

Postgraduate Diploma Advanced Business English





Postgraduate Diploma Advanced Business English

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

Website: www.techtitute.com/in/school-of-languages/postgraduate-diploma/postgraduate-diploma-advanced-business-english

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01

Introduction

Developed by the best teachers in the field and designed specifically for professionals who need to combine their personal and professional lives, this TECH curriculum with online classes and native teachers is designed for the most demanding students, who wish to achieve a high command of English in professional and business environments. This program 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.



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Immerse yourself in this program, in which you will find everything you need to acquire a higher and more professional level of the language”

The Postgraduate Diploma in Advanced Business English is a program that is intense enough to provide advanced language proficiency at a professional level, taking the student's confidence, comprehension and conversational skills to the next level. With this program, the professional will be able to express themselves assertively, directly and clearly, with a demanding and varied approach and language, even in business areas of a certain complexity that require an advanced command of the language.

Throughout these months of intensive study, the student will acquire an optimal level of spoken language in everyday and professional situations; learn to write business texts correctly in English, conveying an image of professionalism, and getting rid of any insecurity when expressing themselves in English, gaining confidence thanks to the new vocabulary and commonly used expressions, compiled by the native teaching staff that make up this program. The result will be in an immediate increase in professional opportunities, increasing their chances of success and career advancement.

This specialization course perfectly combines autonomous work, classes with highly qualified native speakers and top quality educational material, all adapted to 21st century work requirements. Starting with level B1 English of the Common European Framework of Reference for Languages (CEFR), throughout the program students will go on to acquire the appropriate knowledge and skills for level B2/C1. Its main aim is to help students acquire the communication skills required to be successful in the labor market.

All this with a 100% online program that means students can study conveniently, wherever and whenever they want. All they need to take their career a step further is a device with Internet access. A cutting-edge way of working which guarantees to improve the communication skills of professionals who study the course. This is undoubtedly a unique opportunity for those who want, or need, an advanced command of English for their profession.

This **Postgraduate Diploma in Advanced Business English** is the most comprehensive and up-to-date program available. The most important features of the program include:

- ♦ Practical case studies presented by experts
- ♦ 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 self-assessment can be used 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



You will improve your communicative competence quickly and efficiently with native teachers who have years of experience in university teaching"

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This Postgraduate Diploma may be the best investment you can make when choosing a refresher program, for two reasons: in addition to updating your knowledge in Advanced Business English, you will obtain a qualification from TECH Technological University”

The program's teaching staff includes professionals who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

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

Content that is available from any fixed or portable device with an Internet connection

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



02

Objectives

TECH offers the most comprehensive program taught by leading experts in the field. The design of the program will allow students to acquire the communicative skills required to update their knowledge and improve their command of the English language while carrying out their daily work. To this end, TECH has established a series of general and specific objectives in order to guarantee greater satisfaction among future graduates.





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This program will enable you to demonstrate a solid command of the lexicon related to your field of work, making use of complex structures with ease”



General Objectives

- ♦ Solve demanding communicative tasks and perform the complex functions of such tasks, both in the work environment and in everyday situations
- ♦ Interact and express yourself in these situations in an elementary but adequate way, using a standard spoken language
- ♦ Define the most relevant social aspects of everyday life situations and recognize the most common forms of social relationships
- ♦ Use the necessary linguistic resources to handle 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 communicate effectively in a multicultural work environment"





Specific Objectives

Module 1. Job Interviews, Educational Background and Work Experience

- ♦ Speak assertively and proactively about one's professional and academic career with detailed explanations, whether in the past, present or future
- ♦ Be able to communicate fluently in a job interview and be familiar with the typical basic and common vocabulary related to educational background, job position and work experience
- ♦ React fluently to any type of difficult question that may be asked
- ♦ Use a wide range of discursive resources that help you avoid mental blocks when you forget something

Module 2. Business English

- ♦ Talk about more abstract concepts related to the world of work and express opinions in a well-thought-out 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

