

Postgraduate Certificate  
Business English

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## Postgraduate Certificate Business English

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

Website: [www.techtitute.com/pk/school-of-languages/postgraduate-certificate/business-english](http://www.techtitute.com/pk/school-of-languages/postgraduate-certificate/business-english)

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# 01

# Introduction

The business world is very competitive due to the high level of competition. Companies seek the best staff and today, in addition to a high level of specialization and experience in the sector, that implies having professionals with good English skills that enable them to communicate with all those involved in the company clearly and with no barriers. This TECH program will be a unique opportunity for students to improve their knowledge in Business English, achieving a level of the language sufficient for correctly handling business environments.



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*With this program you will begin to use a wide range of business-related English vocabulary and you will strengthen the bases of your knowledge of the language"*

Speaking English opens many doors in a globalized work environment. An increasing number of companies have subsidiaries in different countries or, due to the sector in which they operate, a large number of foreign customers. To aid communication, employees must be proficient in English and be able to demonstrate this on a day-to-day basis in the workplace. This TECH Postgraduate Certificate meets the academic demand of business professionals who are seeking a higher qualification that allows them to hold conversations in English, both written and oral, with the confidence that they are using the appropriate concepts.

Additionally, the syllabus includes vocabulary specific to business English, covering fundamental issues on manufacturing, motivation and business values, marketing, job satisfaction and leadership. Undoubtedly, these issues may be essential in companies within different industries, and they will mark a before and after in the way of communicating at work.

What's more, this Postgraduate Certificate has the advantage of being offered in a 100% online format, thanks to which students will be able to access a virtual campus where they will find a multitude of didactic resources that will facilitate their learning. And, most importantly, you will be free to study at the time and place that suits you best, and be able to balance your study time with the rest of your daily responsibilities.

This **Postgraduate Certificate in Business English** contains the most complete and up-to-date educational program. Its most notable features are:

- ♦ Practical case studies presented by English teachers
- ♦ The graphic, schematic, and practical contents with which they are created provide 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
- ♦ Access to content from any fixed or portable device with an Internet connection



*Business moves in a globalized environment, so learning English will help you to grow within the company"*

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*TECH is the world's largest online university and is committed to digital teaching as the main learning method”*

Its teaching staff includes native English teachers, who bring to this program the experience of their work, as well as recognized specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide professionals with situated and contextualized learning, that is, a simulated environment that will provide immersive study set up to train them in real-life situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*A program with multiple online and interactive resources to familiarize you with Business English.*

*Knowing English will improve your employability in the business sector.*



# 02 Objectives

Learning English specific to the business world is essential in today's competitive environment. For this reason, TECH has devised this Postgraduate Certificate, with the main objectives of offering its students the best available training, opening the doors to access a demanding labor market in which communication skills in English are an added value. Undoubtedly, the best program on the current scene for personal and professional growth.







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*Learn common English expressions for the workplace and apply them in your job"*



## General Objectives

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- ♦ Solve basic and simple communicative tasks, in order to perform duties, both in a professional environment and in everyday situations
- ♦ Interact and express themselves in situations independently and appropriately, having a standard register in oral and written communication
- ♦ Define the most relevant social aspects of everyday life situations, and recognize the most common forms of social relationships
- ♦ Use the linguistic resources required to manage in workplace communication situations
- ♦ Develop resources and tools that enable them to assess and improve their own learning and use of the language
- ♦ Be able to understand the main points of clear, standard-language texts on familiar matters, whether in work, study or leisure situations
- ♦ Know how to cope in most of the situations that may arise in the workplace, where English is used as the lingua franca
- ♦ Be able to produce simple and coherent texts on topics that they are familiar with in the work or in which they have a personal interest
- ♦ Be able to describe work experiences, events, wishes and aspirations, as well as briefly justify their opinions or explain their work plans





## Specific Objectives

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- ♦ Be able to talk about more abstract concepts related to the world of work, and express your opinion in a simple and understandable way
- ♦ Show a good command of the lexicon related to their field of work, fluently making use of simple structures
- ♦ Recognize and distinguish conceptual differences and express them clearly
- ♦ Develop the confidence to deal with people and issues related to the business world
- ♦ Understand common business expressions



*This program will give you the confidence you need to speak English at work"*

# 03

## Structure and Content

The syllabus of this TECH Postgraduate Certificate offers the most comprehensive information for students to improve their language skills with business English, and has been structured to facilitate their learning. A curriculum that will enable them to handle the specific concepts of Business English, which will be useful in their daily work in international companies. Undoubtedly, an investment in the future for professionals seeking excellence.



