





# **Executive Master's Degree** 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/in/school-of-business/professional-master-degree/master-english-business

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## 01 **Welcome**

English is fundamental in global communication processes. People read international media, communicate through social networks with friends from other countries and participate in all kinds of platforms where English is the common language. The same thing happens in business: managers and entrepreneurs who want to expand their companies must be fluent in English to achieve their goals, so they need specialized programs, eminently practical, to help them develop the necessary communication skills. This program provides students with all the necessary knowledge to become successful managers in international environments, establishing contacts and relationships with companies from all over the world.







## tech 08 | Why Study at TECH?

#### 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+

200+

executives trained each year

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.



#### 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"

### Why Study at TECH? | 09 tech

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.





## tech 12 | Why Our Program?

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



#### 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.



## 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.



#### 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.



#### 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.



#### 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.



#### 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.



#### 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.



#### 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.



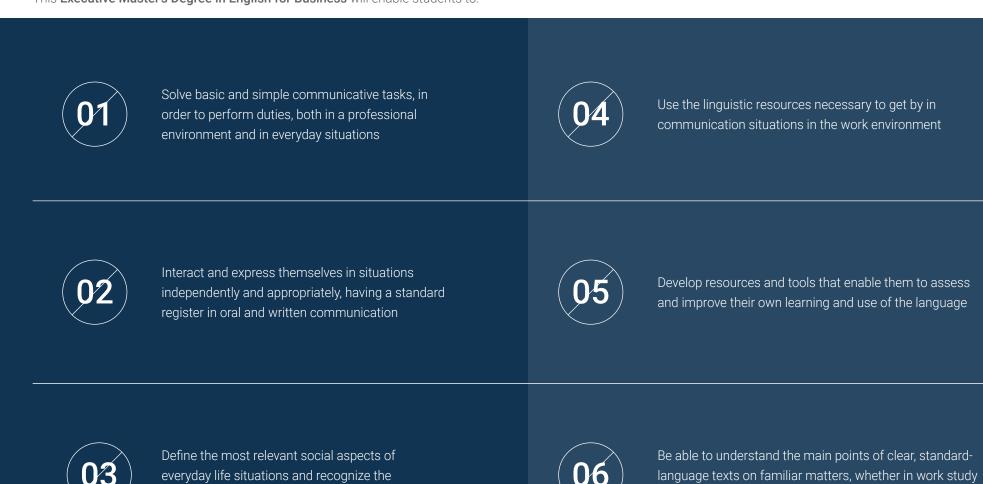


## tech 16 | Objectives

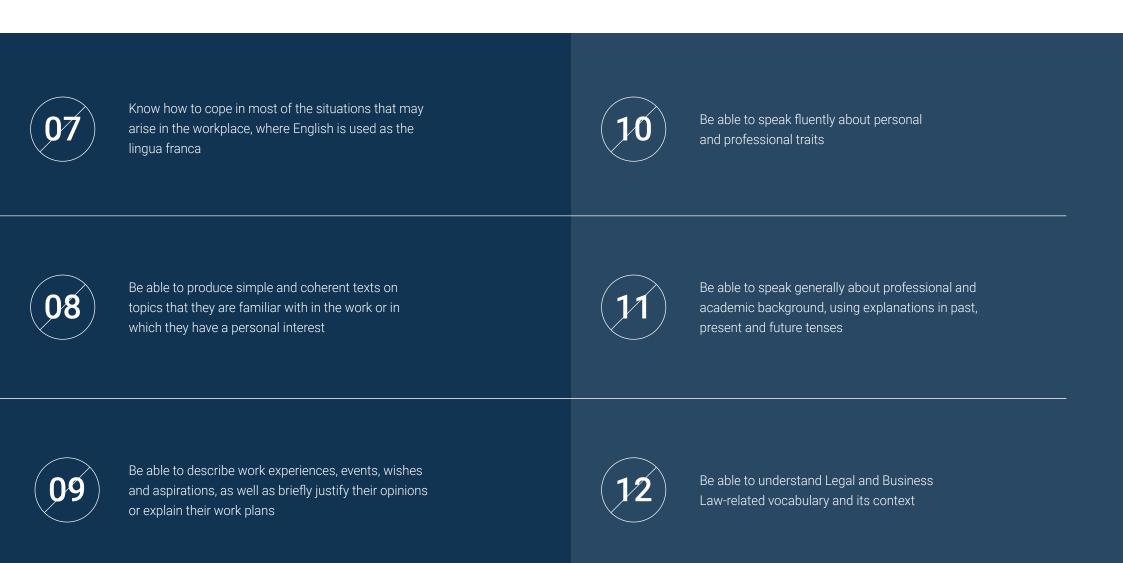
Their students' goals are TECH's goals too. Working together to achieve them.

