



BBSI Diploma Course in Management & Business Administration

BBSI runs a range of specialised courses at Certificate, Higher-Certificate and Diploma levels. These courses are available in different formats, either as foundations leading to a first degree at a UK university, as Pre-Masters leading to a Postgraduate degree in the UK or for vocational purposes for those who wish to return to their countries with enhanced skills and knowledge. The BBSI scheduled courses in Management are available in these different formats as follows:

- * Certificate in Management & Business Administration
- * Higher-Certificate in Management & Business Administration
- * **Diploma in Management & Business Administration**
- * University Foundation in Management & Business Administration
- * Pre-Masters in Management & Business Administration

The BBSI Diploma Course in Management & Business Administration is of 36 weeks duration, and is carefully designed to enable students at an Intermediate Level in English or above to study the concepts and learn the communication skills required for careers in management and business. The course comprises 30 lessons weekly, and is considered notionally at the National Qualifications Agency (NQA) Level 3 within the British Government's National Qualifications Framework. Students who therefore successfully complete the course will gain a BBSI Diploma and NCFE awards. In addition, the study programme includes the full syllabus of the Chartered Management Institute (CMI). Level 3 Diploma in First Line Management. Consequently, students also have the option to gain an externally-accredited professional management qualification.

Additional English and Business English Qualifications. Students will develop competent management, business English and professional communication skills. Moreover, in the supplementary English-language elements of the course, students have the option to prepare for up to 3 different University of Cambridge ESOL[‡] examinations: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, participants can opt to join our ongoing weekly English Language Workshop⁺ (ELW) at a language level to suit their needs.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 36 weeks (3 terms)

Course Designation: DMB

Lessons Weekly: 30 (*each of 45 minutes duration*)

Main Course Entry Dates: September, January, March or June.

Minimum Age: 17 years



Course Structure & Content:

Term 1

20 lessons weekly in Communication & Business Skills

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

**English Language Workshop (ELW)*

Terms 2 & 3

20 lessons weekly in Management, Business Administration

(includes all 8 CMI management modules)

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

**English Language Workshop (ELW)*

Awards:

BBSI Diploma in Management & Business Administration

(continuous assessment)

NCFE Certificate in Communication & Business Skills

(continuous assessment)

NCFE Certificate in Management & Business Administration

(continuous assessment)

Optional External Examinations* :

CMI Diploma in First Line Management

(course work standards, attendance, regular assignments)

University of Cambridge FCE

University of Cambridge CAE

University of Cambridge BEC

Course Objectives:

- * to enable students to develop a sound understanding of current theory & practice in international management
- * to enable them to acquire a sound understanding of management concepts
- * to facilitate the development of effective business English communication skills
- * to ensure students build appropriate vocabulary related to management & business
- * to allow them to develop confidence & fluency in the English language towards Advanced level
- * to provide preparation for an internationally recognised management qualification
- * to provide opportunities to prepare for English language qualifications



Course Elements. In addition to providing students with a thorough and comprehensive grounding in business English and professional communication skills, the Diploma syllabus incorporates the following topics:

- * *managing information*
- * *strategic planning*
- * *identifying needs & objectives*
- * *introduction to quality management*
- * *using & controlling resources*
- * *performance management*
- * *continual professional development*
- * *interviewing*
- * *improving the performance of a team*
- * *leadership & management styles*
- * *health & safety*
- * *communicating for results*
- * *customer focus, planning & change*
- * *customer service management*
- * *best practice benchmarking, ISO9000*
- * *HR planning & knowledge management*
- * *developing as a supervisor*
- * *staffing & selection*
- * *personnel development & work planning*
- * *international & current affairs*
- * *time management*
- * *effective meetings/presentations*

CMI Management Modules

- * *managing & communicating information*
- * *maintaining quality standards*
- * *personal development as a first line manager*
- * *developing individuals and teams*
- * *meeting stakeholder needs*
- * *resource planning*
- * *recruitment & selection*
- * *improving team performance*

† Chartered Management Institute (CMI)

The Chartered Management Institute is the largest professional management institute in Europe. BBSI is an **Approved Training Centre** for CMI and, as such, offers the Qualification in First Line Management. Trainees can achieve the full Diploma, or the Certificate, which is available to students completing three units or more (9 weeks), or individual Awards for modules successfully completed. The CMI elements are externally accredited to the rigorous standards of the Chartered Institute, and are assessed by means of course work standards, attendance and regular assignments.