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*A high-quality program to  
improve your English level"*

## Module 1. Business English

- 1.1. General Notions on Work Methods
- 1.2. Manufacturing and Types of Services
- 1.3. Overview of Business Success
- 1.4. General Information on Motivation and Business Values
- 1.5. The Importance of Job Satisfaction
- 1.6. General Information on Corporate Culture on Social Networks
- 1.7. Production, Distribution and Marketing
- 1.8. Crowdfunding
- 1.9. Boss vs. Leader
- 1.10. Leadership in the 21st Century





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*Learn English for the business world and communicate fluently in your company"*

# 04

# 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.







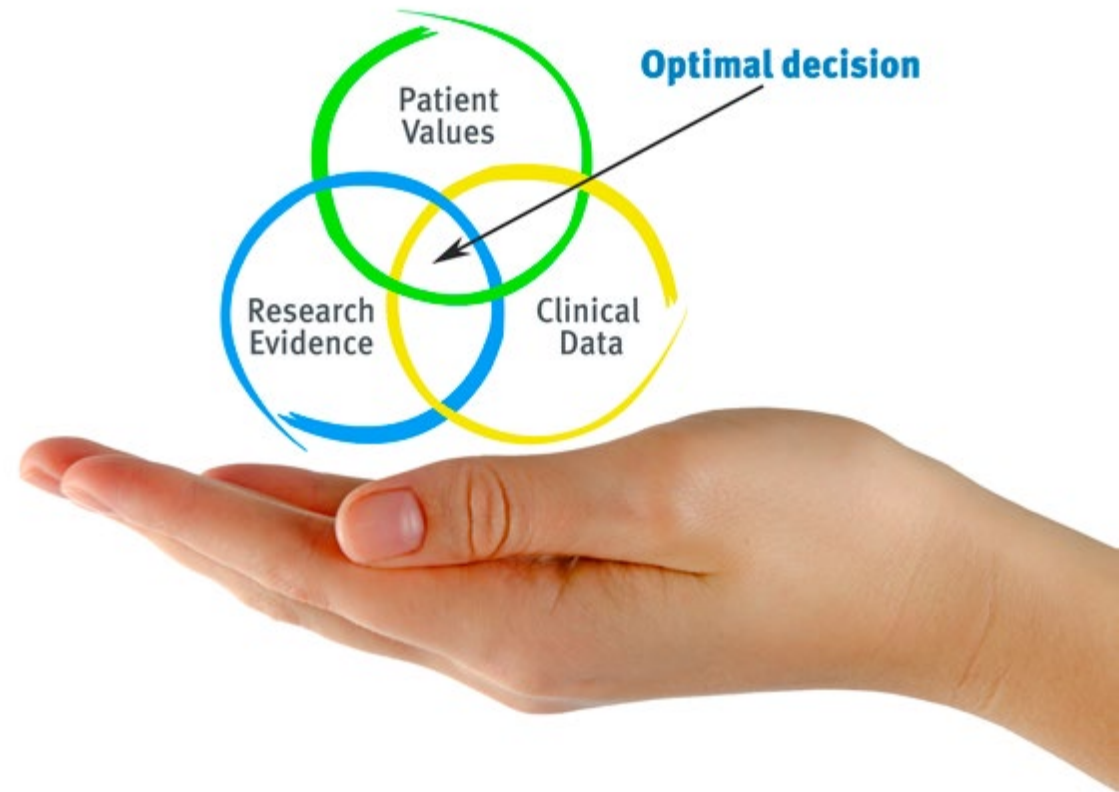
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

### 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

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*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 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.



