



# Graduate Diploma In Business & Management

## INTRODUCTION

In its capacity as an Examination and Professional Body, the Society of Business Practitioners provides a range of internationally recognised academic and vocational qualifications at Diploma, Advanced Diploma and Graduate Diploma levels.

These qualifications may be offered in place of other awards, for entry into a wide range of relevant HNC/HND, Undergraduate and Postgraduate courses in Britain, America, Australia, and the Far East. SBP Graduates are normally granted entry and credit exemptions by numerous professional Institutes and Universities.

In order to ensure that candidates gain the appropriate span and in-depth knowledge in business management, the GDBAM structure has been carefully developed by the Society's Academic Board covering the broadest possible segment of the discipline. The Course focuses on critical issues surrounding modern-day Business Management and develops the judgement, skills and expertise which are of paramount importance to top management.

The GDBAM is an advanced academic course for Diploma Graduates and Executives who have considerable business experience and who have a recognised potential and ability for senior managerial responsibility. Increasingly, there is a need for a greater degree of ability and professionalism on the part of management in industry. This program will suit employers and candidates seeking an appropriate advanced course of study geared towards Junior to Middle Management.

The structure of the program ensures that academic theory and practice merges with practical management skills. The Syllabus coverage is designed to allow Graduates to obtain a sound grounding in Business Administration and Management at Undergraduate level. Accordingly, the GDBAM qualification can also provide and meet entry-level requirements for Master Degree Programs in Business Administration.

# **COURSE OUTLINE**

## **GRADUATE DIPLOMA IN BUSINESS & MANAGEMENT**

### **LEVEL ONE**

- ◆ GD01 Business Organisation & Administration
- ◆ GD02 Management Principles & Practice
- ◆ GD03 Financial & Management Accounting
- ◆ GD04 Marketing Management
- ◆ GD05 Management Information Systems

### **LEVEL TWO**

- ◆ GD06 Human Resource Management
- ◆ GD07 Quantitative Methods for Decision-Making
- ◆ GD08 Organisation Analysis & Control
- ◆ GD09 Production & Operations Management
- ◆ GD10 Managerial Economics

### **LEVEL THREE**

- ◆ GD11 Organisational Behaviour
- ◆ GD12 Strategic Management
- ◆ GD13 Financial Management
- ◆ GD14 Organisational Development & Change
- ◆ GD15 International Business Management
- ◆ GD16 Case Study Report

## ENTRY REQUIREMENTS

- ◆ SBP Diploma or equivalent professional Qualification
- ◆ Certificate in Management Studies or equivalent with a minimum of 2 years working experience
- ◆ Mature candidates with extensive work experience of at least 5 years at the supervisory/managerial level.

## EXEMPTION REGULATIONS

The Society's Examination Council will consider applications for exemptions from candidates with suitable recognised qualifications. However, this would be restricted to the following guidelines. All applications must be accompanied by full academic documentation, which are certified true copies.

### **LEVEL ONE**

Maximum exemptions may be accorded to candidates with equivalent prior educational qualifications covering similar modules.

### **LEVEL TWO**

Partial exemptions (maximum 3 subjects) may be accorded to candidates with equivalent prior educational qualifications covering similar modules.

### **LEVEL THREE**

No exemptions are permitted.

## EXAMINATION INFORMATION

This program is assessed by continuous assignments and examinations.

Assessment/Examination Papers are written and marked by independent Examiners and Moderators who are eminently qualified professionals in their field of expertise.



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## ***Business Organisation & Administration***

Entrepreneurship – Sole ownership business – Partnerships – Private & public limited companies – Trade associations – Groups of companies – Branches & subsidiaries – International & multinational companies – monopolies – Restrictive Practices – Business resources – Mergers – Amalgamations – Conglomerates.

Economic foundations of business, forms of business organisations, legal requirements of corporate organisations, social responsibility and business ethics, the business, human resources management, marketing, operations management, information systems, financial and accounting systems, basic economic theory, operations of financial institutions, the securities market, money and the capital markets, risk and insurance, government and business.

## ***Management Principles and Practice***

Management Theories, contributors to management thinking, approaches to effective management, organisation design and structure, strategic organisation design, establishing organisational goals and plans, strategic management, managing innovation and change, business objectives, organisational analysis, planning and control systems, managerial decision making, motivation theories, leadership theories, effective group management, change management, small business management.