The 8 units required for the CMI Qualification in First Line Management are incorporated in modular format within the BBSI Management & Business Administration syllabus. Normally, a minimum study period of 24 weeks is required to complete all 8 CMI modules; however, students studying for lesser periods can achieve the Certificate or Awards depending upon the number of CMI assignments successfully completed. These qualifications are widely accepted by international employers and by major British universities.

CMI Student Membership

Participants of BBSI courses with management elements can apply for Student Membership of CMI. The advantages of CMI membership include the following:

- unlimited access to the CMI Management Information Centre
- on-Line access to databases offering more than one million constantly updated articles
 - helpful researchers on hand for research assistance, with a 24-hour turnaround
- complimentary copies of the magazine 'Professional Manager'
 - support for 'smart' Continuing Professional Development
 - free career and CV fact sheets and guidance
 - preferential rates on CMI publications



‡ University of Cambridge ESOL Examinations

FCE (First Certificate in English)

FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

CAE (Certificate in Advanced English)

CAE is the second-highest level of Cambridge ESOL examination and is ideal for those who want to work or study abroad. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions.

BEC (Business English Certificate)

There are 3 levels of BEC examination: the BEC Preliminary, BEC Vantage and BEC Higher. All 3 examinations are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard of English in a professional context.

+ English Language Workshop

The English Language Workshop is designed to provide general language support for those students who are studying a specialised course and who do not intend to prepare for a specific English language examination. The content of the Workshop includes extensive skills practice in professional areas of the language, which is useful for those who need to improve their ability to communicate effectively with others in a professional international environment, or who later decide to acquire a professional qualification.

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*

The following diploma courses are also available at BBSI:

- * Marketing, Advertising & Public Relations
- * Finance & Financial Services
- * Hospitality Management & Tourism
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT

BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, 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



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Typical Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 1 (First week of Term)	<p>Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i></p> <p><i>Skills: introductions & networking, structuring effective presentations, formal business report writing formats</i></p> <p><i>Case Study: outsourcing</i></p> <p><i>Assessed Tasks: presenting yourself, business recommendation for a bank</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 2	<p>Topic: brands & brand management</p> <p><i>Skills: taking part in meetings, discussion language,</i></p> <p><i>Case Study: developing a brand</i></p> <p><i>Assessed Task: analysing a company logo</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 3	<p>Topic: managing change</p> <p><i>Skills: conducting a meeting, the language of meetings</i></p> <p><i>Case Study: a takeover</i></p> <p><i>Assessed Task: meeting simulation</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 4	<p>Topic: money, finance, banking & investment</p> <p><i>Skills: writing an agenda and action minutes for a meeting, investment</i></p> <p><i>Case study: an investment company</i></p> <p><i>Assessed Tasks: progress test, banking & insurance services for a small business</i></p>	<p><i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>



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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 5	<p>Topic: promotions & promotional literature, trade fairs & advertising <i>Skills: effective presentations</i> <i>Case Study: creating a promotional campaign</i> <i>Assessed Tasks: banking & insurance services for a small business</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 6	<p>Topic: recruitment <i>(including the recruitment process, headhunting, hiring & retaining staff)</i> <i>Skills: preparing a CV & covering letter</i> <i>Case Study: choosing the best candidate for the job</i> <i>Assessed Task: a job application</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 7	<p>Topic: international trade <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i> <i>Skills: negotiation techniques & styles, negotiation language</i> <i>Case Study: a negotiation</i> <i>Assessed Task: negotiation role-play</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 8	<p>Topic: innovation <i>(including describing innovations, new product launch)</i> <i>Skills: presentation skills</i> <i>Case Study: innovative products</i> <i>Assessed Task: summarising a document</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>



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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 9	<p style="text-align: center;">Topic: leadership skills <i>(including character & qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 10	<p style="text-align: center;">Topic: business ethics <i>(honesty & dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 11	<p style="text-align: center;">Topic: travel & tourism Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts Skills: cultural language & idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region</p>	<p style="text-align: center;">ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>

