

# Postgraduate Certificate Advanced Business English





## Postgraduate Certificate Advanced Business English

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

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

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# 01

# Introduction

This program was created with the objective of helping the student to master, in an advanced way, the English language at a professional level, taking the student's confidence and capacity for understanding and conversation to a higher level. With this training, the professionals will be able to express themselves in an assertive, direct and clear manner, with a demanding and varied approach and vocabulary, even in business areas of a certain complexity, which require an advanced command of the language. Throughout these weeks of intensive study, the professional will develop confidence in dealing with people and issues related to the business world.



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*You will improve your communication skills, quickly and efficiently, with the help of native teachers with years of experience in university teaching”*

Developed by the best teachers in the field, and designed specifically for professionals who need to combine their personal and professional lives. This TECH study plan, which offers telepresence classes taught by native teachers, is designed for the most demanding students who wish to achieve a high level of English proficiency in the professional and business environment. This training enables students with an intermediate level to consolidate their knowledge and reinforce their English language skills, preparing them for a world of work with no communication barriers.

Starting from a B1 level of English of the Common European Framework of Reference (CEFR), throughout the Postgraduate Certificate, the student will acquire the appropriate knowledge and skills of a B2/C1 level. Its main objective is to help students acquire the necessary communication skills to be able to successfully manage in the labor market.

This 100% online program is a unique opportunity for those who want or need an advanced command of English in their profession. It will provide the student with the ease of being able to study it comfortably, wherever and whenever they want. All you need is a device with internet access to take your career one step further. A modality according to the current times, with all the guarantees to improve the communication skills of the professional who takes it.

This **Postgraduate Certificate in Advanced Business English** contains the most complete and up-to-date program available. The most important features of the program include:

- ♦ The development of case studies, presented by experts
- ♦ The graphic, schematic, and practical contents provide students with scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies for teaching languages
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Immerse yourself in the study of this Postgraduate Certificate, in which you will find everything you need to acquire a higher professional level of the language"*



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*This Postgraduate Certificate is the best investment you can make when selecting a refresher program for two reasons: in addition to updating your knowledge in Advanced Business English, you will obtain a qualification endorsed by TECH"*

Its teaching staff includes professionals who bring the experience of their work to this training, as well as recognized specialists belonging to prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive learning, programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the educators must try to solve the different professional practice situations that arise throughout the program. To do this, the educator will be assisted by an innovative interactive video system, developed by recognized experts.

*You will have access to the contents from any device, fixed or portable, with internet connection or downloaded, to work offline.*

*It has been proven that learning languages opens doors in the professional world.*



# 02

# Objectives

TECH, offers the most complete specialization course taught by leading experts in the field. The design of the program will allow students to acquire the necessary communicative skills to update and improve their command of the English language while carrying out their daily work. To achieve this, TECH establishes a series of general and specific objectives in order to provide greater satisfaction to the future graduate.





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*Thanks to this training you will be able to show a broad command of the lexicon related to your field of work, fluently making use of complex structures”*



## General Objectives

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- ♦ Solve simple communicative tasks and perform the complex functions of such tasks, both at work and in everyday situations
- ♦ Interact and express in these situations independently and appropriately, using standard spoken language
- ♦ Define the most relevant social aspects of everyday life situations, and recognize the most common forms of social relationships
- ♦ Use the linguistic resources, necessary to get by in complex communication situations in the work environment
- ♦ Develop resources and tools that enable them to assess and improve their own learning and use of the language



*You will learn to recognize and distinguish conceptual differences, and to express them accurately"*





## Specific Objectives

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





03

# 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.



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*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

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

# 04

# Structure and Content

TECH guarantees students quality content in accordance with their expectations, giving them the opportunity to excel in their area of work. Top-level professionals within the educational panorama, with extensive experience and recognized prestige in the profession, have designed the structure and content of this prestigious specialization. Native teachers with years of experience in the sector, and with extensive knowledge of new technologies applied to teaching, will form the teaching team of this intensive programme.





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*You will learn to interact with native speakers, showing an advanced degree of fluency and ease”*



## Module 1. Business English

- 1.1. Work Methods and Multicultural Companies
- 1.2. Organization: Freelancers and Companies
- 1.3. Definitions, Descriptions and Analysis of Business Success
- 1.4. Development Process
- 1.5. Materials and Suppliers
- 1.6. Corporate Culture on Social Networks
- 1.7. Innovation and Investments
- 1.8. Products and Brands
- 1.9. Business Philosophies
- 1.10. Markets and Competitors







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*You will study with a methodology created for professionals in order to achieve the greatest impact in the shortest possible time”*

05

# Methodology

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

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





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

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*



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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

**The effectiveness of the method is justified by four fundamental achievements:**

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.





## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

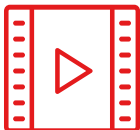
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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



### Study Material

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

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



### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, students can watch them as many times as they want.