## ***Finance & Management Accounting***

Concepts of accounting, accounting principles and conventions, accounting procedures and analysis, understanding accounting standards, developments in accounting standards, developments in accounting theory, current issues and problems, book keeping, cost data accumulation methods, accounting principles for corporates, partnerships, preparation for accounts and financial statements, funds flow preparation and analysis, interpretation of accounts and ratios, principles of consolidated accounts, sources of business finance, financial reporting for decision making. Cost terms and concepts, job and process costing, cost behaviour, standard costing, flexible budgets, overhead analysis, pricing of products and services, relevant costs, control of decentralised operations, transfer pricing, profit planning, capital budgeting decisions, investment decisions, working capital management, management reporting.

## ***Marketing Management***

The marketing concept, product planning, consumer behaviour, models of buying behaviour, market research and intelligence, research methodologies, techniques of product analysis, market analysis, market segmentation, product management, pricing, marketing channels, advertising and promotion, public relations, the sales force, sales force management, forms of selling, strategic concepts and issues in marketing, international marketing, marketing practices in the global environment.

## ***Production and Operations Management***

Production Function, Marketing and Production, Management of Products and Services. Production Scheduling and Planning. Method Specification and time Standards. Work Progress Control. Process Charts, Critical Path Analysis, PERT, Work Sampling, Learning Curve Analysis. Operations Management, Management of Facilities. Management of Processes, Management of People, Evolving Technologies and Approaches.

## ***Quantitative Methods for Decision Making***

Data collection and survey methods, survey design, measures of location and dispersion, normal distribution, estimation and hypothesis testing, time series analysis, regression analysis, forecasting, techniques of operational research, linear programming, decision trees, queuing theory, modelling and simulation.

## ***Organisation Analysis and Control***

Organisational theories, organisational structures, the network organisation, federalism, political, legal and ethical issues in business, process and business re-engineering, business analysis, control systems, operations management, materials management, quantitative techniques and analytical tools, quality systems and quality standards, total quality management, public sector organisations, total quality management in the public sector.

## ***Human Resources Management***

Nature of HRM, strategies for human resource management, job analysis, recruitment and selection, performance appraisal, pay incentives and reward management, company policies, procedures, stress executive compensation, government regulations, training and management development, managing for improved performance, employee relations, manpower planning, current human resource management issues.

## ***Management Information Technology***

Fundamentals of computers, understanding of hardware technology, storage devices, cpu's, input and output devices, software, characteristics of operating systems, office and productivity software, software development, communications, networks, the Internet, data base management, understanding of the systems life cycle, systems analysis and design, impact of IT on organisations, change issues in IT, current issues and trends in IT.

Information systems, management information systems, information systems and strategy, computing technology, distributed systems, networks and standards, decision support systems, end user computing, file organisation and databases, control of information systems, information systems development, systems life cycle, structured methods, SSADM, data analysis, systems design and implementation, expert systems.

## ***Managerial Economics***

The nature of managerial economics, objectives of firms, optimisation, risk analysis, demand theory, demand forecasting, production theory, cost theory and analysis, pricing, market structure and practices, competition, investment and capital budgeting.

## ***Strategic Management***

The role of strategic management, strategic management and planning, the strategic management process, generic corporate and business strategies, missions, assessing the environment, internal analysis, corporate culture, evaluating the performance gap, value chain analysis, generic strategies, generating strategic choices, implementing strategy, strategic control and evaluation, international and global strategies.

## ***Organisational Behaviour***

Individual differences, motivational theories, behaviour modification, job design principles, reward systems, groups, formation of groups, effective group decision making, improving group performances, content and process theories of leadership, change management, organisational development, organisational theory, Japanese management, comparative management.

## ***Financial Management***

The role of financial management, foundations of present value, the time value of money, opportunity cost, valuation of shares and bonds, other methods of investment decision making, relevant costs, efficient market theory, risk and return, capital budgeting and risk, CAPM, dividend policy, debt policy, option pricing theory, option valuation models, hedging financial risks, foreign exchange, leasing, working capital management, international financial management.

## ***Organisational Development and Change***

This subject requires the student to understand the roles and responsibilities of change agents involved in the process of diagnosis, evaluation and development of the appropriate intervention strategies in implementing and institutionalising change within the organisation.

## ***International Business Management***

Environmental constraints, impact of investments on economies, foreign market analysis, operational strategies, problems of global operations, international trade and finance, international economic forces and institutions, international monetary systems and issues, international finance, sources of capital, foreign exchange market.

## ***Case Study Report***

Students are expected to undertake a case analysis, which integrates the principles and concepts of the courses in the Graduate Diploma. The Case study will be distributed to all candidates. The Case study will require candidates to do an in-depth analysis of a depicted business situation. Candidates will be allowed to bring into the examination all their case study analysis material except textbooks and manuals. A 2,000 word business report is the required submission for the module.

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