



BBSI Summer Course Certificate in Management

Course Description

The Management course is a study programme of 20 lessons weekly. The course is designed for those with an English language level of Intermediate (IELTS 5.0) or above, who require to improve their English in the context of management, supervision or administration. All BBSI scheduled courses in Management automatically include modules for the CMI Level 3 qualifications in First-Line Management. BBSI is a CMI accredited centre.

Training focuses on developing students understanding of management and supervisory concepts, vocabulary and skills, and combines current management and business issues with targeted case studies.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*), equivalent to a course leading to CEFR Level B2

Course Duration: 2-12 weeks

Course Designation: MAN

Lessons Weekly: 20 (*each of 45 minutes' duration*)

Entry Dates: Entry to this flexible course is weekly from July to September. The first entry date for 2010 is 05 July and the last entry date is 13 September.

Minimum Age: 17 years

Management Course Content

- * 20 lessons weekly in management

Management Components

Managing & Communicating Information

- * *gathering & selecting data*
- * *analysing & evaluating data for decision-making*
- * *communicating information, conclusions & decisions*

Meeting Stakeholder Needs

- * *stakeholder analysis & management*
- * *customer service management*
- * *management of change*

Maintaining Quality Standards

- * *introduction to quality management*
- * *TQM*
- * *quality cultures & standards*

Resource Planning

- * *production planning*
- * *using & controlling resources*
- * *knowledge management*

Course Objectives

- * to develop English-language communication skills relevant to management & business administration
- * to build appropriate vocabulary in the field of management
- * to develop a practical understanding of management concepts
- * to develop understanding of theory & practice within management

Learning Outcomes

Participants with good attendance and who complete all class work and self study assignments will be able to function effectively in English in a professional business environment, and will have acquired a sound knowledge and understanding of management.

The following summer courses are also available at BBSI:

- * Finance
- * Finance & Business Skills
- * Management & Business Skills
- * Marketing
- * Marketing & Business Skills
- * Legal Studies
- * Legal Studies & Business Skills
- * Hospitality & Tourism
- * Hospitality, Tourism & Business Skills
- * International Business English

BBSI summer courses are carefully designed and structured to enable international students to develop both skills and knowledge in the specialised subject of their choice, while offering the flexibility to opt to supplement their training with professional communication skills, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ www.bbsi.co.uk

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



MANAGEMENT

Typical Weekly Syllabus

	Management <i>(20 lessons)</i>
Week 1 (First week of term)	<p><i>Induction</i></p> <p>Managing & Communicating Information</p> <p><i>the nature of information, sourcing & researching information, recording & storing information</i></p> <p><i>report writing, types of information, assignment - written report</i></p>
Week 2	<p>Managing & Communicating Information</p> <p><i>analysing & evaluating information, effective meetings, presentation & interpretation of data</i></p> <p><i>forecasting trends, using information for decision-making</i></p> <p><i>assignments - research project, meeting, business report</i></p>
Week 3	<p>Managing & Communicating Information</p> <p><i>effective presentations, using MS PowerPoint, decision analysis</i></p> <p><i>decision making models, presenting information, targeting communication</i></p> <p><i>assignment - group presentation, progress test</i></p>
Week 4	<p>Meeting Stakeholder Needs</p> <p><i>stakeholder analysis, stakeholder management, planning to meet stakeholder needs</i></p> <p><i>assignments - stakeholder analysis, case study meeting</i></p>



Bournemouth Business School International reserves the right to modify and update the course content



MANAGEMENT

Typical Weekly Syllabus

	Management <i>(20 lessons)</i>
Week 5	<i>Meeting Stakeholder Needs</i> <i>managing customer service, superior service, customer relationship management</i> <i>dealing with customer complaints, assignment - business report</i>
Week 6	<i>Meeting Stakeholder Needs</i> <i>making a case for change, managing change, monitoring & controlling change, resistance to change</i> <i>assignment - individual presentation, progress test</i>
Week 7	<i>Maintaining Quality Standards</i> <i>definitions, total quality management, the Toyota Production System, quality interventions</i> <i>assignment - written report</i>
Week 8	<i>Maintaining Quality Standards</i> <i>best practice bench marking, quality management systems, ISO 9000: 2008, six sigma quality</i> <i>assignments - case study meeting, group presentation</i>



Bournemouth Business School International reserves the right to modify and update the course content



MANAGEMENT

Typical Weekly Syllabus

	Management <i>(20 lessons)</i>
Week 9	<i>Maintaining Quality Standards</i> <i>quality auditing, quality problem solving, BPR & TQM, quality documentation</i> <i>assignments - quality audit, written report, progress test</i>
Week 10	<i>Resource Planning</i> <i>introduction to production, added value & production decisions</i> <i>MRP, ERP, SAP, lean production & JIT</i> <i>assignments - resource analysis, written report</i>
Week 11	<i>Resource Planning</i> <i>SWOT analysis, purchasing strategies, FIFO & LIFO, controlling resources</i> <i>assignments - individual presentation, written report</i>
Week 12	<i>Resource Planning</i> <i>competencies, knowledge management, feedback & evaluation, programme review</i>