

Course Details

Diploma in Business & Enterprise Management Level 7

Aim of Course

This qualification equips students with the business skills and knowledge required for 21st century management and leadership, develops a holistic perspective and critical understanding of strategic, environmental and societal aspects of businesses and their interrelationships. Furthermore this qualification

will build entrepreneurial acumen for creating and developing high performing, sustainable organisations. This Level 7 qualification also provides a pathway for further study.

Course Structure

Financial analysis for managers (15 credits) :

- Explain the objectives and limitations of analysis of financial statements.
- Calculate ratios to measure profitability, asset utilisation, working capital management, long-term financial stability, and financial markets.
- Report to management on the results of financial analysis.
- Demonstrate and apply knowledge of the solvency test.
- Plan the analytical report.
- Write the analytical report.
- Evaluate the effectiveness of the analytical report.

Marketing Management & Strategy (10 credits):

- Analyse and assess marketing performance and current strategic position.
- Develop and evaluate strategic options to meet specific marketing objectives.
- Select marketing strategies.
- Produce a strategic marketing plan that meets organisational and marketing objectives.

Management, Leadership & Organisations (10 credits):

- Demonstrate knowledge of organisation theory in relation to management in organisations.
- Demonstrate knowledge of motivation theory in relation to management in organisations.
- Demonstrate knowledge of leadership theory in relation to management in organisations.

Legal, ethical and professional aspects of business and management (15 credits):

- Define a contract.
- Apply the law relating to the formation of a contract.
- Apply the law which may invalidate a contract or render it unenforceable.
- Apply the law of discharge of contract.
- Describe the remedies available for a breach of contract.
- Develop and Manage professional and ethical behaviour of staff.

Business Strategy, Environment and Sustainability (15credits):

- Analyse organisational strategic hierarchy and its implications on business conduct and management decision making.
- Examine external and internal environments to determine an organisation's situation and future outlook.
- Critically analyse and identify key success factors and strategic challenges for an organisation.

- Formulate and analyse strategic options and provide implementation plans.
- Critically examine the role of Environmental Management (EM), and formulate strategies for the corporate social responsibility and stakeholder engagement.

Creating and Managing Competitive Advantage (15 credits):

- Examine external macro and micro organisational environments to identify and analyse industry characteristics and outlook.
- Examine internal environments to identify and analyse types and sources of competitive advantage.
- Analyse and assess sources of competitive advantage for their competitive power and sustainability, and develop strategies to address competitive gaps.
- Identify and analyse threats to competitive advantage and develop strategic options to neutralise these threats, exploit opportunities and sustain competitive advantage.
- Develop a framework of performance measures to assess competitive advantage and organisational performance.
- Produce a formal report to inform decision making.

Creativity, innovation and new venture creation (15 credits):

- Examine macro environment to identify and analyse industry growth drivers and outlook.
- Examine internal environment to identify and analyse types, sources and economies of competitive advantage.
- Analyse and assess the sources of competitive advantage for their competitive power and sustainability.
- Identify and analyse threats to competitive advantage and develop strategic options to turn these threats into opportunities and sustainable competitive advantage.
- Produce a formal case study report.

Business Incubation Project (30 credits):

- Analyse and identify market opportunity(ies) from the market issue(s).
- Formulate and establish a value proposition(s).
- Develop organisational vision and goals.
- Analyse the external and internal environments for their impacts on business and opportunities.
- Develop a business model(s).
- Analyse and assess resource requirements.
- Develop business and growth strategies and implementation plans.
- Develop and establish performance monitoring and control mechanisms and plans for risk mitigation.
- Produce a professional business plan.

Graduate Options:

Opportunities for employment in management positions in areas such as:

- Banking
 - Sales
 - General/Office Management
 - Business Analysis
 - Retail Management
 - Marketing
 - Entrepreneurship
- or as a pathway for further study.

Course Length: 48 weeks (including scheduled breaks)

Total credit: 125 credits

