

Professional Master's Degree

Advanced English for Business





Professional Master's Degree Advanced English for Business

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/school-of-languages/professional-master-degree/master-advanced-english-business

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Skills

p. 14

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

Speaking English fluently has become a fundamental skill for professional development, regardless of the sector or field of work to which one belongs. However, when English is not the mother tongue, it is necessary not only to learn it at a general level, but also according to the environments in which communication takes place. With this clear conviction, this program has been designed in which, through telepresence classes with native teachers, the student will be able to learn to use English in a professional context. Thus, they will be able to revalue their profile and will be prepared to climb up the career ladder not only in terms of position and salary, but also in terms of international projection.





“

Thanks to this Professional Master's Degree, you will learn the necessary tools to be fluent in professional environments speaking English”



Developed by the best teachers in the field and designed specifically for professionals who need to combine their personal and professional lives, TECH's curriculum, with fully personalized classes, is adapted to real life. In this Professional Master's Degree in Advanced English for Business, students with an intermediate level will be able to consolidate their knowledge and strengthen their English language skills, preparing them for a working world without communication barriers. With this complete program, professionals will be able to express themselves assertively, directly and clearly, with a demanding and varied approach and language, even in areas of a certain complexity that require an advanced command of the Language.

This specialization course perfectly combines autonomous work, classes with highly qualified native speakers and top quality didactic material, all adapted to 21st century work requirements. Starting from a B1 level of English of the Common European Framework of Reference for Languages (CEFR), throughout the Professional Master's Degree the student will acquire the appropriate knowledge and skills equivalent to a B2/ C1 level. Its main aim is to help students acquire the necessary communication skills to be able to successfully manage in the labor market.

Designed for all professionals looking for greater fluency in their English Language communication, this Professional Master's Degree in Advanced English for Business will help them to take the professional leap they are looking for.

With a 100% online program that 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. This is undoubtedly a unique opportunity for those who want or need an advanced command of English for their profession.

This **Professional Master's Degree in Advanced English for Business** has the most complete and up-to-date program. The most important features 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 process of self-assessment can be used 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



Take the step and update your knowledge of the English Language, from the hand of professionals with years of experience in the sector, through online classes adapted to your needs"

“*Immerse yourself in the study of this Professional Master's Degree, in which you will find everything you need to acquire a higher professional level of the Language*”

The program's teaching staff includes professionals who bring their work experience to this training, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training program 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.

With this high-level program you will be able to understand and use everyday expressions in the workplace, both orally, and in writing.

Content will be available to you from any fixed or portable device with an Internet connection.



02

Objectives

The Advanced English for Business program is oriented towards developing in professionals the communication skills required in the exercise of their profession. For this purpose, TECH offers the most complete specialization from the hand of the main experts in the field. The design of the program will allow students to acquire the necessary competencies to update their professional skills after deepening their knowledge of the key aspects of the Language. For this purpose, TECH establishes a series of general and specific objectives for the satisfaction of the of the future graduate, being the following:





“

It is proven that learning Languages opens doors in the professional world"



General Objectives

- ♦ Solve demanding communicative tasks and perform the complex functions of these tasks, both in a work environment and in everyday situations
- ♦ Interact and express yourself in these situations in an elementary but adequate way, using a 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 to evaluate and improve their own Language learning and use

“

Attain your professional improvement goals with the quality of a program designed to propel you to excellence”.





Specific Objectives

Module 1. Introducing Yourself and Your Skills

- ◆ Be able to speak fluently and in detail about personal and professional characteristics
- ◆ Describe their skills and deficiencies accurately and fluently
- ◆ Understand vocabulary related to useful skills for a job position
- ◆ Use formal expressions in conversations with strangers in a work environment

Module 2. Job Interviews, Educational Background and Work Experience

- ◆ Speak assertively and proactively about one's professional and academic career with detailed explanations, whether in the past, present or future
- ◆ 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
- ◆ React fluently to any type of difficult question that may be asked
- ◆ Use wide discursive resources that allow you to avoid getting stuck when you forget something

