

# Postgraduate Certificate

## Business Presentation Techniques





## Postgraduate Certificate Business Presentation Techniques

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

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/business-presentation-techniques](http://www.techtute.com/in/school-of-business/postgraduate-certificate/business-presentation-techniques)

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# 01 Welcome

Presentations are the basic tools for communicating all kinds of information in companies. When you want to report the balance sheet or publicize a project, the best way to do so is to use appropriate communication techniques, especially when it has to be done in English. In this program, students will acquire the necessary skills to use connectors that establish coherence in discourse, as well as the use of resources to prepare simple presentations on any topic related to the business environment. Thanks to this, students will be able to present results and summaries orally in this language.



Postgraduate Certificate in Business Presentation Techniques.  
TECH Technological University



“

*Don't let language barriers stand in the way of your career. Acquire the confidence to speak English with this program"*

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 Technological 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:



### 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.



### 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"*

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 Technological University community.

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

# 04 Objectives

By completing this course, students will be able to face an audience in another language, specifically in English. To do so, students will need to acquire a series of technical tools to help them express, in a clear and coherent manner, the ideas they wish to convey. This way, students will learn how to use connectors in English to present work results and summaries orally. In addition, they will learn to develop their ability to recognize and adapt to the communication signals of their listeners.



“

*Expanding your English vocabulary will enable you to participate in your company's most important meetings with international executives"*

TECH makes the goals of their students their own goals too.  
Together they work to achieve them.

The Postgraduate Certificate in Business Presentation Techniques will enable students to:

01

Solve basic and simple communicative tasks in order to fulfil their functions both in a work environment and in everyday situations

04

Use the linguistic resources necessary to get by in communication situations in the work environment

02

Interact and express yourself in these situations in an independent and adequate manner, in a standard register in written and oral communication

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

Be able to understand the main points of clear, standard-language texts on familiar matters, whether in work study or leisure situations

07

Know how to cope in most of the situations that may arise in the workplace where English is used as the lingua franca

08

Produce simple and coherent texts on topics that they are familiar with at work or in which they have a personal interest



09

Be able to describe work experiences, events, wishes and aspirations, as well as briefly justify their opinions or explain their work plans

10

Use a series of connectors to establish relationships of internal coherence

11

Analyze and describe general visual information and present results and summaries orally





12

Recognize and adapt to your listener's non-verbal signs of communication in the workplace

13

Prepare simple presentations on topics related to their field of work

14

Use resources to overcome vocabulary difficulties to describe and analyze graphs and tables

05

# Structure and Content

This Postgraduate Certificate in Business Presentation Techniques is designed to help students improve their vocabulary when participating in a business meeting with international executives. This way, they will be able to function fluently and confidently in any situation, using English as their means of communication.



“

*Develop your charisma and confidence to approach a business meeting where speaking English is required”*

## Syllabus

Speaking in another language is a process that requires a lot of practice to adapt to sounds and words. Comprehension and expression are often two of the most difficult qualities to learn, but are necessary to demonstrate language proficiency. In the business sector, speaking English is essential if you want to participate in meetings and presentations with international executives.

With this Postgraduate Certificate in Business Presentation Techniques, students will receive an intensive course that will prepare them to take on new challenges. As a result, students will be able to conduct and lead a meeting or conference with fluency and consistency.

The content of this program is designed to enhance the oral and written skills of students who wish to improve their command of the language. In this way, aspects such as Phrasal Verbs and simple communicative strategies that will be fundamental to create speeches will be dealt with in depth, as well as showing the keys to explain graphs and reports.

At the end of this program, students will receive a complete and integral knowledge of this subject, being able to communicate with empathy, congruence and fluency in a business environment.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

### Module 1

### Business Presentation Techniques



### Where, when and how is it taught?

TECH offers you the opportunity to study this Postgraduate Certificate in Business Presentation Techniques completely online. During the 6 weeks that the specialization lasts, the student will be able to access all the contents of this program at any time, which will allow them 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.** Business Presentation Techniques

1.1. Resources for Simple Business Presentations	1.2. Phrasal Verbs for Simple Business Presentations	1.3. Simple Vocabulary in Business Presentations	1.4. Numbers in Business Presentations
1.5. Analysis and description of simple graphics	1.6. Analysis and Description of Simple Reports	1.7. Analysis and Description of Simple Goods and Services	1.8. Business Engagement
1.9. Simple Communication Strategies with the Public	1.10. Introduction to non-verbal communication		



*Improving your level of English will open doors to new job opportunities both inside and outside your company”*





# 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.*



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

## 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.

## 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

All students of this Postgraduate Certificate have had the same objective when they started the program: to achieve a good command of English in the business environment. This way, they have managed to surpass themselves, improving their oral and written skills in the language. In this way, they have gained access to new labor markets and created a network of contacts to continue advancing in their careers.





