

Postgraduate Diploma Business English



Postgraduate Diploma Business English

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

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-business-english

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Impact on Your Career

p. 36

09

Benefits for Your Company

p. 40

10

Certificate

p. 44

01

Welcome

English is a fundamental language for conducting business today. Without knowledge of this language, basic tasks can become complex, preventing managers and companies from achieving their goals. For this reason, this program offers the necessary knowledge to be able to carry out a series of beneficial actions for companies, such as the establishment of international contacts or the interpretation and drafting of legal texts. This way, students will be able to access management positions quickly thanks to the new skills acquired in this program.



Postgraduate Diploma in Business English.
TECH Technological University



“

*Learn English and apply it to your business:
your company will grow exponentially"*

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

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



Academic Excellence

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

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

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

The objective of this Postgraduate Diploma in Business English is to provide students with the necessary tools to be able to function in managerial and business environments in English, for which high-level specialized contents have been prepared focused on this field. Therefore, students will be able to make a qualitative step forward in their careers and advance their companies, which will then be able to aspire to do business in the international arena.



“

*You are ambitious and you know that
English will open many doors for you”*

Your goals are our goals

Working together to achieve them

The **Postgraduate Diploma in Business English** will enable the 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 oneself in these situations, independently and appropriately in standard language, in both written and spoken communication

05

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

03

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

06

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

10

Perform well at a job interview and be familiar with the standard basic and common vocabulary related to their educational background, job position and work experience

08

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

11

Be able to understand and express yourself in a multicultural work environment, when a standard register is used

09

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

12

Show a good command of the lexicon related to their field of work, fluently making use of simple structures

05

Structure and Content

This Postgraduate Certificate in Business English is composed of 3 modules, each divided into 10 topics. Through these modules, students will be able to learn such topics as writing resumes and cover letters in English, adapting their register for job interviews in English, speaking simply about their professional experience, knowing how to communicate in a new job in a different cultural environment, or managing a general business lexicon.



“

Here is the content you have been looking for. Specialize and open new paths in the business world"

Syllabus

When it comes to doing business, English is becoming more and more necessary, as it dominates everything and has become a Lingua Franca, a kind of universal language that is known everywhere in the world. So, when it comes to the international projection of a company, mastering this language is essential.

But it is not enough to just know it. The business world has rules, specific vocabulary and its own culture that must also be understood. That is why this Postgraduate Certificate in Business English is so important, as it offers its students particular knowledge in a field of English that requires its own attention.

This program has been designed with the purpose of providing students with the essential skills to begin to establish business relationships in the international arena. To this end, this Postgraduate Diploma in Business English has been structured into 3 modules, each subdivided into 10 topics, so that students will be successful in their business fields thanks to the knowledge they have learned.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1 / Job Interviews, Academic Qualifications and Work Experience

Module 2 / Job Description and Work Environment

Module 3 / Business English



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in Business English completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

Delve into the study of cybersecurity and manage to prevent computer attacks in your company.

Module 1. Job Interviews, Academic Qualifications and Work Experience

1.1. Your Resume in English and Cover Letter Preparation.	1.2. Secondary and Higher Education	1.3. Interview Formality	1.4. General Conversation with the Interviewer
1.5. Introduction to Job Descriptions	1.6. Tasks and Vocabulary Related to the Position.	1.7. Job-Related Skills	1.8. Academic and Work Preferences
1.9. Speaking Simply About Work Experiences	1.10. Speaking Simply About Personal Experiences		

Module 2. Job Description and Work Environment

2.1. Starting in a New Job: Cross-Cultural Onboarding	2.2. Formal Greetings and Farewells	2.3. Simple Tasks in a New Position	2.4. Probation Period and Training
2.5. Simple Descriptions of Job Duties and Obligations	2.6. Physical Description of the Workstation	2.7. How to Paraphrase Simple Ideas?	2.8. Introduction to the Work Environment and Social-Environmental Factors
2.9. General Notions on Collaboration and Teamwork	2.10. Error Management and Frustration Tolerance		

Module 3. Business English

3.1. General Notions on Work Methods	3.2. Manufacturing and Types of Services	3.3. Overview of Business Success	3.4. General Information on Motivation and Business Values
3.5. The Importance of Job Satisfaction	3.6. General Information on Corporate Culture on Social Networks	3.7. Production, Distribution and Marketing	3.8. Crowdfunding
3.9. Boss vs. Leader	3.10. Leadership in the 21st Century		



“English is the present and the future”

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

This Postgraduate Diploma in Business English is focused on those students who want to improve their level of English to be able to perform elementary tasks in the international business environment in that language. Therefore, it is aimed at managers and entrepreneurs who need to acquire essential skills in order to be able to communicate in English in professional conversations and different tasks such as hiring employees, conducting job interviews or negotiating contracts, services, purchases or sales.