Module 3. Legal English

- ◆ Distinguish between Legal Terminology and its Context
- ◆ Use Legal Terminology Accurately and Effectively in the Work Environment
- ◆ Communicate Legal Concepts and Information with Confidence and Fluency
- ◆ Understand and Discuss Business Organization, as well as the Advantages and Disadvantages of Different Forms of Organization
- ◆ Understand Different Legal Textual Typologies

Module 4. Job description and work environment

- ♦ Handle a multicultural work environment with ease
- ♦ Understand and use appropriate formal expressions in contact with people from different cultural backgrounds
- ♦ Describe in detail the tasks associated with a new job
- ♦ Demonstrate a good command of the use of modal verbs and expressions of modality
- ♦ Use vocabulary related to personal and work characteristics of co-workers

Module 5. Writing Techniques in Formal Language

- ♦ Elaborate various types of formal texts useful in a work context
- ♦ Have a good command of the specific structures of different types of texts
- ♦ Know how to adapt their written discourse to formal and informal contexts
- ♦ Know how to initiate, develop, and conclude a written and detailed contact with a client
- ♦ Know how to react courteously in difficult situations to manage

Module 6. Formality and forms of expression in person, on the phone and online

- ♦ To be able to interact formally in various work contexts, whether in direct contact, on the phone, or through Social Networks
- ♦ Be able to distinguish and adapt to changes in linguistic register
- ♦ Have linguistic resources at an intermediate-advanced level that allow you to react and manage complaints efficiently
- ♦ Use a range of connectors and other cohesive elements at an Intermediate-Advanced level to establish coherent relationships between ideas
- ♦ Show a good control of idiomatic structures according to the communicative context

Module 7. Business Presentation Techniques

- ♦ 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 listeners' non-verbal signs of communication in the workplace
- ♦ Develop comprehensive and detailed presentations on topics related to their field of work
- ♦ Use vocabulary fluently and accurately to describe and analyze graphs and tables

Module 8. Business English

- ♦ Talk about more abstract concepts related to the world of work and express opinions in a well-thought-out and coherent way
- ♦ Demonstrate a broad command of the lexicon related to the field of work, fluently making use of complex structures
- ♦ Recognize and distinguish conceptual differences and express them with precision
- ♦ Develop confidence in dealing with people and issues related to the business world

Module 9. Networking, social networks and intercultural communication

- ♦ Recognize how cultural differences can affect communication between people of different nationalities
- ♦ Understand the importance of building a strong corporate culture, especially in multicultural environments
- ♦ Be able to use extensive discursive resources to overcome possible communication barriers
- ♦ Know how to use digital tools in a foreign language to enhance the development and success of the company
- ♦ Easily understand linguistic differences between speakers of different nationalities without hindering communication



