

DIPLOMA IN APPLIED BUSINESS

Course Map

		OPERATIONS 1		OPERATIONS 2		PEOPLE 1		PEOPLE 2		People Extra	
		Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	1 Day	
Session 1		Introduction	Financial Needs of a Business	Service KPI's Service Mgmt.	Parts KPI's Stock Mgmt.	Review & Org History	Team Leadership	HR & Law	Managing Change	<i>Optional</i> Practical Team Leadership Day Outdoor <i>This Unit can occur in place of People 2.1</i>	
Break		1100	1030	1100	1100	1100	1030	1100	1030		
Session 2		ROS, ROCE & Cash Flow	Key Ratios Resources	Workshop Controls	Parts Profitability	Personality Human Brain	Teamwork	Risk	Personal Effectiveness		
Lunch		1300	1230	1300	1230	1300	1230	1300	1230		
Session 3		Profile of a Manager	Management Information	AS Profitability Composites	Revision	Motivation	Appraisal	Recruitment	Revision		
Break		1530	1530	1530	On-line testing	1530	1530	1530	On-line testing		
Session 4		Management Principles	Right People (CARs)	Sales Mgmt. & Profitability		Leadership Style	Delegation	Interviewing			
Close		1700	1600	1700	1600	1700	1600	1700	1600		
		MARKETING 1		MARKETING 2		FINANCE 1		FINANCE 2			Assessment
		Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2		2 Days
Session 1		Review & Intro	Customer Behaviour	PR & Advertising	Market Plan	Review & Intro	C o S, Stock valuation	Budgets & Plans	Costing and Pricing	Major Assignment Investigation & Preparation of Business Improvement Plan	
Break		1100	1030	1100	1030	1100	1030	1100	1030		
Session 2		Marketing	Analysis Research	Media	Customer Care	Finance	Published Accounts	Operational Case Study	Revision		
Lunch		1300	1230	1300	1230	1300	1230	1300	1230		
Session 3		Selling	Sales Development	Brand Management	Revision	Accounting	Shareholder value	Operational Case Study	Revision		
Break		1530	1530	1530	On-line testing	1530	1530	1530	On-line testing		
Session 4		Segmentation & Mix	Trade Parts	Strategy		Depreciation	Case Studies	Plenary			
Close		1700	1600	1700	1600	1700	1600	1700	1600		

