



Honours (Higher) Diploma
on
Business Development



Study and training to become a successful and knowledgeable in all aspects of business management and development, including developing business and markets internationally.

This interesting, very business-oriented Programme covers very many important elements of business, business development, and overseas trade, as well as business management, administration and organisation. It is appropriate and advantageous for all current managers, business people and owners, and any personnel involved in trying to run a business or department effectively or trying to increase profit and expand international trade. The possession of an Honours Group Diploma demonstrates knowledge and ability and indicates that the holder has the competence, understanding and potential to become a successful middle or senior manager, administrator or executive.

The Programme comprises of four key 'courses'; there are three (3) compulsory/mandatory courses of study plus one (1) option/elective course to choose, as follows:-

Compulsory/Mandatory

- Business Entrepreneurship & Organisation
- Business Management & Administration
- Advanced Management & Administration Theory & Practice

PLUS, one* of:

- International Business & Trade
- Sales Management & Marketing
- Project Leadership & Management**
- Events Management Management**
- Logistics, Materials & Supply Chain Management**

* two or more of the elective courses may be studied if preferred - please ask the College for details.

** These include a special Module on starting-up a Project Management / Events Management / Logistics company or business.

Summarised details of each course comprising the Honours Diploma: -

BUSINESS ENTREPRENEURSHIP & ORGANISATION

- Defining what a business is and what an entrepreneur is; traits and attributes of successful entrepreneurs; products, goods and services; the aim of profit.
- Deciding on the 'venture' - coming up with and developing the idea for a new business.
- The importance of a sound, well-prepared business plan, and what it should cover.
- Raising the capital, sources of capital, types of capital, the implications for control and ownership.
- Starting or 'taking over' a business; factors to consider and matters to plan for; running a franchise.
- The business environment, goods, services, products, their features.
- Types of business ownership: sole ownership, partnership firms, limited liability companies; the advantages and disadvantages of each type; personal liability, treatment and distribution of profits.
- Business location: factors to be considered; renting premises; layout of the premises; services needed, machines, furniture, furnishings.
- Consumers and clients, private and professional buyers, the effects of competition.
- Ordering and storing goods and materials, stock control and management, things to consider.
- Considerations in allowing credit, managing credit and setting terms; giving and receiving discounts, types of discounts and their purposes.
- Selling techniques and transactions, organising and conducting sales demonstrations.
- Advertising, media, sales promotion, public relations.
- Employing and training staff, supervision and control; matters concerning salaries and/or wages.
- The delegation of responsibility, effects of business expansion, business structure.
- Forecasting and looking ahead, forecasting and budgets.
- Considerations of fixed costs and overheads, managing and overseeing the business's working capital.
- Financial matters: sales documents, checking and paying bills, bank accounts, bookkeeping, accounting; issues about insurance.
- The principles of economics; matters relating to transport, communications; import and export.

BUSINESS MANAGEMENT & ADMINISTRATION

- Capital and the financing of businesses, sources of capital, share issues.
- Working capital, cash and funds flow; revenue, income, expenditure, overheads.
- Business units: sole-proprietors, partnership firms, limited liability companies.
- Board of Directors, formation, responsibilities and duties.
- Business organisation; structure, reporting, spans of control.
- Business environment, trading enterprises; factors in business location.
- Planning and forecasting in business, the business plan; starting or taking over a business.
- Budgeting and budgetary control, the master budget and sub-budgets.
- Management of personnel: recruiting, selecting, inducting, training, controlling, remunerating.
- Motivation, human resources; health and safety in the workplace, communication, job analysis.
- Principles of selling, sales and marketing management, market research, sales promotion.
- Prices and pricing policy.
- Office management, office organisation, set-up, equipment, data and information.
- Production management, production methods, materials handling.
- Credit, credit control, credit limits and bad debts; discounts: trade, quantity, others.
- Stock and inventory control, stocktaking.
- Purchasing and resourcing, suppliers.
- Financial accounting, books of account, interpretation, accounting ratios.

ADVANCED MANAGEMENT & ADMINISTRATION THEORY & PRACTICE

- The evolution of management theory, principles of management: the classical and early theorists; Fayol, Weber, Taylor, Mayo, scientific management, authority, discipline, modern developments.
- Organisational theory: objectives, categories, ownership, environmental factors and interaction.
- Open and closed systems theory.
- Coordination, cooperation, structure, control.
- Communication and communication theories and channels.
- Organisational structures, planning, growth and development, organisation charts.
- Systems and systems diagrams.
- Duties and responsibilities of executives, delegation, responsibility.
- Mission, vision, values, MBWA.
- Motivational theory: human relations, social psychology; self-realisation, motivation-hygiene, expectancy theory.
- The theories of Argyis, Maslow, McGregor, Likert, Herzberg, Vroom, Handy; intrinsic and extrinsic factors.
- Leadership theory: traits, style, contingency; theorists.

