

# Postgraduate Certificate

## Advanced English

### Writing Techniques





## Postgraduate Certificate Advanced English Writing Techniques

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

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

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# 01

# Welcome

Having a strong command of written English is one of the most useful skills a professional can possess when communicating with other managers or companies. Most communications with professionals from other companies are done through email, and other important tasks such as drafting contracts or internal or external communications also require advanced writing skills in English. Therefore, this program has been designed for all those people who wish to become experts in writing business texts in English, so that this will guarantee them a good position in their company.



Postgraduate Certificate in Advanced English Writing Techniques.  
TECH Global University



“

*Write emails, contracts or communications in English at an advanced level and become the most important person in your company”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The main objective of this Postgraduate Certificate is to provide students with the necessary skills to write all types of advanced texts in English so that they can communicate effectively with all those English-speaking people with whom they need to establish contact, whether they are managers, business people, professionals or clients. Thus, with this qualification, students will become indispensable members of their companies, as they will be the people who communicate with the company's international agents.



“

*Your goal is to help your company make a qualitative leap in the international arena: achieve it with this Postgraduate Certificate”*



TECH makes the goals of their students their own goals too.

Working together to achieve them.

The Postgraduate Certificate in Advanced English Writing Techniques will enable the student to:

01

Solve demanding communicative tasks and perform the complex functions of such tasks, both in the work environment and in everyday situations

04

Use the necessary linguistic resources to handle complex communication situations in the work environment

02

Interact and express yourself in these situations independently and appropriately, using standard spoken language



03

Define the most relevant social aspects of everyday life situations and recognize the most common forms of social relationships

05

Develop resources and tools that enable them to assess and improve their own learning and use of the language



06

Elaborate various types of formal texts useful in a work context

08

Know how to adapt their written discourse to formal and informal contexts



09

Know how to initiate, develop, and conclude a written and detailed contact with a client

07

Have a good command of the specific structures of different types of texts

10

Know how to react courteously in difficult situations to manage

05

# Structure and Content

This Postgraduate Certificate in Advanced English Writing Techniques is structured into 1 module composed of 10 topics, which will explore issues such as writing e-mails, detailed requests for quotations, arranging or cancelling appointments and meetings, writing letters of complaint or writing detailed reports. Thus, students completing this qualification will be able to perform a variety of advanced writing tasks in English.



“

*Access to good content determines  
the quality of teaching and this  
Postgraduate Certificate has the best”*

## Syllabus

A company that has international ramifications and uses English in certain types of communications needs specialized personnel to write these texts. This is also the case if the company wants to expand from its national scope, since experts in formal communication in English will be needed to be able to make the appropriate contacts with other companies, investors or managers in the international sphere.

However, it is not enough to master English in general, but a specialization in writing business texts focused on business is needed to be able to carry out all relevant communications efficiently.

Thus, this Postgraduate Certificate in Advanced English Writing Techniques offers students all the appropriate knowledge to be able to perform this task in their respective companies, so that they can become essential members in their internationalization.

This program is developed over a period of 6 weeks and is composed of 1 module:

### Module 1.

### Writing Techniques in Formal Language



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

TECH offers the possibility of developing this Postgraduate Certificate in Advanced Writing Techniques in English completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Writing Techniques in Formal Language**

1.1. Detailed and Complex Formal Mails	1.2. Detailed Request for Quotations	1.3. Preparation of Quotations	1.4. Make, Change and cancel Appointments by Mail or by Phone
1.5. Elaboration of a Detailed and Complex Description of a Product or Service	1.6. Complex Procedures for Sending Information About a Product or Service	1.7. Detailed and Complex Procedures for Delivery or Return in Writing	1.8. Detailed Drafting of Letters of Complaint and Formal Complaints
1.9. Responses to Formal Complaints	1.10. Preparation of Detailed Reports		



“

*Write all types of business texts in advanced English thanks to this Postgraduate Certificate”*



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

Students in this educational program understand the importance of English in the business and corporate world, which is why they seek to specialize in the creation of texts in these areas. Thus, managers or professionals who need to improve the communication of their companies at an international level come to this qualification to acquire new writing tools in advanced English, increasing, at the same time, the possibilities of their companies to obtain agreements and sales abroad.







“

*Communication in advanced written English is essential for companies that are committed to internationalization”*