Module 3. Job Description and Work Environment

- ♦ Handle a multicultural work environment with ease
- ♦ Understand and use appropriate formal expressions when in contact with people from different cultural backgrounds
- ♦ Describe in detail the tasks associated with a new job
- ♦ Demonstrate a good command of the use of modal verbs and expressions of modality
- ♦ Use vocabulary related to personal and work characteristics of co-workers

Module 4. Networking, Social Networks and Intercultural Communication

- ♦ Recognize how cultural differences can affect communication between people of different nationalities
- ♦ Understand the importance of building a strong corporate culture, especially in multicultural environments
- ♦ Be able to use extensive discursive resources to overcome possible communication barriers
- ♦ Be able to use digital tools in a foreign language to enhance the development and success of the company
- ♦ Easily understand linguistic differences between speakers of different nationalities without hindering communication

03

Structure and Content

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 a solid command of new technologies applied to teaching make up the teaching team of this intensive program. TECH guarantees students have access to quality content that meets their expectations, giving them the opportunity to excel in their field.





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Reach your professional goals with a quality program designed to propel you to excellence”

Module 1. Job Interviews, Educational Background 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. Developing a Conversation with the Interviewer
- 1.5. Job Description and Work Environment
- 1.6. Tasks and Vocabulary Related to the Position
- 1.7. Job-Related Skills
- 1.8. Academic and Work Preferences
- 1.9. Discussing Work Experience in Detail
- 1.10. Trick questions in an Interview

Module 2. Business English

- 2.1. Work Methods and Multicultural Companies
- 2.2. Organization: Freelancers and Companies
- 2.3. Definitions, Descriptions and Analysis of Business Success
- 2.4. Development Process
- 2.5. Materials and Suppliers
- 2.6. Corporate Culture on Social Networks
- 2.7. Innovation and Investments
- 2.8. Products and Brands
- 2.9. Business Philosophies
- 2.10. Markets and Competitors



Module 3. Job description and work environment

- 3.1. Starting in a New Job: Cross-Cultural Onboarding
- 3.2. Formal Greetings and Farewells
- 3.3. Complex Tasks in a New Job
- 3.4. Probation and Training Period
- 3.5. Complex and Detailed Descriptions of Duties and Obligations at Work
- 3.6. Describe your Job and Co-workers in Detail
- 3.7. How to Paraphrase Complex Ideas
- 3.8. Complexity of the Work Environment and Socio-environmental Factors
- 3.9. Complex Collaboration Strategies and Teamwork
- 3.10. Error Management and Frustration Tolerance

Module 4. Networking, Social Networks and Intercultural Communication

- 4.1. Companionship and Out-of-Hours Contact
- 4.2. Challenging and Complex Work in Multicultural Teams
- 4.3. Complex and Challenging Communicative Differences According to Linguistic Regions
- 4.4. Complex Corporate Advertising Campaigns on Social Networks
- 4.5. Analysis of Detailed Business Publications on Social Networks
- 4.6. Complex and Challenging Cross-cultural Communication Barriers
- 4.7. Using Social Networking Sites to Promote Goods and Services
- 4.8. Advantages of a Good Working Atmosphere
- 4.9. Description and Analysis of the Disadvantages of a Bad Working Environment
- 4.10. Restrictions and Detailed Business Rules with regard to Interpersonal Issues



You will study using a methodology created for professionals in order to achieve the greatest impact in the shortest possible time"



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

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 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

