

Postgraduate Certificate

Advanced Business Presentation Techniques



Postgraduate Certificate Advanced Business Presentation Techniques

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-languages/postgraduate-certificate/advanced-business-presentation-techniques

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01

Introduction

This intensive program is designed for all professionals seeking to improve their presentation skills in English in a professional environment. Throughout these weeks of study, the student will learn to analyze and synthesize visual information and orally present results and summaries; prepare comprehensive and detailed presentations on topics related to his or her field of work, as well as to use vocabulary fluently and accurately to describe and analyze graphs and tables. All of this is taught by native teachers with years of teaching experience, and using the most innovative didactic content on the market.





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You will learn how to use a range of connectors and other cohesive elements to establish internal consistency in English presentations”

This 100% online program is a unique opportunity for those who want or need an advanced command of English in their profession. It will provide the student with the ease of being able to study it comfortably, wherever and whenever they want. All you need is a device with internet access to take your career one step further. A modality in line with current times and with all the guarantees for improving communication skills of attending professionals.

Starting from a B1 level of English of the Common European Framework of Reference for Languages (CEFR), throughout the Postgraduate Certificate the student will acquire the appropriate knowledge and skills of a B2/C1 level. Its main objective is to help students acquire the necessary communication skills to be able to successfully manage in the labor market.

The compendium of contents, designed by TECH, will be the professional's main weapon for applying the most innovative knowledge in the workplace. In this way, a thorough review will enable the students of this program to solve demanding communicative tasks and to fulfil the complex functions of these both in a professional environment and in everyday situations. All through high quality materials, master classes and case studies taught by native teachers with extensive teaching experience.

This **Postgraduate Certificate in Advanced Business Presentation Techniques** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ♦ Practical case studies presented by experts
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice.
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning.
- ♦ Special emphasis on innovative methodologies for teaching languages
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.



With this intensive specialization you will develop resources and tools that will enable you to evaluate and improve your own learning and your use of the language"

“

You will successfully prepare comprehensive and detailed presentations on topics related to your field of work”

Its teaching staff includes professionals who bring the experience of their work to this program, as well as recognized specialists belonging to prestigious reference societies and universities.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the educator must try to solve the different professional practice situations that arise throughout the program. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts.

Reach your professional improvement goals with the quality of a Postgraduate Certificate designed to propel you towards excellence”

You will be able to analyze and synthesize visual information and present results and summaries orally”



02

Objectives

TECH offers the most complete specialization course taught by leading experts in the field. The design of the program will allow students to acquire the necessary communicative skills to update and improve their command of the English language while carrying out their daily work. To this end, TECH establishes a series of general and specific objectives to fulfill future graduates' expectations.





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You will learn to use the necessary linguistic resources to manage complex communication situations in the workplace”



General Objective

- ♦ Solve demanding communicative tasks and perform the complex functions of such tasks both in the work environment and in everyday situations.
- ♦ Interact and express in these situations independently and appropriately using standard spoken language
- ♦ Define the most relevant social aspects of everyday life situations and recognize the most common forms of social relationships
- ♦ Use the necessary linguistic resources to handle complex communication situations in the work environment.
- ♦ Develop resources and tools that enable them to assess and improve their own learning and use of the language





Specific Objectives

- ♦ Be able to use a range of connectors and other cohesive elements to establish internal consistency.
- ♦ Analyze and synthesize visual information and present results and summaries orally.
- ♦ Recognize and adapt to your listener's non-verbal signs of communication in the workplace.
- ♦ Prepare comprehensive and detailed presentations on topics related to your field of work.
- ♦ Use vocabulary fluently and accurately to describe and analyze graphs and tables

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You will learn to interact with native speakers with an advanced level of fluency and naturalness”

03

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”

International Guest Director

Shubha Shridharan is an internationally recognized leader in the field of **HR** transformation, with a successful track record in conceptualizing and executing organizational strategies that drive **business** growth and **success**. In this regard, her focus has been on creating **exceptional talent experiences**, using cutting-edge **HR** solutions, and managing teams in diverse regions to foster **inclusion**, continuous **learning and leadership** development. As such, she has demonstrated a strong commitment to improving employee morale and creating stimulating and respectful work environments.

In this way, she has held important positions, for example, as **Global Head of Talent at The Adecco Group**, one of the world's largest **talent** and **technology** companies. In this position, she has led the creation of internal strategies to enhance the development of its global team, implementing innovative **talent** practices and ensuring that diversity, equity and inclusion are at the core of the **organizational culture**. In addition, she has been **Director of Human Resources** at the same company, where she has overseen more than 100,000 organizations and 3.5 million people, focusing on adapting and improving **talent strategies** and **organizational models** in highly diverse markets.

Notably, Shubha Shridharan has worked as **Head of Learning and Development** at Signify, formerly Philips Lighting, where she has played a key role in the transformation of the **lighting industry**, contributing to the evolution of the company, to become a leader in **IoT solutions** and **efficient energy**. She has also held the position **Director of Organizational Development**, leading strategic **workforce** planning initiatives globally, supporting the growth of critical capabilities in more than **65 countries**.



