced Business English is to offer students the best communicative tools to be able to do business in English in an international and multicultural environment. Thus, they will be prepared to face all kinds of challenges in this area and will be able to establish many forms of communication in this language, whether job interviews, oral presentations of projects, dismissals or written reports.



“

*You have big goals: start achieving them thanks to this Postgraduate Diploma”*

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

This Postgraduate Diploma in Advanced Business English will enable the students to:

01

Solve demanding communicative tasks 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 in an elementary but adequate way, using a 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

Speak assertively and proactively about one's professional and academic career with detailed explanations, whether in the past, present or future

08

Talk about more abstract concepts related to the world of work and express opinions in a well-thought-out and coherent way



09

Recognize how cultural differences can affect communication between people of different nationalities

07

Be able to communicate fluently in a job interview and be familiar with the typical basic and common vocabulary related to educational background, job position and work experience

10

Demonstrate a good command of the use of modal verbs and expressions of modality

05

# Structure and Content

This Postgraduate Diploma in Advanced Business English is structured in 4 modules, of 10 topics each, through which students will learn aspects of English such as the lexicon of job interviews, the language applied to the specific field of business, descriptions of the work environment and the company's environment, or everything related to Networking and establishing business relationships in multicultural environments.



“

*You are demanding, that's why TECH contents are of the highest level: enroll and check it out”*

## Syllabus

English has been the language that moves the world for decades. All major press communications are in English. City signs around the world are in the main language of their countries and also in English. People express themselves in this language in social networks and forums of all kinds. And business is no different.

The fundamental language for doing business is English. Companies from every country try to expand and compete for the global market. But in order to do so, they need contacts and communications with business people and professionals from all over the world. Only in this way can a company's growth be achieved.

This Postgraduate Diploma in Advanced Business English provides managers with the knowledge and tools necessary to contact and communicate with companies around the world, so that they can achieve their goals quickly.

The program is made up of 4 modules, subdivided into 10 topics each, and employs an innovative telepresence teaching method that adapts to the circumstances of its students.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

**Module 1.** Job Interviews, Educational Background and Work Experience

**Module 2.** Business English

**Module 3.** Job description and work environment

**Module 4.** Networking, social networks and intercultural communication



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

TECH offers the possibility of developing this Postgraduate Diploma in Advanced Business English completely online. During the 6 months of training, the student will be able to access all the contents of this program at any time, which will allow them 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. Job Interviews, Educational Background and Work Experience**

1.1. Your Resume in English and Cover Letter Preparation	1.2. Secondary and Higher Education	1.3. Interview Formality	1.4. Developing a conversation with the Interviewer
1.5. Job Description and Work Environment	1.6. Tasks and Vocabulary Related to the Position	1.7. Job-Related Skills	1.8. Academic and Work Preferences
1.9. Discussing Work Experience in Detail	1.10. Trick questions in an Interview		

**Module 2. Business English**

2.1. Work Methods and Multicultural Companies	2.2. Organization: Freelancers and Companies	2.3. Definitions, Descriptions and Analysis of Business Success	2.4. Development Process
2.5. Materials and Suppliers	2.6. Corporate Culture on Social Networks	2.7. Innovation and Investments	2.8. Products and Brands
2.9. Business Philosophies	2.10. Markets and Competitors		



**Module 3.** Job description and work environment

3.1. Starting in a New Job: Cross-Cultural Onboarding	3.2. Formal Greetings and Farewells	3.3. Complex Tasks in a New Job	3.4. Probation and Training Period
3.5. Complex and Detailed Descriptions of Duties and Obligations at Work	3.6. Describe your Job and Co-workers in Detail	3.7. How to Paraphrase Complex Ideas?	3.8. Complexity of the Work Environment and Socio-environmental Factors
3.9. Complex Collaboration Strategies and Teamwork	3.10. Error Management and Frustration Tolerance		

**Module 4.** Networking, social networks, and intercultural communication

4.1. Companionship and Out-of-Hours Contact	4.2. Challenging and Complex Work in Multicultural Teams	4.3. Complex and Challenging Communicative Differences According to Linguistic Regions	4.4. Complex Corporate Advertising Campaigns on Social Networks
4.5. Analysis of Detailed Business Publications on Social Networks	4.6. Complex and Challenging Cross-cultural Communication Barriers	4.7. Using Social Networking Sites to Promote Goods and Services	4.8. Advantages of a Good Working Atmosphere
4.9. Description and Analysis of the Disadvantages of a Bad Working Environment	4.10. Restrictions and Detailed Business Rules with regard to Interpersonal Issues		

# 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 Diploma in Advanced Business English is aimed at all those graduates who wish to give a boost to their careers, focusing on the international business environment. Thus, the student body is composed, in general terms, of graduates, graduates and university graduates in the fields of Social and Legal Sciences, Administration and Economics. Thus, this program adopts a multidisciplinary and multicultural perspective that enriches the teaching experience of the students.