This **Executive Master's Degree in English for Business** will enable students to:

most common forms of social relationships



or leisure situations





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

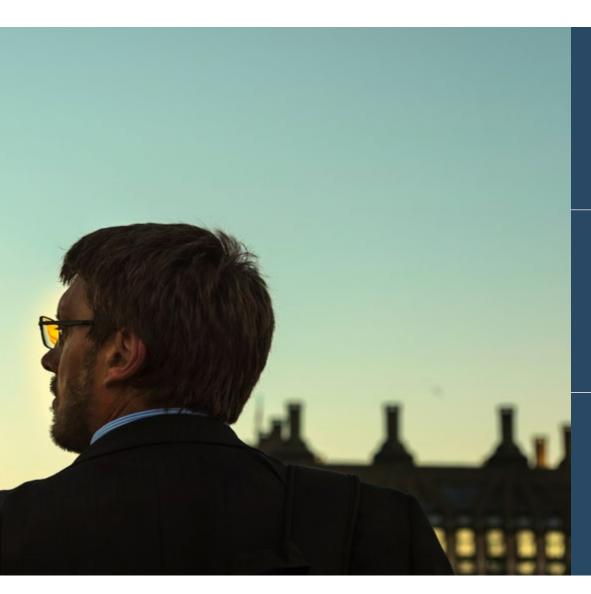


Be able to produce various types of useful formal texts in a work context



Be able to interact formally in various work contexts, both in direct contact and by telephone or social networks







Be able to analyze and describe general visual information and present results and summaries orally



Be able to talk about more abstract concepts related to the world of work, and express your opinion in a simple and understandable way



Produce simple oral texts taking into account differences in register









Manage a lexical repertoire and expressions related to the most common situations and functions in the work environment



Achieve control of linguistic resources, with the possible systematic errors typical of the level



Express clearly what he/she wants to say in work and personal interactions



03

Have sufficient linguistic elements to make clear descriptions, express points of view, and develop arguments in the business context, using simple and common structures



Understand sentences and frequently used expressions related to areas of experience that are particularly relevant to them (basic information about themselves, occupations, job, job responsibilities, etc.)



Know how to communicate when carrying out simple, everyday tasks, requiring only simple and direct exchanges of information, on matters that are familiar or usual in their work



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



Describe in simple terms aspects of their past and their environment, as well as questions related to their immediate needs at work



Express themselves with clarity and courtesy, in a formal or informal register, appropriate to the situation and the person or persons involved, in the contexts identified in the curriculum



Understand behaviors and values other than one's own that underlie the most obvious, everyday socio-cultural aspects of life



express yourself appropriately in a variety of situations, as defined in the curriculum, and avoid major formulation errors



Follow, albeit with some effort, the rhythm of debates, oral presentations, business meetings, and intervene in them, even if you need to corroborate information



13

Interact with native speakers without unintentionally amusing or annoying them



Identify and grasp the communicative intent, main ideas and overall meaning of oral messages on the topics of the curriculum, delivered in situations of direct communication in a work and interpersonal context, when the discourse is clear and standard with possible repetitions or clarifications



Capture the overall meaning or confirm predictable details in messages dealing with topics of personal or professional interest delivered in good acoustic conditions, at a slow speed, with clarity and with possible repetitions as long as they are within their field of specialization



Use a basic linguistic repertoire, with good grammatical and lexical control, with pauses, rephrasing, gestures, and use of graphic support in oral presentations





Participate, react, and cooperate independently and appropriately in conversations related to the most common communication situations in the curriculum