Module 10. Incident Resolution and Interdepartmental Communication

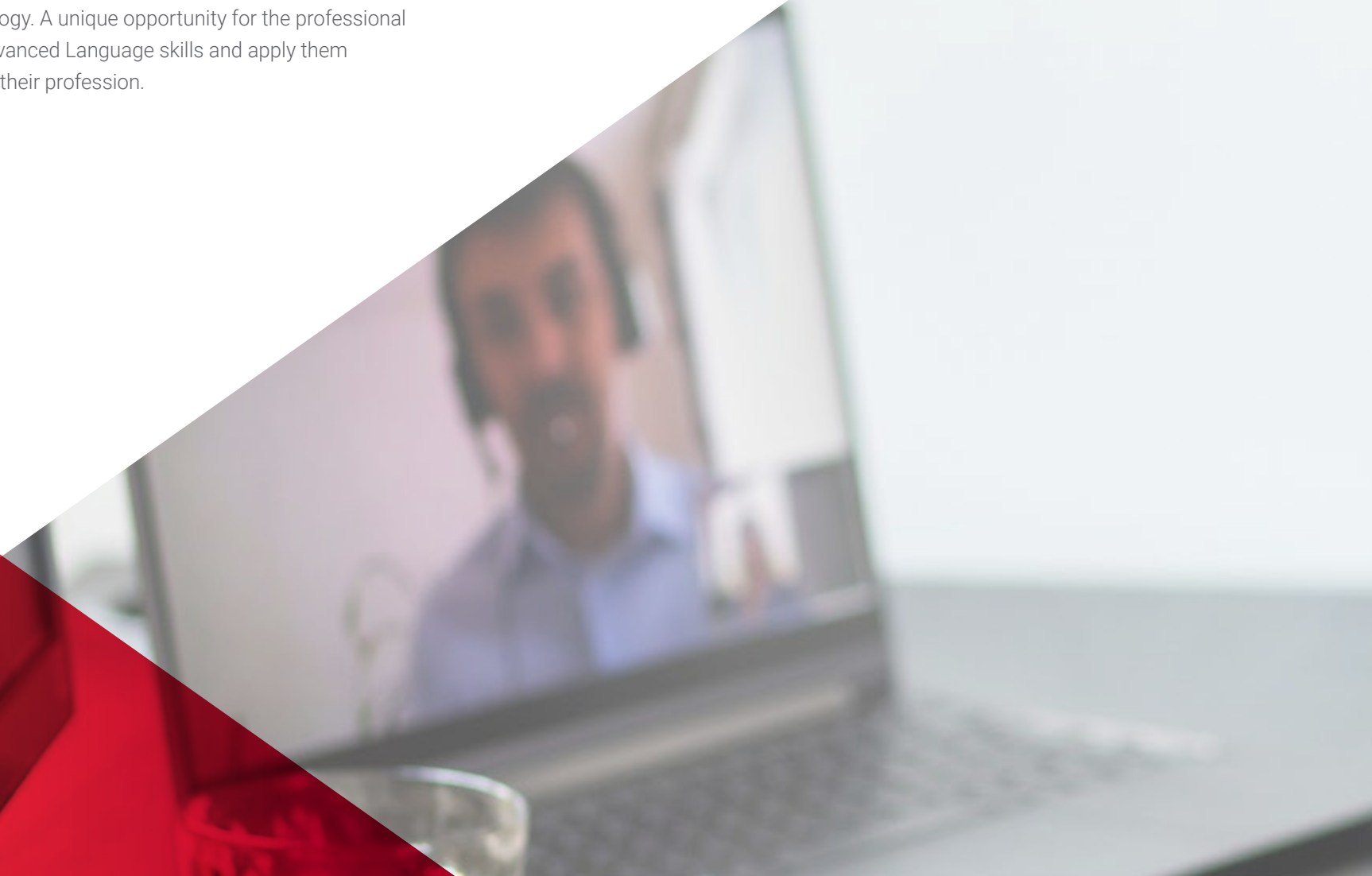
- ◆ Produce complex and detailed oral texts taking into account differences in register
- ◆ Respond to incidents and administrative formalities following the rules of typical textual genres of the business environment
- ◆ Relate Appropriately with The Customer, Using Expressions that Respect The Rules of Politeness
- ◆ Use a Series of Linking Words and Other Cohesive Elements at an Advanced Level that Ensure the Coherence of the Discourse
- ◆ Know How to Use Vocabulary and Descriptive Expressions of the Business Structure

“

Our goal is to achieve academic excellence and to help you achieve it too”

03 Skills

After passing the evaluations of the Professional Master's Degree in Advanced English for Business, the professional will have acquired the necessary communicative skills for the Language in the workplace, with the knowledge of the most innovative teaching methodology. A unique opportunity for the professional who wishes to acquire the most advanced Language skills and apply them successfully in the daily practice of their profession.