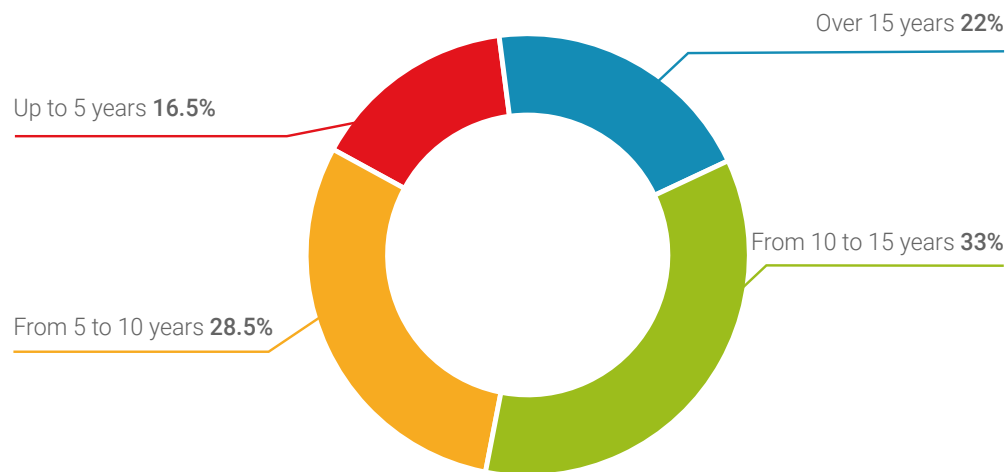
“

*TECH students achieve  
their goals very quickly”*

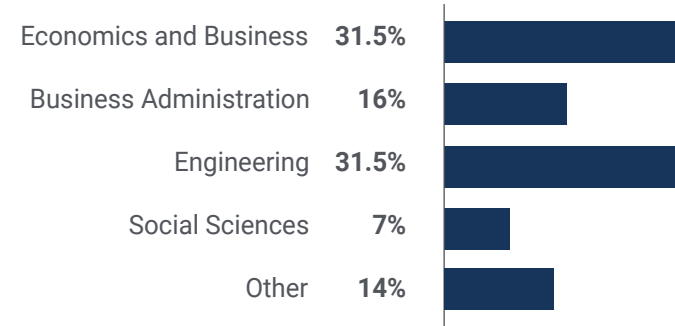
### Average Age

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

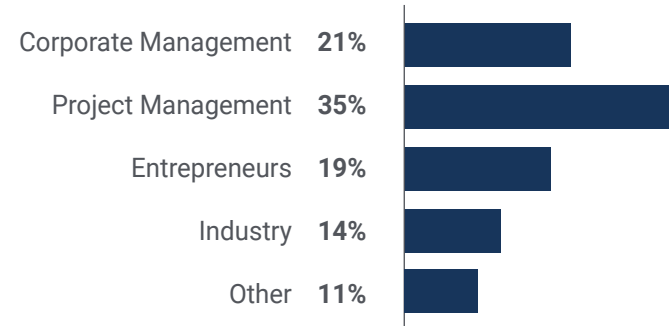
### Years of Experience



### Training



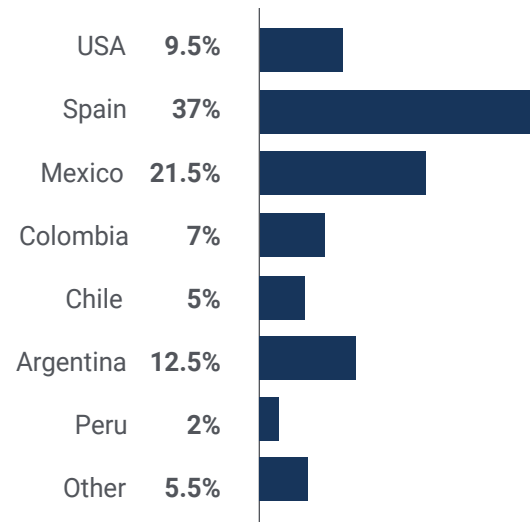
### Educational Profile





## Geographical Distribution

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## Antonio Lozano

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CEO

*"Years ago English gave you an edge in business. Today it is absolutely essential. This qualification helped me achieve my company's goals. I would recommend it to any manager who wants to grow their company"*

08

# Impact on Your Career

Students' careers will be radically enhanced upon completion of the qualification, as the acquisition of these new linguistic tools will turn them into true specialists in business English. In this way, students will be able to perform a wide range of business activities in English, such as networking, conducting job interviews or analyzing legal texts, thus becoming indispensable members of their organizations.





“

*Your career will take a turn when you can communicate fluently with managers and business people anywhere in the world”*

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

TECH's Postgraduate Diploma in Advanced Business English is an intensive program that prepares students to face business challenges and decisions in the business world. The main objective is to promote personal and professional growth. Helping students achieve success.

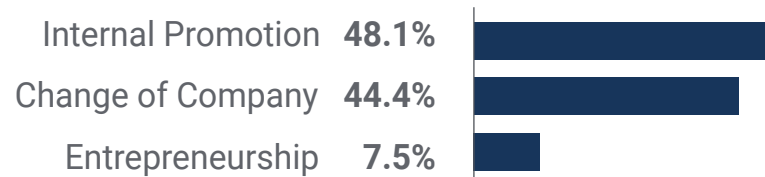
*You are looking for success and this Postgraduate Diploma will help you achieve it.*

*Watch your English and your business relationships improve at the same time.*

### 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

Companies will benefit from the new expertise of their employees, as they will have a range of new tools at their disposal to help them achieve their goals through global expansion. Thus, students will provide skills related to attracting international talent, doing business with companies in other geographic areas or building a strong network of contacts to help the company achieve its goals.







“

*Your company needs a boost: your  
English proficiency could give it to 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.

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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**

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 Diploma will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

# 10 Certificate

The Postgraduate Diploma in Advanced Business English guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Advanced Business English** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Advanced Business English**

Official N° of Hours: **600 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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