Ms. Shridharan, Shubha

- ♦ Global Head of Talent and Chief Human Resources Officer at The Adecco Group, Singapore, Zurich
- ♦ Director of Learning and Development at Signify
- ♦ Director of Organizational Development at Philips Lighting
- ♦ Function Leader and Executive Performance Management at ING
- ♦ Global Training & Change Management Manager at Philips
- ♦ MBA in Business Administration and General Management at Harvard Business School
- ♦ MBA in Human Resources and General Management from the International Business and Media School
- ♦ B.Sc. in Electronics from University of Pune

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Thanks to TECH, you will be able to learn with the best professionals in the world”

04

Structure and Content

TECH guarantees students quality content that meets their expectations, giving them the opportunity to excel in their field. Top-level professionals within the educational panorama, with extensive experience and recognized prestige in the profession, have designed the structure and content of this prestigious specialization. Native teachers with years of experience in the sector and with extensive knowledge of new technologies applied to teaching will form the teaching staff of this intensive program.





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You will improve your communication skills quickly and effectively with native teachers with years of experience in university teaching”

Module 1. Business Presentation Techniques

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





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You will study using a methodology created for professionals in order to achieve the greatest impact in the shortest possible time"

05

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.



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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

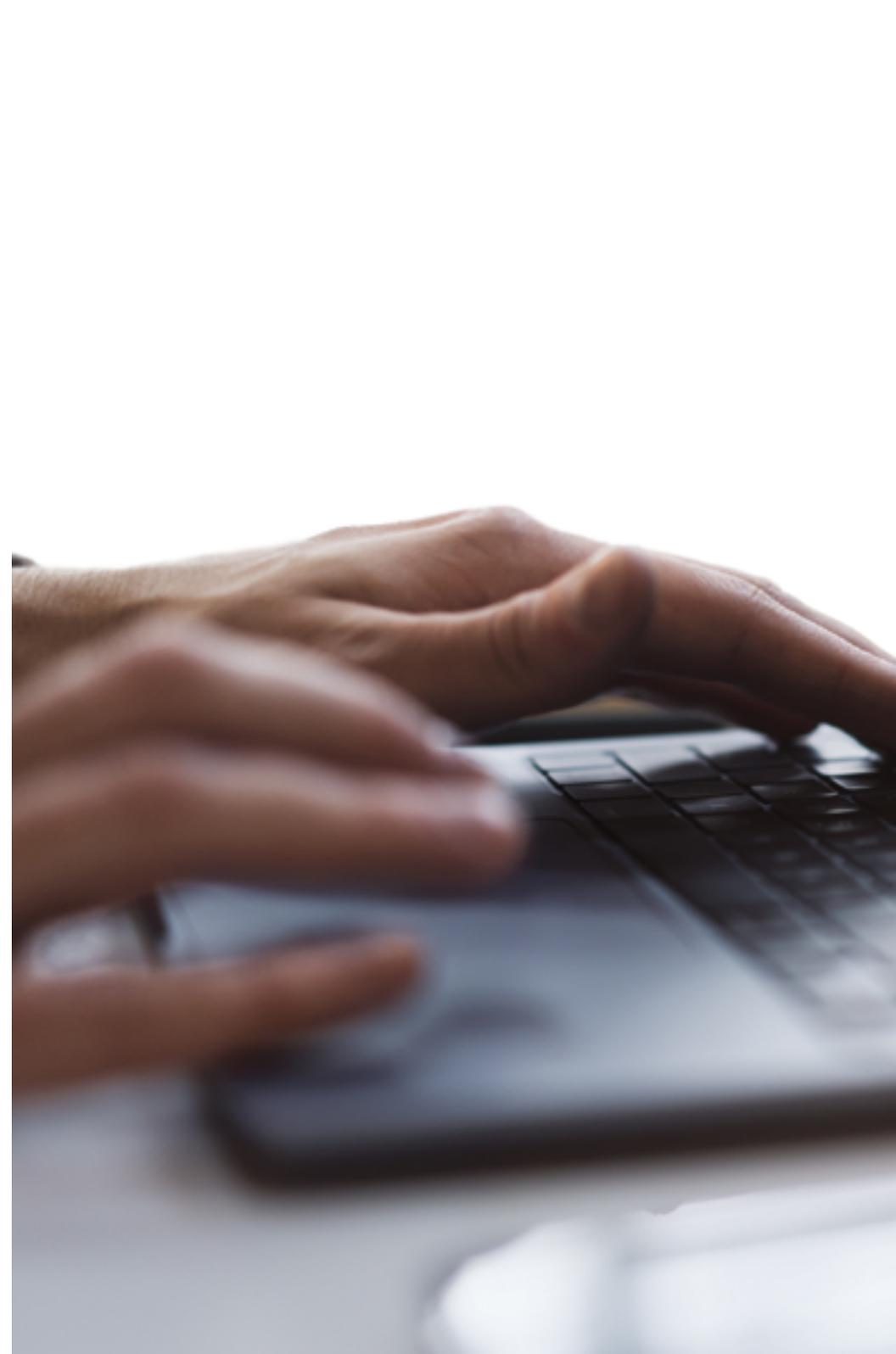
In TECH's study methodology, the student is the main protagonist.