“

Succeed with the best and acquire the knowledge and skills you need to achieve professional success”

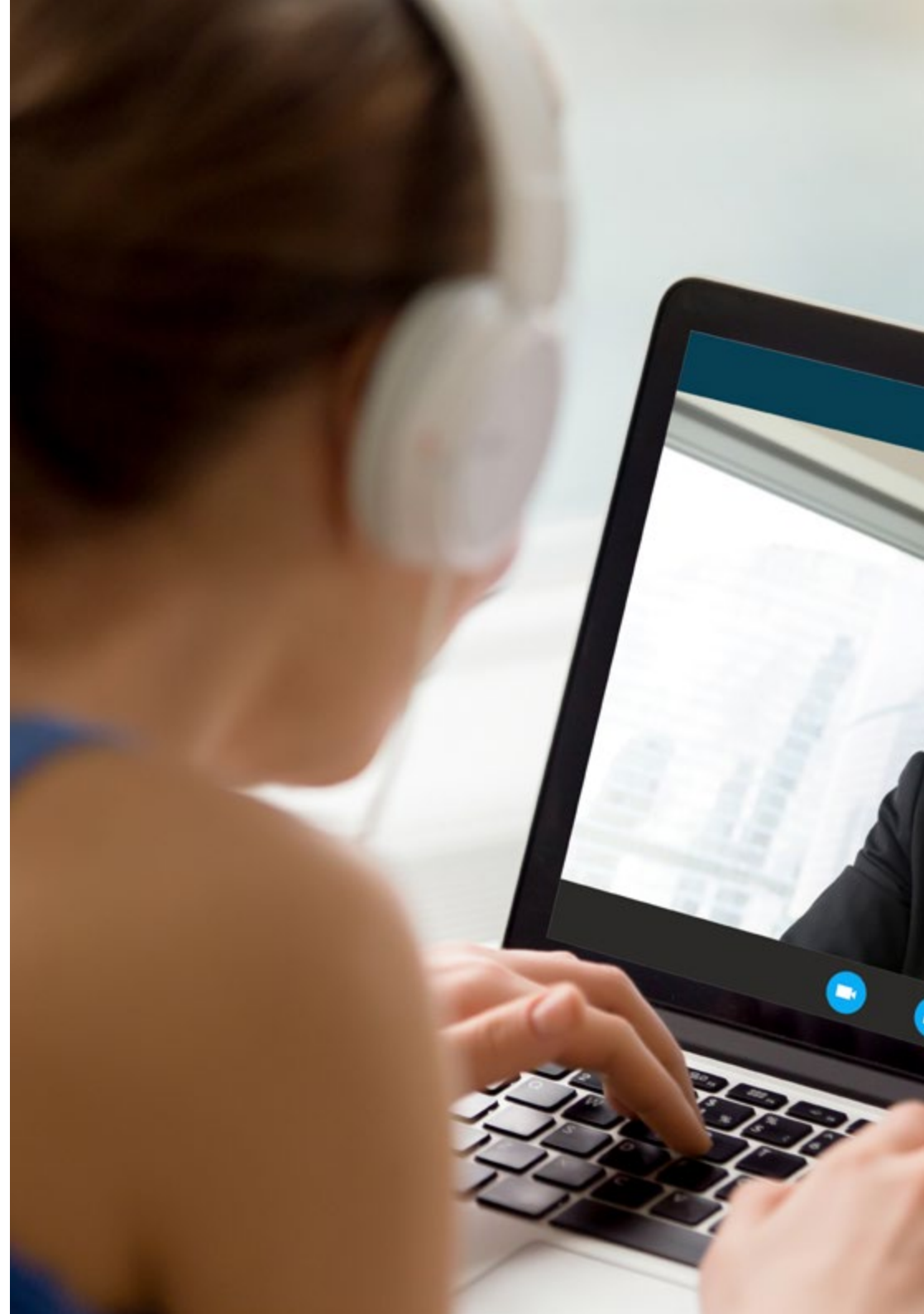


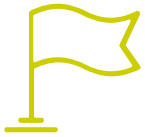
General Skills

- ♦ Manage a wide repertoire of vocabulary and expressions related to the most common situations and functions
- ♦ Express yourself clearly without being obvious that you have to limit what you want to say in your work and personal interactions
- ♦ Have enough linguistic elements to make clear descriptions, express points of view and develop arguments in the business context, using a few complex sentences and without making it too obvious that you are looking for the words you need
- ♦ Achieve control of linguistic resources, with the possible systematic errors typical of the level

“

You will learn from highly qualified experts in this field, who will provide the students of the Professional Master's Degree with their real experience, giving the study a realistic and immediate vision of this profession".