### Interactive Summaries

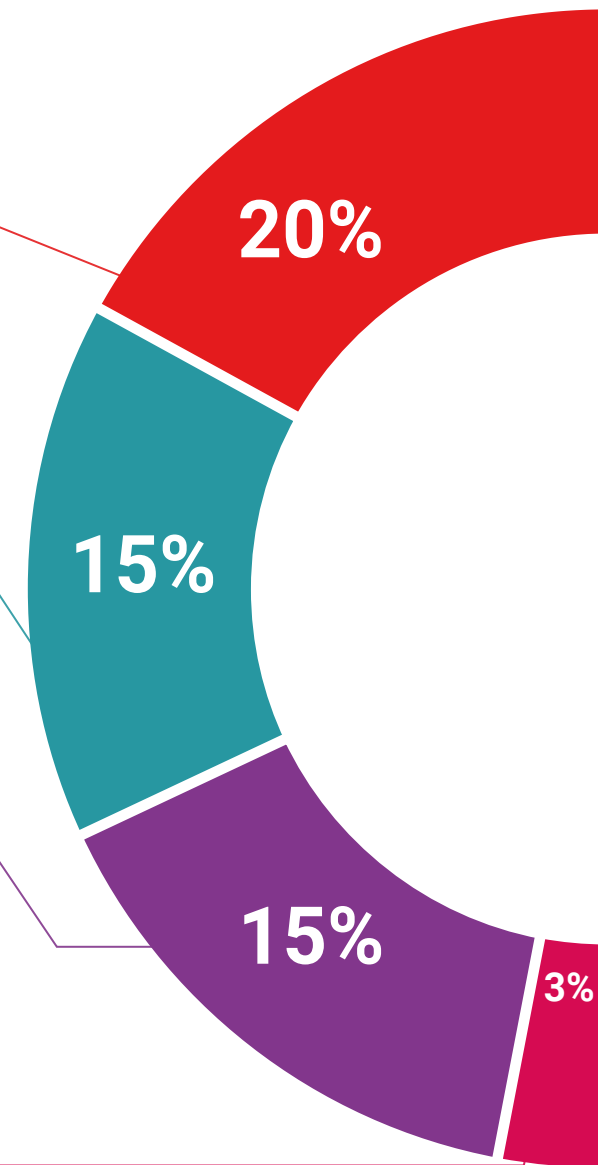
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

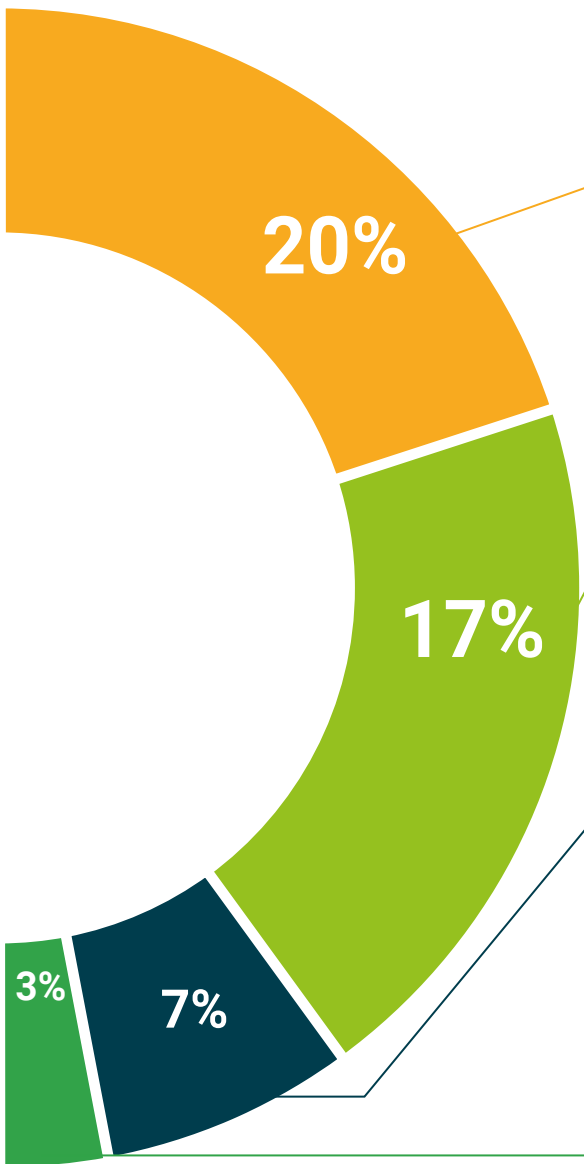
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

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





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

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



**Classes**

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

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



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.





06

# Certificate

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





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

The **Postgraduate Certificate in Advanced 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 **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Advanced Business English**

Official N° of hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom

**tech** technological  
university

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