

# Postgraduate Certificate

## Business English

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## Postgraduate Certificate Business English

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

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

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# 01

# Introduction

The business world is very competitive due to the high level of competition. Companies seek the best staff and today, in addition to a high level of specialization and experience in the sector, that implies having professionals with good English skills that enable them to communicate with all those involved in the company clearly and with no barriers. This TECH program will be a unique opportunity for students to improve their knowledge in Business English, achieving a level of the language sufficient for correctly handling business environments.





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*With this program you will begin to use a wide range of business-related English vocabulary and you will strengthen the bases of your knowledge of the language"*

Speaking English opens many doors in a globalized work environment. An increasing number of companies have subsidiaries in different countries or, due to the sector in which they operate, a large number of foreign customers. To aid communication, employees must be proficient in English and be able to demonstrate this on a day-to-day basis in the workplace. This TECH Postgraduate Certificate meets the academic demand of business professionals who are seeking a higher qualification that allows them to hold conversations in English, both written and oral, with the confidence that they are using the appropriate concepts.

Additionally, the syllabus includes vocabulary specific to business English, covering fundamental issues on manufacturing, motivation and business values, marketing, job satisfaction and leadership. Undoubtedly, these issues may be essential in companies within different industries, and they will mark a before and after in the way of communicating at work.

What's more, this Postgraduate Certificate has the advantage of being offered in a 100% online format, thanks to which students will be able to access a virtual campus where they will find a multitude of didactic resources that will facilitate their learning. And, most importantly, you will be free to study at the time and place that suits you best, and be able to balance your study time with the rest of your daily responsibilities.

This **Postgraduate Certificate in Business English** contains the most complete and up-to-date educational program. Its most notable features are:

- ♦ Practical case studies presented by English teachers
- ♦ 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 assignments
- ♦ Access to content from any fixed or portable device with an Internet connection



*Business moves in a globalized environment, so learning English will help you to grow within the company"*

“*TECH is the world's largest online university and is committed to digital teaching as the main learning method*”

Its teaching staff includes native English teachers, who bring to this program the experience of their work, as well as recognized specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide professionals with situated and contextualized learning, that is, a simulated environment that will provide immersive study set up to train them in real-life situations.

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

*A program with multiple online and interactive resources to familiarize you with Business English.*

*Knowing English will improve your employability in the business sector.*



# 02 Objectives

Learning English specific to the business world is essential in today's competitive environment. For this reason, TECH has devised this Postgraduate Certificate, with the main objectives of offering its students the best available training, opening the doors to access a demanding labor market in which communication skills in English are an added value. Undoubtedly, the best program on the current scene for personal and professional growth.







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*Learn common English  
expressions for the workplace  
and apply them in your job"*





## General Objectives

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- ♦ Solve basic and simple communicative tasks, in order to perform duties, both in a professional environment and in everyday situations
- ♦ Interact and express themselves in situations independently and appropriately, having a standard register in oral and written communication
- ♦ Define the most relevant social aspects of everyday life situations, and recognize the most common forms of social relationships
- ♦ Use the linguistic resources required to manage in workplace communication situations
- ♦ Develop resources and tools that enable them to assess and improve their own learning and use of the language
- ♦ Be able to understand the main points of clear, standard-language texts on familiar matters, whether in work, study or leisure situations
- ♦ Know how to cope in most of the situations that may arise in the workplace, where English is used as the lingua franca
- ♦ Be able to produce simple and coherent texts on topics that they are familiar with in the work or in which they have a personal interest
- ♦ Be able to describe work experiences, events, wishes and aspirations, as well as briefly justify their opinions or explain their work plans





### Specific Objectives

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- ♦ Be able to talk about more abstract concepts related to the world of work, and express your opinion in a simple and understandable way
- ♦ Show a good command of the lexicon related to their field of work, fluently making use of simple structures
- ♦ Recognize and distinguish conceptual differences and express them clearly
- ♦ Develop the confidence to deal with people and issues related to the business world
- ♦ Understand common business expressions



*This program will give you  
the confidence you need to  
speak English at work"*



# 03

## Structure and Content

The syllabus of this TECH Postgraduate Certificate offers the most comprehensive information for students to improve their language skills with business English, and has been structured to facilitate their learning. A curriculum that will enable them to handle the specific concepts of Business English, which will be useful in their daily work in international companies. Undoubtedly, an investment in the future for professionals seeking excellence.