### 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, you can watch them as many times as you want.



### Interactive Summaries

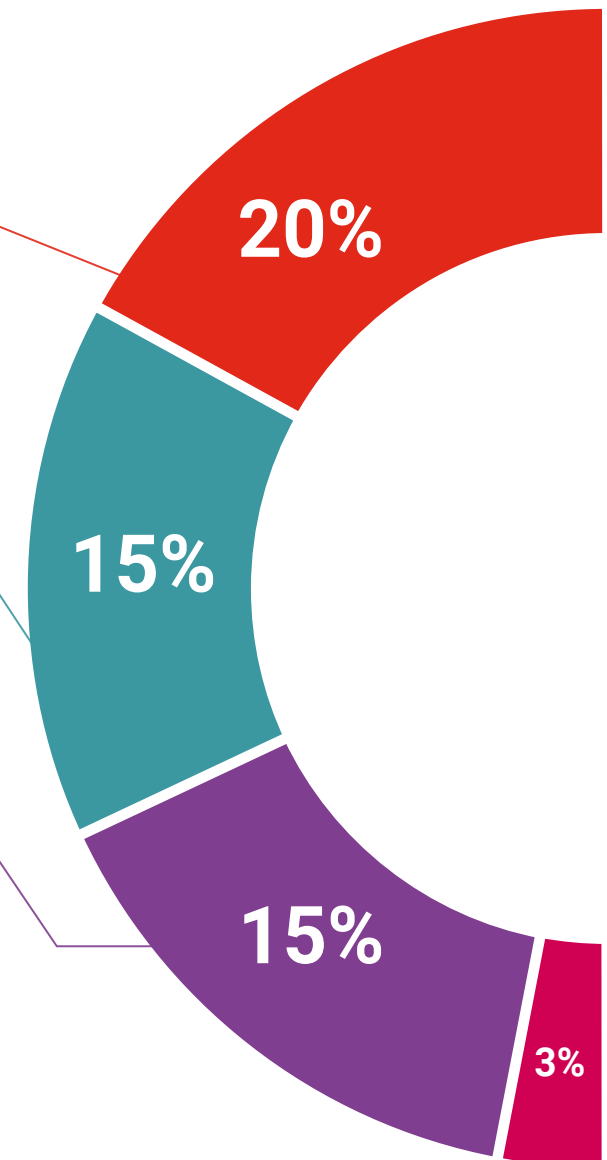
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

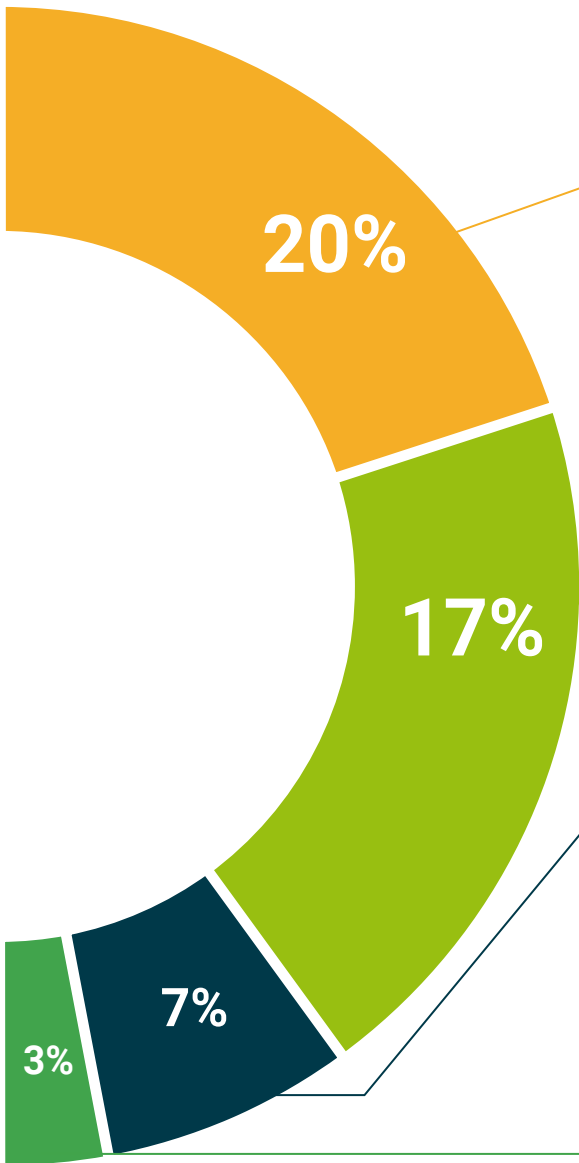
This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



### 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 your 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.



05

# Certificate

The Postgraduate Certificate in 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 training program and receive your certificate without travel or laborious paperwork”*

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

The certificate 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 Business English**

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.

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



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ENGLISH