

# Postgraduate Certificate

## Advanced Business Presentation Techniques





## Postgraduate Certificate Advanced Business Presentation 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-languages/postgraduate-certificate/advanced-business-presentation-techniques](http://www.techtitute.com/us/school-of-languages/postgraduate-certificate/advanced-business-presentation-techniques)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

*p. 24*

# 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.





“

*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.







“

*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

“

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



# 03

# 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.





“

*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





“

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

04

# Methodology

This training program offers 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.







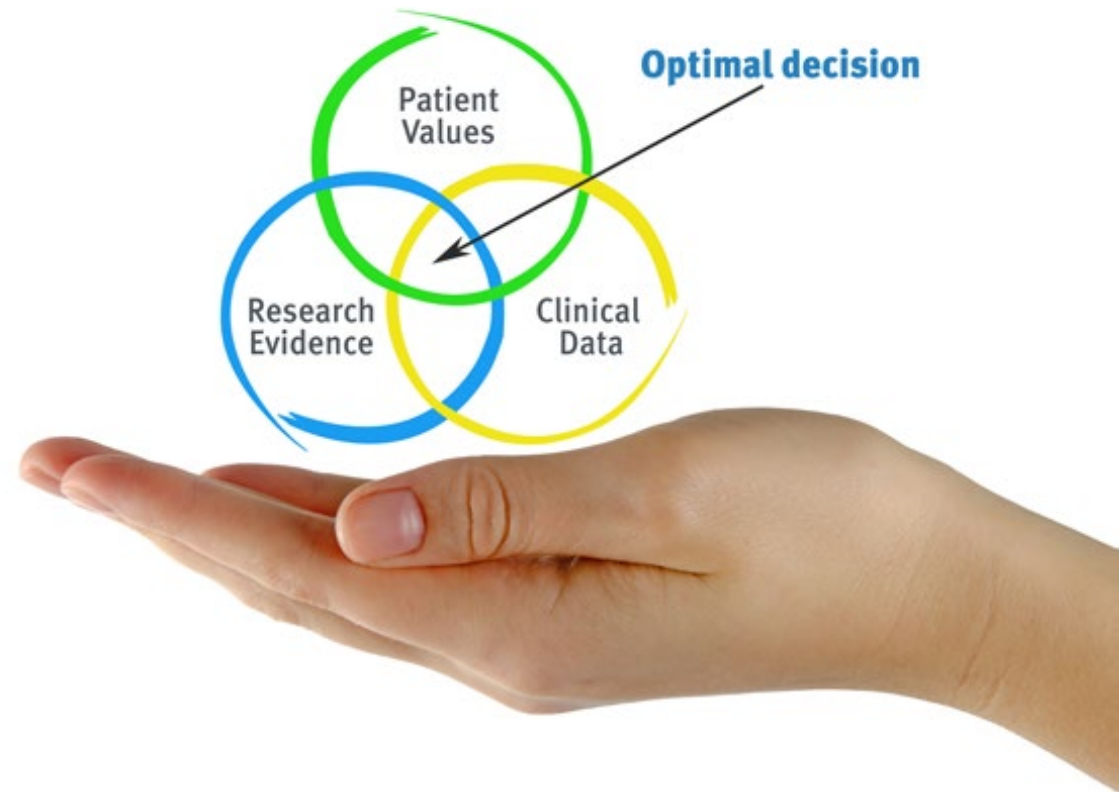
“

*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"*

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

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

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
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.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### 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 multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### 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.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**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 your goals.



**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.



**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.



05

# 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 Technological University.





“

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

This **Postgraduate Certificate in Advanced Business Presentation Techniques** contains the most complete and up-to-date scientific 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 Advanced Business Presentation 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.



## Postgraduate Certificate Advanced Business Presentation Techniques

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

# Postgraduate Certificate

## Advanced Business Presentation Techniques