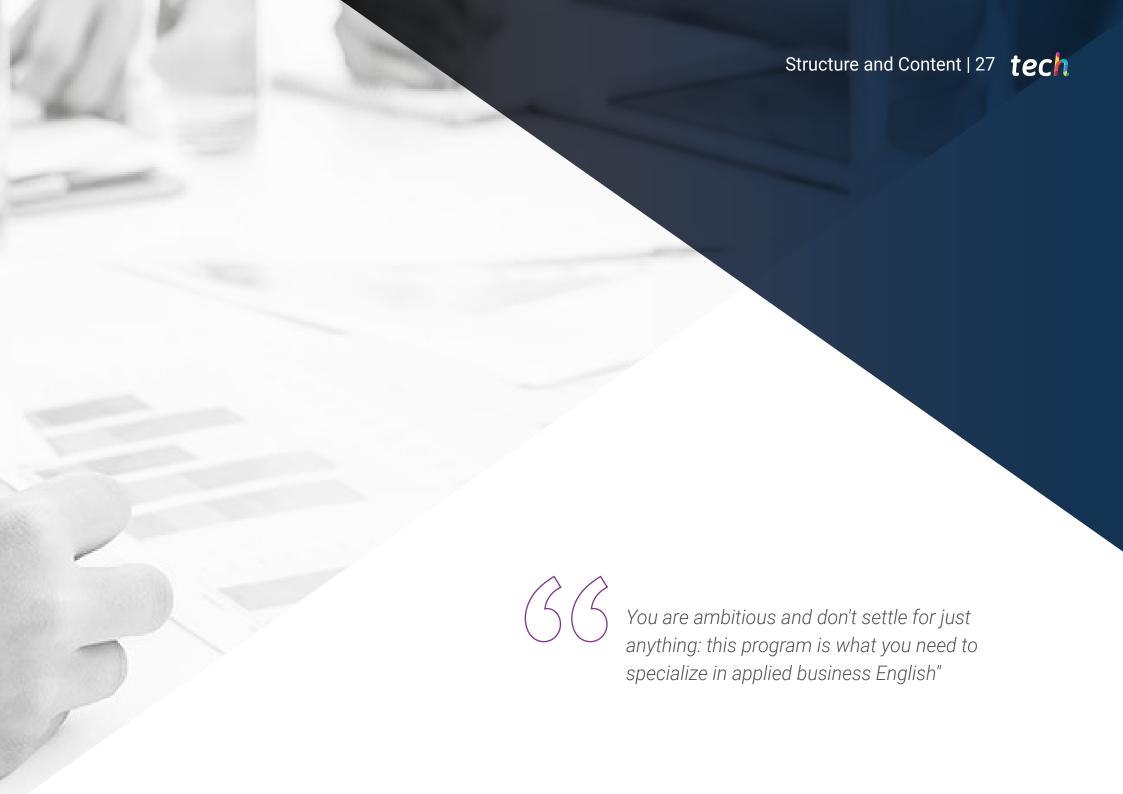


To make comprehensible, appropriate, and coherent interventions, related to the immediate communication needs foreseen in the curriculum



Produce clear oral texts on a variety of topics detailed in the curriculum, and know how to deal with most of the situations that arise in the workplace where English is spoken





### tech 28 | Structure and Content

#### **Syllabus**

English is a fundamental language in many professional fields. But in the business world, it is more than fundamental: it is essential, especially for companies seeking to expand their market or financial scope. For this reason, it is necessary for managers and entrepreneurs seeking success to specialize in business English.

This Executive Master's Degree in English for Business offers its students everything they need to be able to establish communications of all kinds, through different channels, with business colleagues or executives from other geographical and linguistic areas, therefore increasing their company's expansion possibilities.

This program is composed of 10 modules, each subdivided into 10 topics, through which students will be able to learn vocabulary and tools for issues such as formal presentations, job interviews, public oral presentations, written reports, dismissals, networking and different resolutions and incidents related to corporate interdepartmental communication.

This way, professionals who take this program will receive a complete and comprehensive education in this subject, being able to communicate adequately at different levels with all different types of people in the business world.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1	Introducing Yourself and Your Skills
Module 2	Job Interviews, Academic Qualifications and Work Experience
Module 3	Legal English
Module 4	Job Description and Work Environment
Module 5	Writing Techniques in Formal Language
Module 6	Formality and Forms of Expression in Person, on the Phone and Online
Module 7	Business Presentation Techniques
Module 8	Business English
Module 9	Networking, Social Networks, and Intercultural Communication
Module 10	Incident Resolution and Interdepartmental Communication



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

TECH offers the possibility of developing this Executive Master's Degree in English for Business completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## tech 30 | Structure and Content

