DIPLOMA IN APPLIED BUSINESS

Course Map

	OPERATIONS 1		OPERATIO	NS 2
	Day 1	Day 2	Day 1	Day 2
Session 1	Introduction	Financial Needs of a Business	Service KPI's Service Mgmt.	Parts KPI's Stock Mgmt.
Break	1100	1030	1100	1100
Session 2	ROS, ROCE & Cash Flow	Key Ratios Resources	Workshop Controls	Parts Profitability
Lunch	1300	1230	1300	1230
Session 3	Profile of a Manager	Management Information	AS Profitability Composites	Revision
Break	1530	1530	1530	On-line
Session 4	Management Principles	Right People (CARs)	Sales Mgmt. & Profitability	testing
Close	1700	1600	1700	1600

PEOPLE 1		PEOPLE 2	
Day 1	Day 2	Day 1	Day 2
Review & Org History	Team Leadership	HR & Law	Managing Change
1100	1030	1100	1030
Personality Human Brain	Teamwork	Risk	Personal Effectiveness
1300	1230	1300	1230
Motivation	Appraisal	Recruitment	Revision
1530	1530	1530	On-line
Leadership Style	Delegation	Interviewing	testing
1700	1600	1700	1600

	People Extra
	1 Day
	Optional
	Practical Team Leadership Day
	Outdoor
_	This Unit can occur in place of People 2.1

	MARKETING 1		MARKETING 2	
	Day 1	Day 2	Day 1	Day 2
Session 1	Review & Intro	Customer Behaviour	PR & Advertising	Market Plan
Break	1100	1030	1100	1030
Session 2	Marketing	Analysis Research	Media	Customer Care
Lunch	1300	1230	1300	1230
Session 3	Selling	Sales Development	Brand Management	Revision
Break	1530	1530	1530	On-line
Session 4	Segmentation & Mix	Trade Parts	Strategy	testing
Close	1700	1600	1700	1600

FINANCE 1		FINANCE 2		
Day 1	Day 2	Day 1	Day 2	
Review & Intro	C o S, Stock valuation	Budgets & Plans	Costing and Pricing	
1100	1030	1100	1030	
Finance	Published Accounts	Operational Case Study	Revision	
1300	1230	1300	1230	
Accounting	Shareholder value	Operational Case Study	Revision	
1530	1530	1530	On-line	
Depreciation	Case Studies	Plenary	testing	
1700	1600	1700	1600	

Assessment	
2 Days	
Major Assignment	
Investigation & Preparation of Business	
Improvement Plan	
1700 1600	



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