Specific Skills

- ♦ Identify and grasp the communicative intent, main ideas, and overall meaning of oral messages on curriculum topics, delivered in direct communication situations in work and interpersonal contexts, at an advanced speaking speed, with clarity and with possible repetitions or clarifications
- ♦ Capture the overall meaning or confirm predictable details in complex messages dealing with both concrete and abstract topics, delivered in good acoustic conditions, at standard speed, with clarity, pauses, and with possible repetitions provided they are within their field of expertise
- ♦ Be able to interact with native speakers with a sufficient degree of fluency and naturalness, so that communication is effortless for the interlocutors
- ♦ To make comprehensible, appropriate, and coherent interventions, related to the immediate communication needs foreseen in the curriculum
- ♦ Use a wide linguistic repertoire, with good grammatical and lexical control, with few pauses, rephrasing, and gestures, and can use graphic support in oral presentations
- ♦ Participate, react, and cooperate independently and appropriately in conversations related to the most common communication situations in the curriculum
- ♦ Be able to produce clear and precise oral discourse on various topics detailed in the curriculum, as well as to defend a point of view on general topics, indicating the pros and cons of different options
- ♦ Be able to write clear and detailed texts on a wide range of topics related to personal and professional interests
- ♦ Be able to write emails, letters, forms, analyses, or reports conveying information or proposing reasons that support or refute a particular point of view
- ♦ Write different textual genres that emphasize the importance given to certain facts and experiences
- ♦ Be able to read articles and reports relating to problems described in the curriculum in which specific positions or points of view are taken
- ♦ Understand the main ideas and overall meaning of different types of texts on the topics of the curriculum, written in situations of direct communication in work, and interpersonal contexts
- ♦ Become familiar with the most relevant socio-cultural aspects of everyday life situations, as well as with those related to their own field, which will result in the adaptation of their behavior to these situations and in the understanding or adequate use of the lexicon and functional exponents
- ♦ Recognize and use the most usual forms of social relations and treatment, within a standard and formal register In social contacts, recognize and use the usual forms of address used to satisfy different communicative functions
- ♦ Be able to express oneself with conviction, clarity, and courtesy in a formal or informal register that is appropriate to the situation and the person or persons involved in the contexts identified in the curriculum
- ♦ Understand the behaviors and values that are different from one's own and that underlie the most evident and everyday socio-cultural aspects
- ♦ Follow the rhythm of debates, oral presentations, business meetings and intervene in them, even when speaking quickly and colloquially
- ♦ To be able to interact with native speakers without unintentionally amusing or annoying them, and without demanding different behavior from them than they would have with a native speaker
- ♦ Be able to express oneself appropriately in different situations defined in the curriculum and avoid important formulation errors

04

Structure and Content

The structure of the contents has been designed by level professionals within the educational panorama, with a wide trajectory and recognized prestige in the profession, endorsed by their experience, and with a wide command of new technologies applied to teaching. TECH guarantees students quality content that meets their expectations, giving them the opportunity to excel in their field.



“

You will be able to speak assertively and proactively about the professional and academic journey, with detailed explanations, whether in the past, present, or future"

Module 1. Introducing Yourself and Your Skills

- 1.1. Detailed Personal Introduction
- 1.2. Personal Strengths
- 1.3. Weaknesses and Area for Improvement
- 1.4. Free Time and Hobbies in Detail
- 1.5. Likes and Dislikes
- 1.6. Personal Routines
- 1.7. Detailed Descriptions of Work Routines
- 1.8. Useful Skills for the Position
- 1.9. Detailed Explanations and Descriptions of Future Projects
- 1.10. Formality When Starting a Conversation

Module 2. Job Interviews, Educational Background and Work Experience

- 2.1. The Resume in English and Preparation of the Cover Letter
- 2.2. Secondary and Higher Education
- 2.3. Interview Formality
- 2.4. Developing a conversation with the Interviewer
- 2.5. Job Description and Work Environment
- 2.6. Tasks and Vocabulary Related to the Position
- 2.7. Job-Related Skills
- 2.8. Academic and Work Preferences
- 2.9. Discussing Work Experience in Detail
- 2.10. Trick questions in an Interview