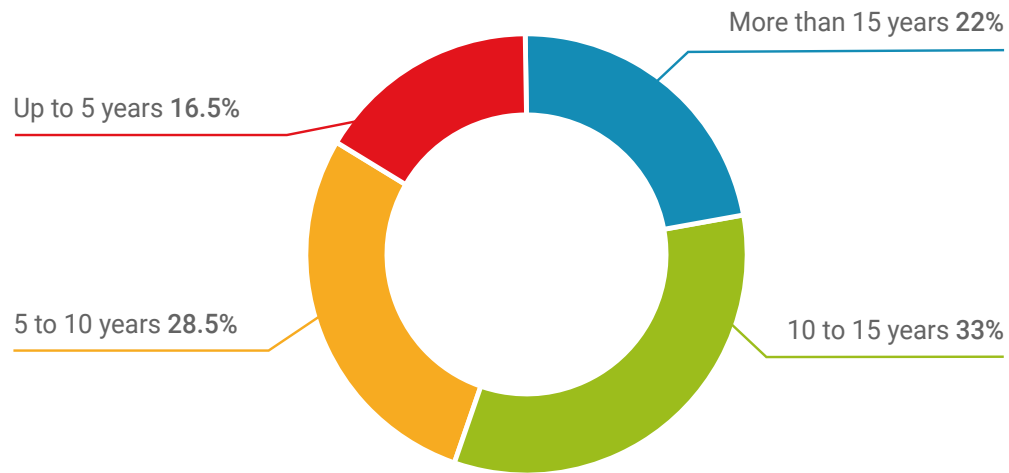
### Average Age

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

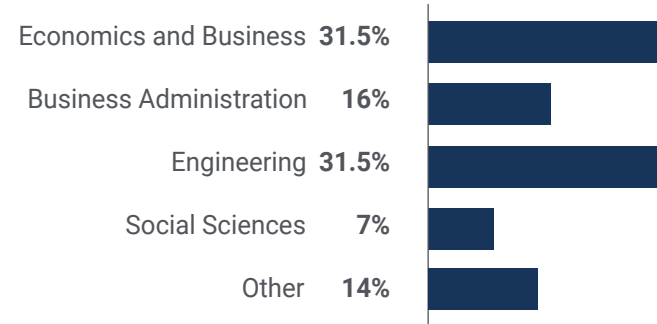
### Years of Experience

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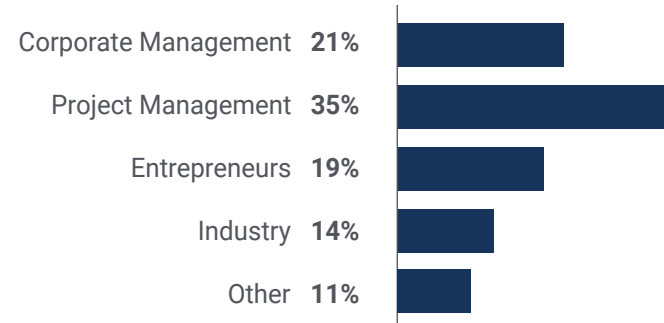
### Training

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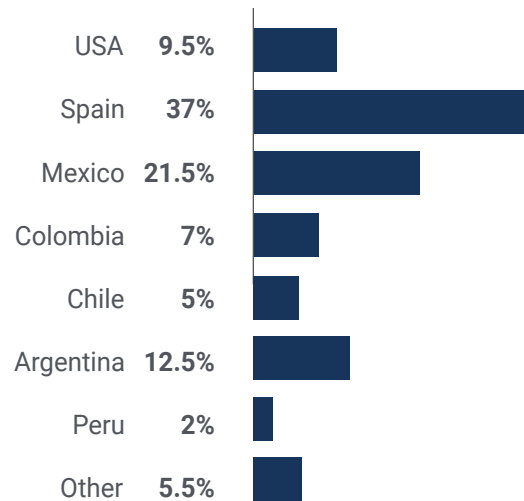
### Academic Profile

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## Geographical Distribution

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## Antonio Lozano

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CEO

*"When you have a company that is starting its international expansion process you realize that you need a high level of English writing of different types. This qualification taught me everything to be able to write reports, formal emails and other types of business communications in English"*

08

# 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

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- ♦ 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

“

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

09

# Impact on Your Career

This qualification can be a steppingstone for students' careers in their respective companies, as it gives access to the area of international communication. Thus, students can become the people who carry out contacts with other companies, investors, customers or managers abroad. Their role, therefore, can be fundamental, and the success of their companies in the international arena can depend on them.





“

*Your career is about to change:  
enroll and see for yourself”*

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

TECH's program in Advanced English Writing Techniques is an intensive program that prepares students to write all types of texts in English, favoring their personal and professional growth. The main objective is to promote personal and professional growth. Helping students achieve success.

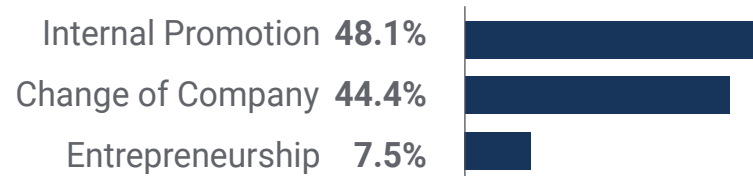
*Your career Take-Off:  
Don't wait any longer  
and enroll now.*

*You are ambitious  
and know that  
this Postgraduate  
Certificate will help you  
achieve your goals.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **22.86%** for our students.



10

# Benefits for Your Company

Every company will benefit from having an expert in advanced English business writing, as it will provide them with the indispensable tools to communicate fluently and adequately in English and in a formal style with other institutions, with clients or with different intermediaries and international contacts. Thus, you will have a specialist in written communication in English who will be able to provide concrete practical solutions to the daily challenges of international business communication.





“

*Companies urgently need experts in written communication in English: many businesses depend on it”*

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

Professionals will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

They will be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

Professionals can work on a real project or develop new projects in the field of R&D or business development of their company.

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06

### **Increased competitiveness**

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



11

# Certificate

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



“

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

This program will allow you to obtain your **Postgraduate Certificate in Advanced English Writing 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** title 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 English Writing 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 Global University will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Advanced English Writing Techniques

- » Modality: **online**
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- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate Advanced English Writing Techniques