Мос	<b>dule 1.</b> Introducing Yourself and Your Sk	ills					
1.1.	General Personal Introduction	1.2.	Personal Strengths	1.3.	Weaknesses and Area for Improvement	1.4.	Free Time and Hobbies
1.5.	Likes and Dislikes	1.6.	Personal Routines	1.7.	Work Routines	1.8.	Useful Skills for the Position
1.9.	Introduction to Describing Future Projects	1.10	. Formality When Starting a Conversation				
Mod	dule 2. Job Interviews, Academic Qualifi	cation	s and Work Experience				
2.1.	Your Resume in English and Cover Letter Preparation	2.2.	Secondary and Higher Education	2.3.	Interview Formality	2.4.	General Conversation with the Interviewer
2.5.	Introduction to Job Descriptions	2.6.	Tasks and Vocabulary Related to the Position	2.7.	Job-Related Skills	2.8.	Academic and Work Preferences
2.9.	Speaking Simply About Work Experiences	2.10	. Speaking Simply About Personal Experiences				
Mod	<b>dule 3.</b> Legal English						
3.1.	General Information about Hiring and the Human Resources Department	3.2.	General Information on Corporate Law	3.3.	Simple Legal Terminology in the Sale of Goods and Services	3.4.	Simple Intellectual Property Terminology
3.5.	General Information on Competition	3.6.	Introduction to Transnational Commercial Laws	3.7.	General Information on Agreements, Standards, and Lawsuits	3.8.	Non-Compliance with Regulations and Laws. Fines
3.9.	General Corporate Terminology	3.10	. Simple Application for Licenses and Authorizations				

Mod	ule 4. Job Description and Work Envir	onment					
4.1.	Starting in a New Job: Cross- Cultural Onboarding	4.2.	Formal Greetings and Farewells	4.3.	Simple Tasks in a New Position	4.4.	Probation Period and Training
4.5.	Simple Descriptions of Job Duties and Obligations	4.6.	Physical Description of the Workstation	4.7.	How to Paraphrase Simple Ideas?	4.8.	Introduction to the Work Environment and Social- Environmental Factors
4.9.	General Notions on Collaboration and Teamwork	4.10.	Error Management and Frustration Tolerance				
Mod	ule 5. Writing Techniques in Formal La	anguage	2				
5.1.	Simple Formal Mails	5.2.	Generalities on request for quotations	5.3.	Drafting Simple Quotations	5.4.	Make, Change and cancel Appointments by Mail or by Phone
5.5.	Drafting Simple Descriptions of a Product or Service	5.6.	Sending Product or Service Information	5.7.	Written Delivery or Return Paperwork	5.8.	Simple Drafting of Letters of Complaint and Formal Complaints
5.9.	Responses to Formal Complaints	5.10.	General information on the preparation of reports				
Mad		: :					
IVIOG	ule 6. Formality and forms of express	ion in pe	erson, on the phone and online				
6.1.	Differences in Register in a Simple Direct Interaction	6.2.	Differences in Register in a Telephone Interaction	6.3.	Simple Telephone Vocabulary	6.4.	Phrasal Verbs on the Telephone
6.5.	Differences in Register in a Simple Online Interaction	6.6.	Vocabulary in a Simple Online Interaction	6.7.	Phrasal Verbs Online	6.8.	Answering Straightforward Complaints in a Direct Interaction
6.9.	Answering Straightforward Complaints in a Telephone Interaction	6.10.	Answering Straightforward Complaints in an Online Interaction				

## tech 32 | Structure and Content

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	Module 7. Business Presentation Techniques								
	7.1.	Resources for Simple Business Presentations	7.2.	Phrasal Verbs for Simple Business Presentations	7.3.	Simple Vocabulary in Business Presentations	7.4.	Numbers in Business Presentations	
	7.5.	Analysis and Description of Simple Graphics	7.6.	Analysis and Description of Simple Reports	7.7.	Analysis and Description of Simple Goods and Services	7.8.	The Business Commitment	
	7.9.	Simple Communication Strategies with the Public	7.10	Introduction to Non-Verbal Communication					
	Mod	ule 8. Business English							
		· ·	0.0	Manufacturing	0.0	Oversity of Bestiman Overs	0.4	O manufaction on Maria	
	8.1.	General Notions on Work Methods	8.2.	Manufacturing and Types of Services	8.3.	Overview of Business Success	8.4.	General Information on Motivation and Business Values	
	8.5.	The Importance of Job Satisfaction	8.6.	General Information on Corporate Culture on Social Networks	8.7.	Production, Distribution and Marketing	8.8.	Crowdfunding	
	8.9.	Boss vs. Leader	8.10	Leadership in the 21st Century					
	Mod	<b>ule 9.</b> Networking, Social Networks, an	d inter	cultural communication					
		Companionship and Out-of-Hours Contact		Working in Multicultural Teams	9.3.	General Information on Communicative Differences according to Linguistic Regions	9.4.	Corporate Advertising Campaigns in Social Networks	
	9.5.	Analysis of Simple Business Posts on Social Networking Sites	9.6.	Intercultural Language Barriers	9.7.	Using Social Networking Sites to Promote Goods and Services	9.8.	A Good Work Atmosphere	
	9.9.	Simple Problems in the Work Environment	9.10	General and Simple Business Rules in Relation to Interpersonal Aspects					
								-	