Module 3. Legal English

- 3.1. Recruitment and The Human Resources Department.
- 3.2. The Practice of Business Law
- 3.3. Specific and Detailed Legal Terminology in the Sale of Goods and Services.
- 3.4. Advanced Intellectual Property Terminology
- 3.5. Competition Law and Terminology
- 3.6. Transnational Trade Laws in Detail

- 3.7. Detailed Drafting of Agreements, Rules and Demands
- 3.8. Non-Compliance with Regulations and Laws. Fines
- 3.9. Types of Commercial Companies
- 3.10. Detailed Application and Forms for Licenses and Authorizations

Module 4. Job description and work environment

- 4.1. Starting in a New Job: Cross-Cultural Onboarding
- 4.2. Formal Greetings and Farewells
- 4.3. Complex Tasks in a New Job
- 4.4. Probation and Training Period
- 4.5. Complex and Detailed Descriptions of Duties and Obligations at Work
- 4.6. Describe your Job and Co-workers in Detail
- 4.7. How to Paraphrase Complex Ideas?
- 4.8. Complexity of the Work Environment and Socio-Environmental f-Factors
- 4.9. Complex Collaboration Strategies and Teamwork
- 4.10. Error Management and Frustration Tolerance

Module 5. Writing Techniques in Formal Language

- 5.1. Detailed and Complex Formal Mails
- 5.2. Detailed Request for Quotations
- 5.3. Preparation of Quotations
- 5.4. Make, Change and cancel Appointments by Mail or by Phone
- 5.5. Elaboration of a Detailed and Complex Description of a Product or Service
- 5.6. Complex Procedures for Sending Information About a Product or Service
- 5.7. Detailed and Complex Procedures for Delivery or Return in Writing
- 5.8. Detailed Drafting of Letters of Complaint and Formal Complaints
- 5.9. Responses to Formal Complaints
- 5.10. Preparation of Detailed Reports

Module 6. Formality and forms of expression in person, on the phone and online

- 6.1. Differences in Register and Tone in a Complex Direct Contact
- 6.2. Differences in Register and Tone in an Extended Telephone Contact
- 6.3. Detailed Vocabulary on the Telephone
- 6.4. Phrasal Verbs on the Telephone
- 6.5. Differences in Register and Tone in a Large Online Contact
- 6.6. Vocabulary in Extensive Online Contact
- 6.7. Phrasal Verbs Online
- 6.8. Answering Complex and Detailed Complaints in Direct Contact
- 6.9. Answering Complex and Detailed Complaints in Phone Contact
- 6.10. Answering Complex Complaints in Online Contact

Module 7. Business Presentation Techniques

- 7.1. Resources for Complex and Detailed Business Presentations
- 7.2. Phrasal verbs for Challenging Business Presentations
- 7.3. Complex and Detailed Vocabulary in Business Presentations
- 7.4. Analysis of Complex Figures and Data in Challenging Business Presentations
- 7.5. Analysis and Description of Multiple and Complex Graphs
- 7.6. Complex Analysis and Detailed Description of Extensive Reports
- 7.7. Detailed and Complex Analysis and Description of Goods and Services
- 7.8. Corporate Engagement
- 7.9. Extensive Communication Strategies with Your Audience
- 7.10. Non-Verbal Communication

Module 8. Business English

- 8.1. Forms of Work and Multicultural Companies
- 8.2. Organization: Freelancers and Companies
- 8.3. Definitions, Descriptions and Analysis of Business Success
- 8.4. Development Process
- 8.5. Materials and Suppliers
- 8.6. Corporate Culture on Social Networks

- 8.7. Innovation and Investments
- 8.8. Products and Brands
- 8.9. Business Philosophies
- 8.10. Markets and Competitors