“

*By becoming a TECH student, you will  
advance in your professional career”*

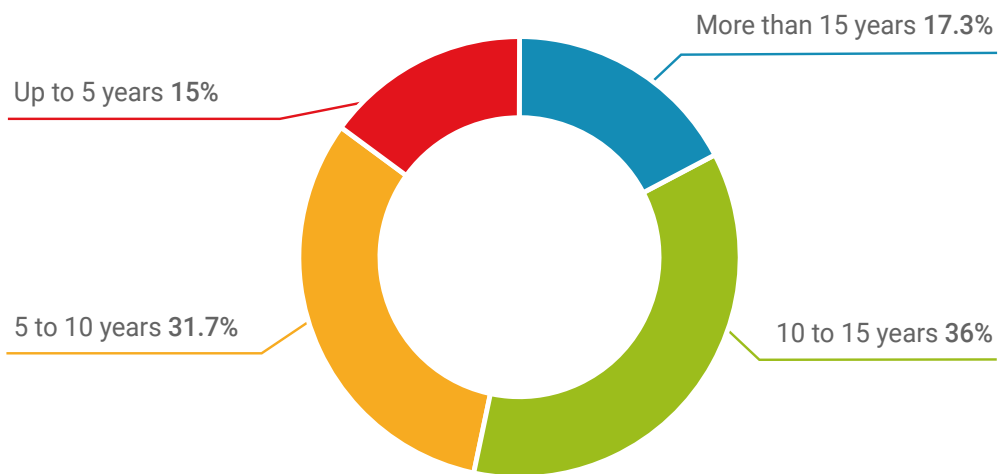
## Average Age

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

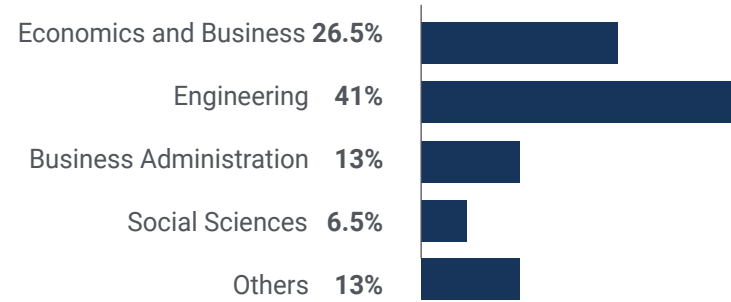
## Years of Experience

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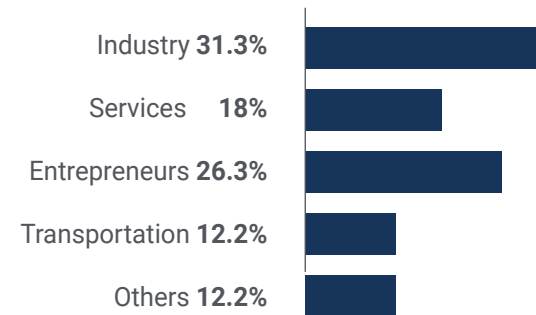
## Training

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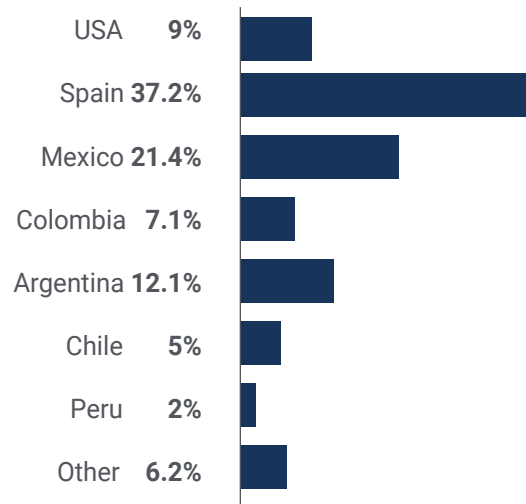
## Academic Profile

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## Geographical Distribution

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## Antonio Lozano

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CEO

*"Improving my English with this program marked a before and after for my company. I was able to expand the business outside the national territory and motivate my employees to overcome language barriers by participating in this course. So, if you are looking for new job opportunities, this course is for you"*

08

# Impact on Your Career

This Postgraduate Certificate aims to go beyond the technical aspects of the language. It seeks to become a booster for students' careers. Therefore, it will help develop a series of expressive skills to communicate whatever is needed in the universal language of the business world: English. As a result, they will be able to participate in different meetings and conferences with executives or potential clients from other countries, presenting graphs and summaries in a logical and coherent manner.





“

*Generate a change in you, developing the language skills that will allow you to speak fluent English”*

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

TECH's Postgraduate Certificate in Business Presentation Techniques is an intensive program that prepares students to face challenges and decisions in the field of business. The main objective is to promote personal and professional growth. Helping students achieve success.

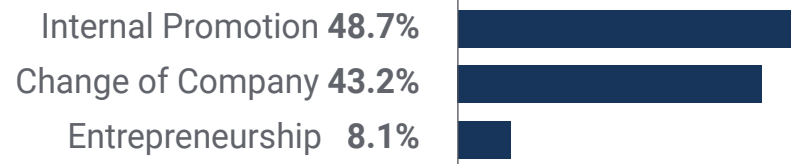
*Improve your professional profile to be able to take your business beyond national borders.*

*If you want to make a positive change in your profession, this Postgraduate Certificate in Business Presentation Techniques will help you achieve it.*

### When the change occurs



### Type of change





## Salary increase

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This program represents a salary increase of more than **23.65%** for our students



09

# Benefits for Your Company

This Postgraduate Certificate in Business Presentation Techniques contributes to the elevation of the organization's talent to its maximum potential through the preparation of high-level leaders.

Participating in this Postgraduate Certificate is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Expand your business to other borders, presenting your ideas or products in English"*

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

01

### Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant 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

You will be able to make decisions in times of uncertainty and crisis, helping the organization 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 your company.

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06

### **Increased competitiveness**

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

# 10 Certificate

The Postgraduate Certificate in 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 Business Presentation Techniques** contains the most complete and up-to-date 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 certificate issued by **TECH Technological University** will reflect the qualification obtained through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Business Presentation Techniques**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.





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