Module 10. Incident Resolution and Interdepartmental Communication								
10.1. General Information about the Departments and Positions in a Company	10.2. Simple Responsibilities and Duties of Departments and Positions	10.3. Hierarchies in the Workplace	10.4. Types of Incidents and Simple Complaints					
10.5. Facing and Resolving Simple Incidents and Complaints	10.6. Unilateral Communication in the Business Environment	10.7. Bilateral Communication in the Business Environment	10.8. Voluntary Resignations and Vacation Requests					
10.9. Medical and Maternity/Paternity Leave	10.10. Warning and Dismissal Procedures							





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.



### tech 36 | Methodology

## 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.





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.

### tech 38 | Methodology

### 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.



### Methodology | 39 tech

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.

### tech 40 | Methodology

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.



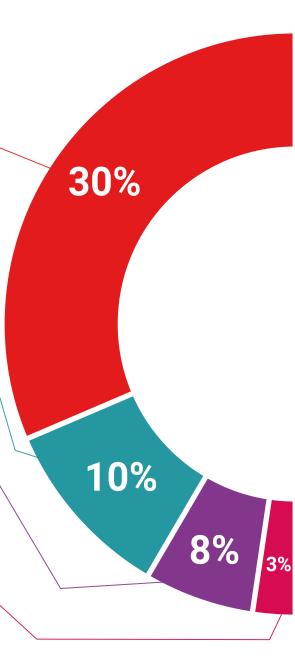
### **Management Skills Exercises**

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.





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.

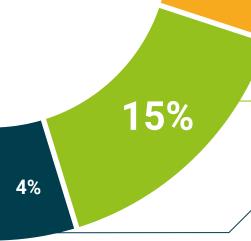


This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

### **Testing & Retesting**

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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.