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*A high-quality program to  
improve your English level"*

## Module 1. Business English

- 1.1. General Notions on Work Methods
- 1.2. Manufacturing and Types of Services
- 1.3. Overview of Business Success
- 1.4. General Information on Motivation and Business Values
- 1.5. The Importance of Job Satisfaction
- 1.6. General Information on Corporate Culture on Social Networks
- 1.7. Production, Distribution and Marketing
- 1.8. Crowdfunding
- 1.9. Boss vs. Leader
- 1.10. Leadership in the 21st Century





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*Learn English for the business world and communicate fluently in your company"*

04

# 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".

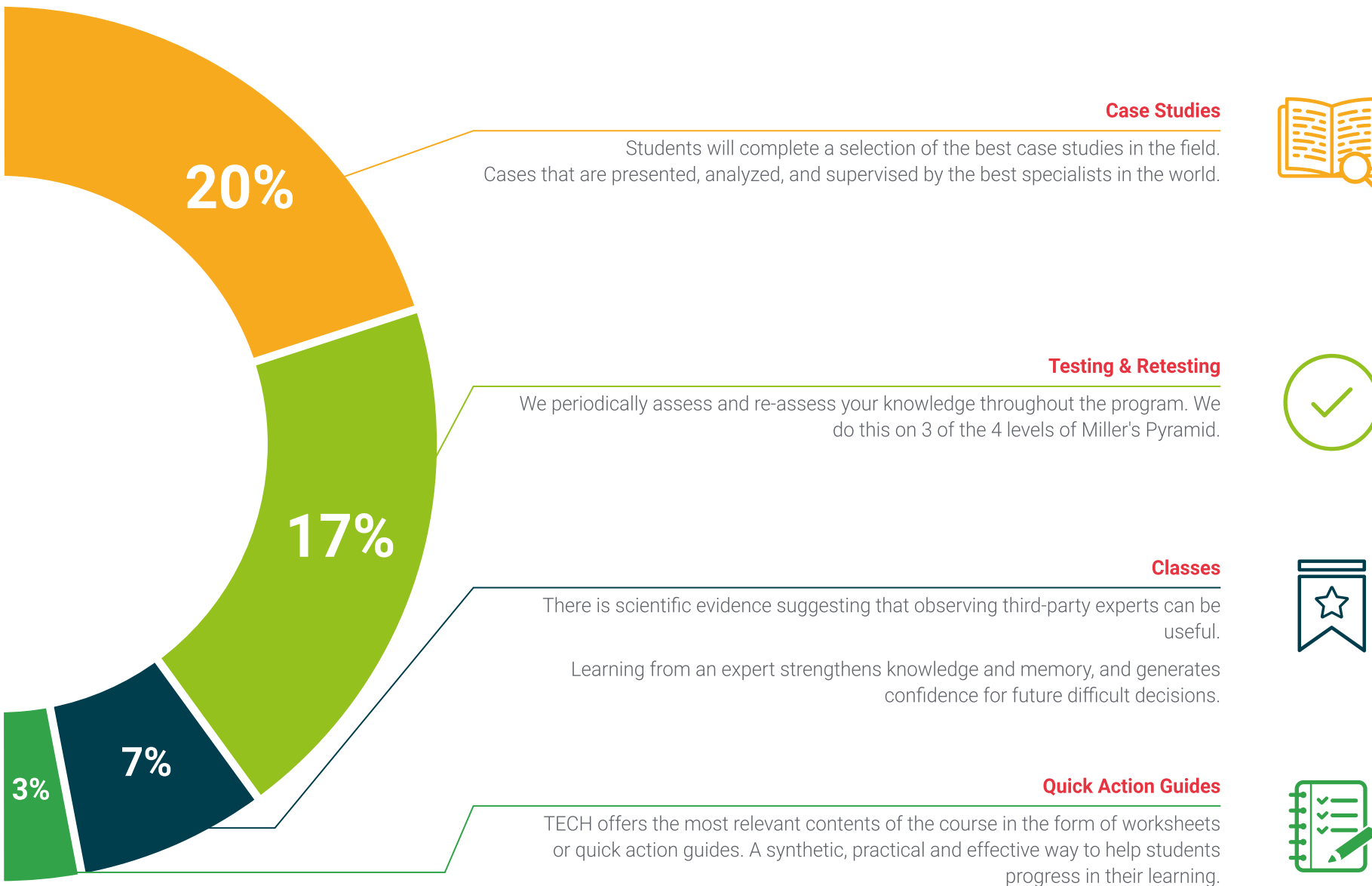


#### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.







# 05 Certificate

The Postgraduate Certificate in Business English 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 training program and receive your certificate without travel or laborious paperwork"*

This private qualification will allow you to obtain a **Postgraduate Certificate in Business English** 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 Business English**

Modality: **online**

Duration: **6 Weeks**

Accreditation: **6 ECTS**







**tech** global university

**Postgraduate Certificate**  
**Business English**

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

# Postgraduate Certificate Business English



ENGLISH