Module 9. Networking, social networks and intercultural communication

- 9.1. Companionship and Out-of-Hours Contact
- 9.2. Challenging and Complex Work in Multicultural Teams
- 9.3. Complex and Challenging Communicative Differences According to Linguistic Regions
- 9.4. Complex Corporate Advertising Campaigns on Social Networks
- 9.5. Analysis of Detailed Business Publications on Social Networks
- 9.6. Complex and Challenging Cross-cultural Communication Barriers
- 9.7. Using Social Networking Sites to Promote Goods and Services
- 9.8. Advantages of a Good Working Atmosphere
- 9.9. Description and Analysis of the Disadvantages of a Bad Working Environment
- 9.10. Restrictions and Detailed Business Rules with regard to Interpersonal Issues

Module 10. Incident Resolution and Interdepartmental Communication

- 10.1. Departments and Specialized Positions in a company
- 10.2. Complex Responsibilities and Duties of Departments and Positions
- 10.3. Hierarchies in the Workplace
- 10.4. Types of Complex and Detailed Incidents and Complaints
- 10.5. Addressing and Resolving Complex and Detailed Incidents and Complaints.
- 10.6. Unilateral Communication in the Business Environment and its Advantages
- 10.7. Bilateral Business Communication and its Advantages
- 10.8. Voluntary Resignations and Vacation Requests
- 10.9. Maternity/Paternity Leave
- 10.10. Warning and Dismissal Procedures

05

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.



06

Certificate

The Professional Master's Degree in Advanced English for Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.



“

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

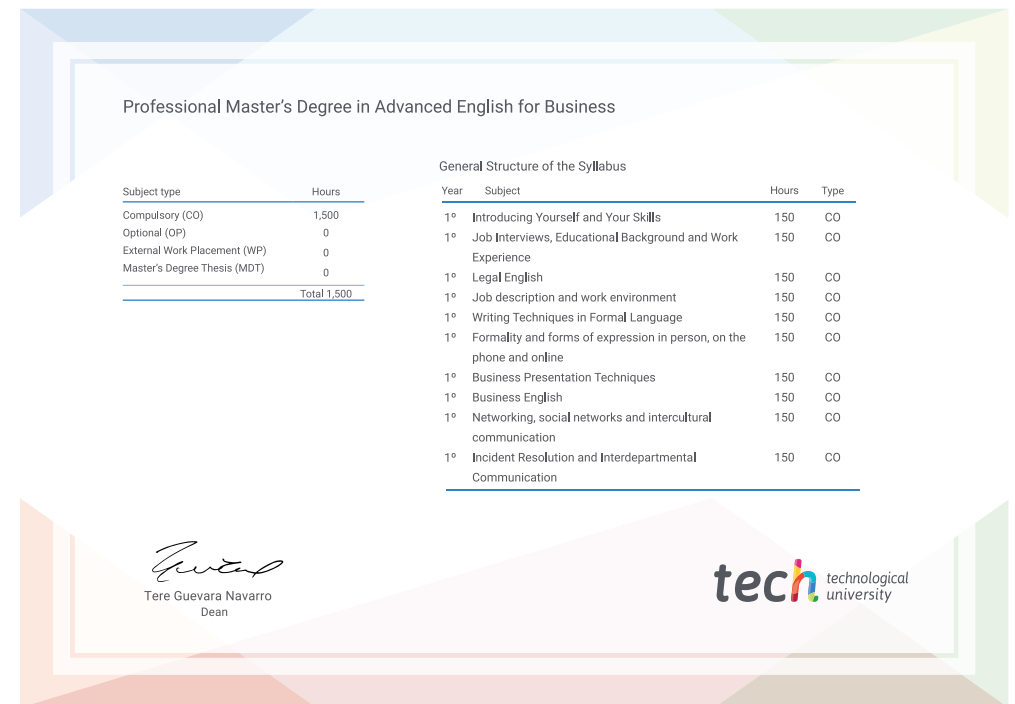
This **Professional Master's Degree in Advanced English for Business** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Professional Master's Degree, and will meet the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Advanced English for Business**

Official N° of Hours: **1,500 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.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

tech technological
university

personalized service innovation

knowledge presentation
online learning

development languages

virtual classroom

Professional Master's Degree Advanced English for Business

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree

Advanced English for Business