30%



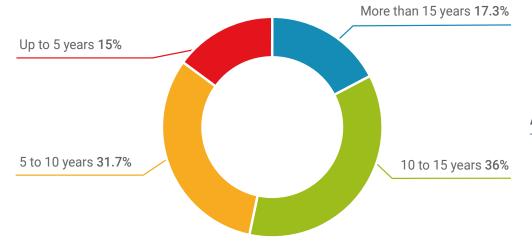


### tech 44 | Our Students' Profiles

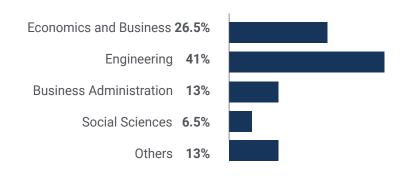
### Average Age

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

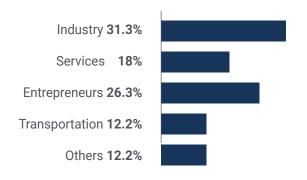
### **Years of Experience**



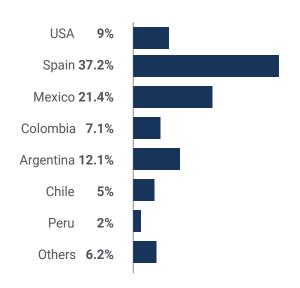
### **Training**



### **Academic Profile**



### **Geographical Distribution**

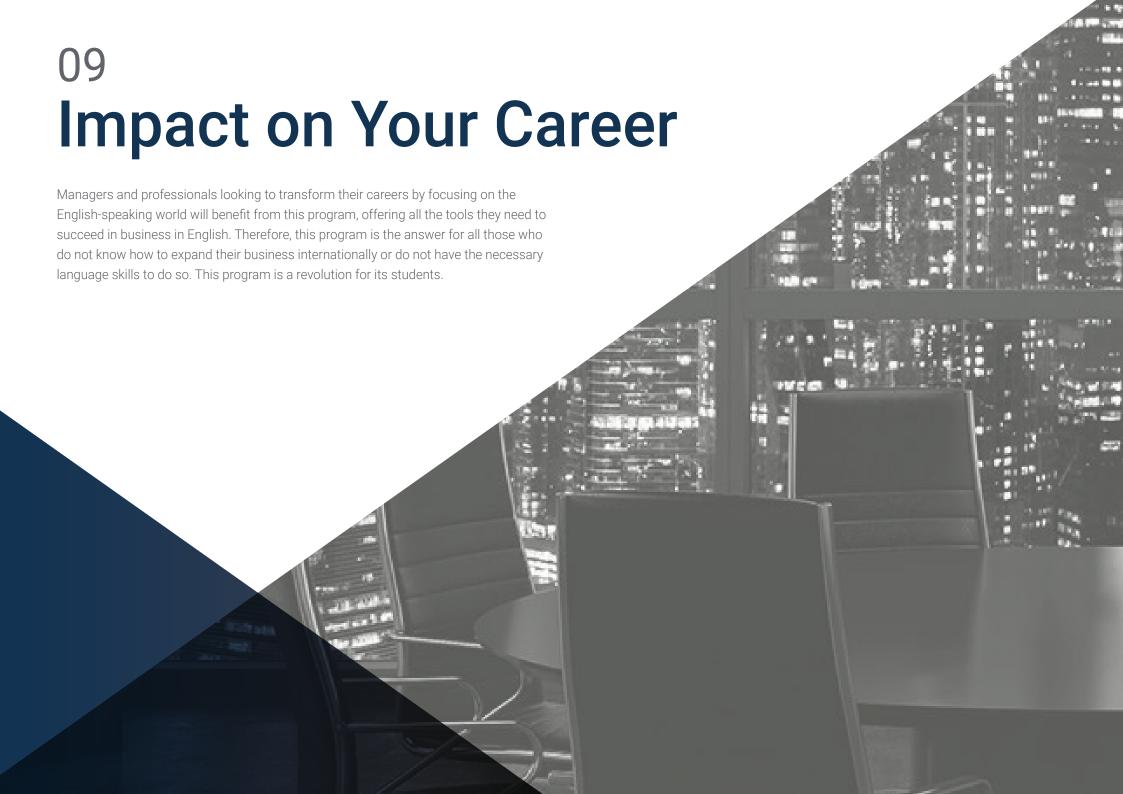




### **Gonzalo Santamarta**

#### Entrepreneur

"My company's client portfolio grew rapidly when I finished my Executive Master's Degree. Mastering English in the business environment is essential for a company. In addition, TECH's teaching methods help to combine professional life with studies. I would 100% recommend this program"





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

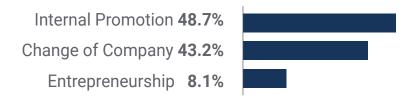
TECH's Executive Master's Degree in English for Business is an intensive program that prepares students to face challenges and decisions in the field of business. The main objective is to promote personal and professional growth. Helping to achieve success.

Mastering business English will be essential for your career. Don't wait any longer: here is the change you are looking for.

### When the change occurs



### Type of change



### Salary increase

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

\$59,000

A salary increase of

23.65%

\$73,000





### tech 52 | Benefits for Your Company

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



### **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.



### 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.



### **Building agents of change**

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



### Increased international expansion possibilities

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





### **Project Development**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.



### Increased competitiveness

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.







### tech 56 | Certificate

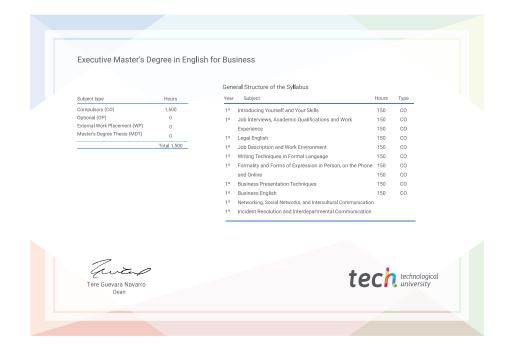
This **Executive Master's Degree in English for Business** contains the most complete and up-to-date program on the market.

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

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

Title: Executive Master's Degree in English for Business Official N° of Hours: 1,500 h.





<sup>\*</sup>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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