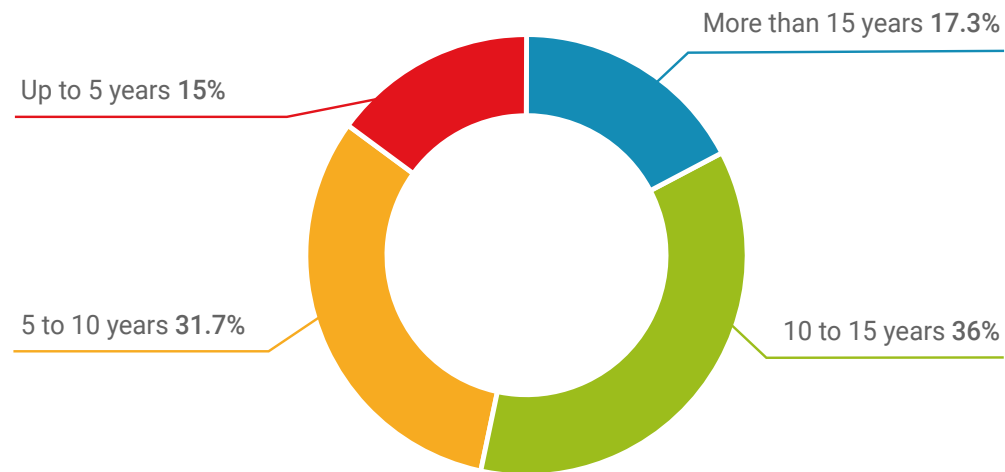
“

*Do you need to update your knowledge?
Don't think twice, you know that English
will open many doors for you”*

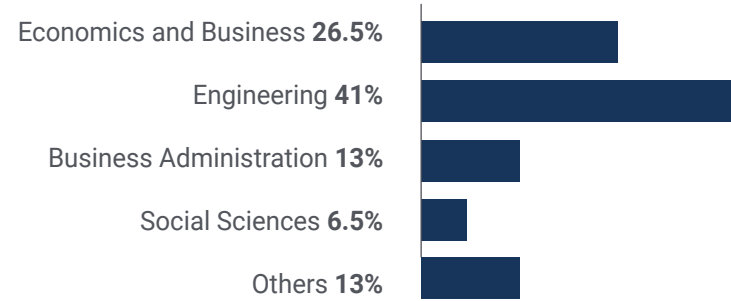
Average Age

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

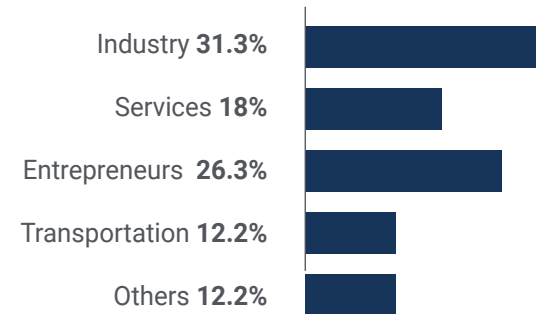
Years of Experience



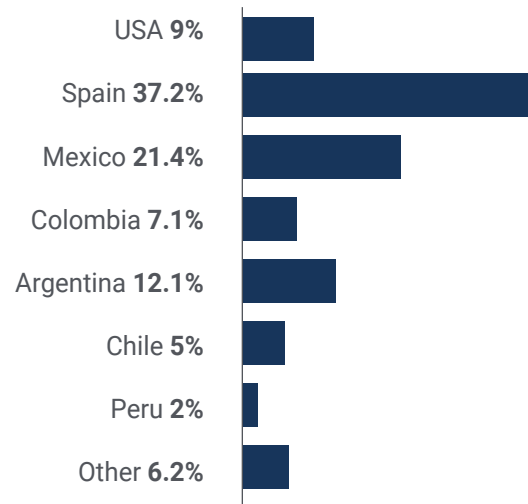
Training



Academic Profile



Geographical Distribution



Gonzalo Santamarta

Entrepreneur

"You don't realize how important English is until you study with TECH and so many opportunities for international business come up. Therefore, I would recommend this program to anyone looking to expand their business into other territories"

08

Impact on Your Career

This Postgraduate Diploma provides the necessary knowledge for its students to transform their careers using English as the main weapon to achieve it. Therefore, with the skills offered by this Postgraduate Degree, students will be able to achieve professional and employment opportunities, such as expanding their network of clients and contacts, being able to work in international companies and carry out all types of communication in English, becoming, in the process, essential assets to their companies.





“

*Enroll now and discover how your
career can advance immediately”*

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

This Postgraduate Diploma in Business English is a comprehensive program that prepares students to face different business challenges in the field. The main objective is to promote personal and professional growth. Helping students achieve success.

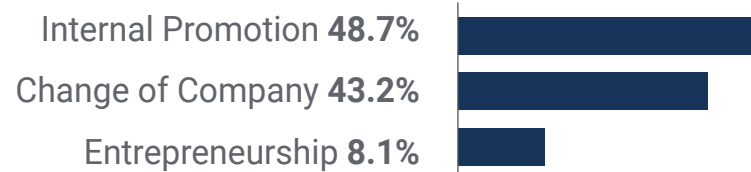
*Are you ambitious
and looking for new
ways to improve your
business position?
This program is all
you need.*

*With English you will
double your business
in a very short time.*

When the change occurs



Type of change



Salary increase

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



09

Benefits for Your Company

Companies increasingly need specialists who are experts in different areas of the business world. Professionals fluent in English in this field will become extremely valuable to your company, as they will be able to acquire new clients, access valuable contacts and make all kinds of beneficial transactions in the international environment. Thus, without these professionals, the global business environment is restricted, preventing, in turn, access to a large number of opportunities.





“

*Every company needs English specialists:
you could be one of them”*

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.

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.

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.

06

Increased competitiveness

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

10 Certificate

This Postgraduate Diploma in Business English guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Business English** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding title **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Business English**

Official N° of Hours: **450 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.



Postgraduate Diploma Business English

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

Postgraduate Diploma Business English