*Please note that presentation subject order may vary in weeks 7 to 12



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	Management and Business Administration <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 13 <i>(First week of Second Term)</i>	<i>Induction</i> Managing & Communicating Information 1 <i>the nature of information, sourcing & researching information, recording & storing information, report writing, types of information, assignment 3004: written report, current issues in managing information</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 14	Managing & Communicating Information 2 <i>analysing & evaluating information, effective meetings, presentation & interpretation of data, forecasting trends using information for decision-making, assignment 3004: meeting/business report, current issues in managing information</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 15	Managing & Communicating Information 3 <i>effective presentations, using MS PowerPoint decision analysis, decision making models, presenting information, targeting communication assignment 3004: presentation, current issues in managing information</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 16	Meeting Stakeholder Needs 1 <i>defining 'stakeholder', the stakeholder concept vs the shareholder concept, stakeholder analysis & mapping, stakeholder evaluation, key stakeholder groups, assignment 3003-1: stakeholder analysis, assignment 3003-2: case study meeting, current issues in stakeholder management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Management and Business Administration <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 17	Meeting Stakeholder Needs 2 <i>organisation case study, customer service management, superior service, outsourcing customer service, dealing with customer complaints, assignment 3003-3: business report, current issues in customer service</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 18	Meeting Stakeholder Needs 3 <i>making a case for change, managing change, monitoring & controlling change, resistance to change, assignment 3003-4 : individual presentation, current issues in change management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 19	Maintaining Quality Standards 1 <i>definitions, quality management systems, quality interventions, , assignment 3007-1: written report, current affairs in quality management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 20	Maintaining Quality Standards 2 <i>best practice bench marking, quality culture, total quality, TQM & ISO 9001, quality improvement programmes, quality control, assignment 3007-2: case study, current issues in quality management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Management and Business Administration (20 lessons)	English Language Options (10 lessons)
Week 21	Maintaining Quality Standards 3 <i>quality audit, six sigma quality, business process re-engineering, quality improvement, assignment 3007-3: quality audit, current issues in quality management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 22	Resource Planning 1 <i>planning theory and techniques, introduction to production, added value & production decisions, assignment 3002-1: written report, current issues in resource management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 23	Resource Planning 2 <i>lean production methods, JIT, kanban, time-based management, empowerment, MRP, MRPII, ERP, SAP assignment 3002-2: case study, current issues in resource management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 24	Resource Planning 3 <i>competencies, knowledge management, feedback & evaluation, programme review, assignment 3002-3: presentation, current issues in knowledge management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Management and Business Administration <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 25 <i>(First week of Third Term)</i>	<i>Induction</i> Personal Development as a First Line Manager (1) <i>management vs leadership, functions of management, the management process, qualities of a leader, assignment 3001, current issues in first line management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 26	Personal Development as a First Line Manager (2) <i>time management, people styles at work, identifying your management style, communicating with your team, assignment 3001 (continued), current issues in first line management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 27	Personal Development as a First Line Manager (3) <i>health & safety & the environment, work related stress, UK & international legislation, assignment 3001 (continued), current issues in health & safety</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 28	Recruitment & Selection (1) <i>human resource planning, the recruitment process, job descriptions & person specifications, sources & cost of recruitment, advertising, assignment 3006, current issues in recruitment & selection</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Management and Business Administration (20 lessons)	English Language Options (10 lessons)
Week 29	Recruitment & Selection (2) <i>the selection process, selection criteria, CVs, covering letters & application forms, shortlisting, selection interviews, testing systems, assignment 3006 (continued), current issues in recruitment & selection</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 30	Recruitment & Selection (3) <i>mock interviews, appointment & induction, appraisal interviews, assignment 3006 (continued), current issues in recruitment & selection</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 31	Developing Individuals & Teams (1) <i>groups & teams in business, MBO, creating & communicating objectives, group presentations, assignment 3005, current issues in staff development</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 32	Developing Individuals & Teams (2) <i>training & development, the training process, assessing competence, continuous professional development, assignment 3005 (continued), current issues in staff development</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Management and Business Administration (20 lessons)	English Language Options (10 lessons)
Week 33	Developing Individuals & Teams (3) <i>administering training & development, evaluating training & development, group presentations, assignment 3005 (continued.), current issues in training & development</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 34	Improving Team Performance 1 <i>performance management, managing capabilities, dealing with poor performance, confidentiality, assignment 3008, current issues in performance management</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 35	Improving Team Performance 2 <i>workplace counselling, mock counselling interviews, the disciplinary procedure, assignment 3008 (continued), current issues in managing poor performance</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 36	Improving Team Performance 3 <i>the grievance procedure, mock disciplinary hearings, redundancy & contract termination, assignment 3005 (continued), programme review, current issues in human resource management</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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