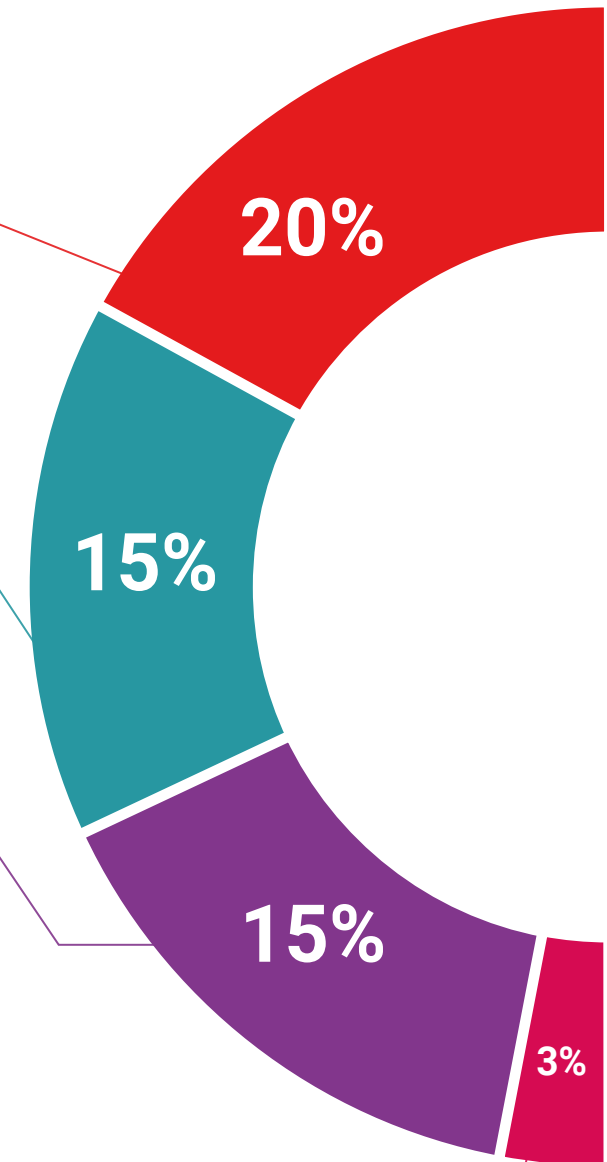
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

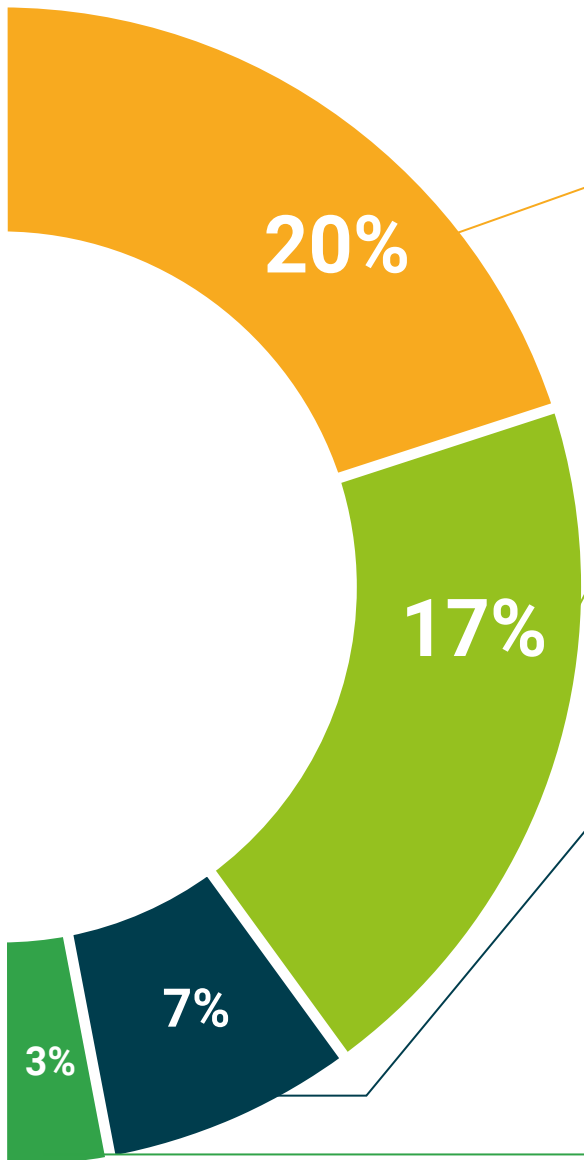
This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



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

This Postgraduate Diploma in Advanced Business English guarantees students, in addition to the most rigorous and up-to-date education, access to a University Postgraduate Diploma 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”

This **Postgraduate Diploma 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

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

Official N° of Hours: **600 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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