- Building and developing workgroups, group behaviour, norms, cohesiveness.
- Managing change, creating and managing culture; Moss Kanter, learning organizations and entrepreneurship.
- Strategic management; the theories of Fayol, Chandler, Andrews, Ansoff, BCG, Porter, SWOT.
- Environmental and competitive barriers to entry, industrial competitiveness.
- Corporate objectives, policies, business ethics, social responsibilities.

PLUS, ONE** of:

INTERNATIONAL BUSINESS & TRADE

- The reasons for conducting overseas business and trade; defining import and export; the aims and risks.
- International sales, production and make or buy decisions.
- International trade for smaller and medium sized companies; considering acquisitions and mergers.
- Economic development, international companies and strategy.
- Marketing: the marketing mix, marketing planning, market segmentation; product fit, promotions, SMART, SWOT.
- Market research, social, political, legal and economic factors; competition analysis.
- Macro factors, communication and cultural factors.
- Barriers to entry, import controls, licences; quality and safety; packaging and labelling.
- Routes to market; direct and indirect marketing: trading houses, agents, joint ventures, partners, mergers and acquisitions.
- Business finance; fixed and variable costs, economies of scale, budgets, break-even analysis, accounting and financial checks and ratios.
- Export costing, pricing and global sales, incoterms.
- Contracts, the offer, terms and conditions, acceptance, breaches of contracts.
- Transport and logistics: the role of freight forwarders; containerisation, insurance, customs brokers.
- Customs documentation and procedures, tariffs and bonded warehousing.
- The bill of lading; types, variations and features.
- Methods of payment, bills of exchange, currency and exchange rates, letters of credit, pricing; awareness of fraud.
- Financing international trade; short, medium, long term options; forfait, factoring, leasing, premiums.
- Suppliers, partners, support organisations, export management companies, chambers of commerce.
- The export marketing plan, format and content, its importance.

OR

PROJECT MANAGEMENT

- Project management, the people involved, project objectives; the time/cost/quality relationship.
- Project managers, skills, aptitudes and personal qualities and traits.
- Customer project specifications; the project scope and the use of checklists.
- Project design, production and development elements; using contractors; project design checklists.
- Project team management and organisation: matrix, functional and hybrid structures.
- Organising the project team, providing support, ensuring cooperation, communication.
- Analysing and planning project tasks, work breakdown, designing work code systems; big projects.
- Project costs: fixed, variable, direct and indirect costs.
- Accuracy and estimation of costs; the costing format, profit vulnerability.
- Project planning; bar charts, critical path networks, diagrams, milestones, resource constraints, timescales.
- Resource scheduling, computer systems and network analysis.
- Monitoring projects; preparing reports, assessing and managing risks.
- Project implementation, authority for moving ahead.
- Project design standards and procedures, control schedules, actually getting started.
- Preparing, planning and producing work instructions.
- Specifying requirements, purchasing and supplier selection.
- Ordering and expediting, order documentation, shipping, quality control.
- Cost management and budgets; materials, equipment and services.
- Project performance analysis, profitability matters.
- Changes during projects, agreeing and authorizing changes, design freeze, emergency changes.
- Managing progress, schedule updates, control systems, corrections.
- Finishing projects and the official closure of project work.

OR

SALES MANAGEMENT & MARKETING

- The principles of selling and salesmanship - achieving sales, income, profit.
- Internal sales personnel and commercial travelling salespeople.
- The methods of selling: creating interest, giving demonstrations, making sales transactions.
- Types and categories of consumers, commercial and corporate buyers.
- Making ongoing sales, building customer relationships, generating and following up sales leads.

- The principles of management: recruiting, training, remunerating, controlling and motivating sales personnel.
- Building effective sales teams, setting and monitoring sales targets, deciding upon sales areas.
- The organisation and control of sales teams, and the special issues regarding travelling salesmen.
- Market research: consumer research, market surveys, advertising research; their meanings, importance and the activities involved.
- Reasons for undertaking and the types of test marketing.
- Techniques and importance of sales forecasting.
- Planning, budgeting, budgetary control in sales and marketing, variances and their implications.
- Segmentation of markets, the role of brands, psychology in sales and marketing.
- Channels of distribution; which to choose, advantages and disadvantages; wholesale, retail, franchise.
- Credit and setting terms, credit limits, control over credit customers.
- The types and purposes of different discounts allowed: trade, quantity, cash, others.
- Sales forecasting and planning in connection with the product life cycle (PLC).
- Pricing strategies, factors in setting prices, the objectives of pricing.
- Direct and indirect advertising and publicity, media and their importance, sales promotion, roles and management of public relations; sales letters & literature, direct marketing.
- The Internet as a marketing and sales tool; website design, social media.
- The sales office, records, graphs, statistics, collection and analysis of data, computerised sales data.
- Export selling, international marketing, customs duties, researching overseas markets, expansion of markets and the customer-base.