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.

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*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*”

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

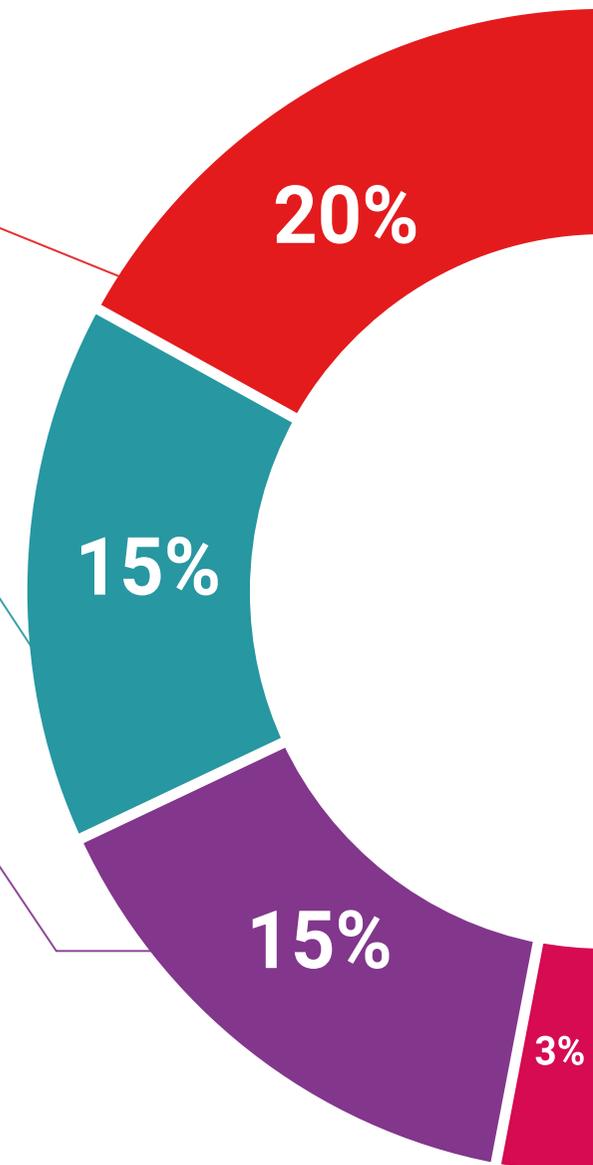
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

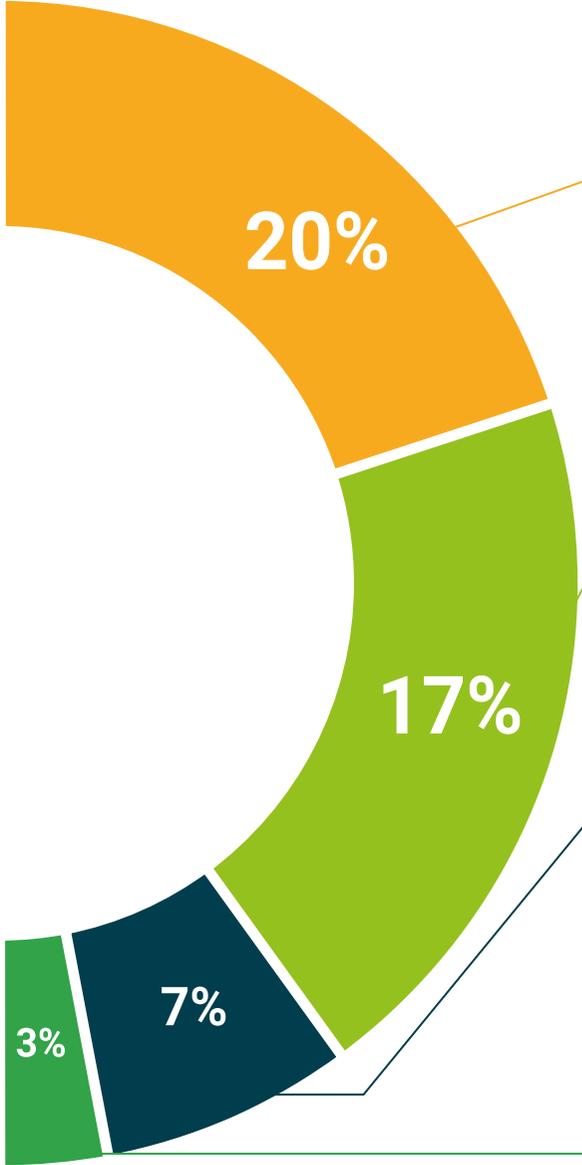
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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.



06

Certificate

The Postgraduate Certificate in Advanced Business Presentation Techniques guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Postgraduate Certificate in Advanced Business Presentation Techniques** 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 Advanced Business Presentation Techniques**

Modality: **online**

Duration: **6 Weeks**

Accreditation: **6 ECTS**



*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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