

## DIPLOMA IN ENTREPRENEURSHIP

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The level 4 Diploma in Entrepreneurship and the level 5 Extended Diploma in Management are a 240 credit (120 ECTS) course designed to provide business managers and the CEO's of tomorrow with the skills they will need to succeed in business, with a specific focus on innovation and entrepreneurship within medium to large businesses. The Management and Entrepreneurship course at level 4 and 5 is equivalent to the first two years of an undergraduate course, allowing learners to progress onto a **Bachelor degree programme at Ballsbridge University**.

This course is made up of 10 Level 4 modules and 10 level 5 modules, each of which will be assessed. To help you study for these assessments, our team of expert academics have designed a series of exclusive, comprehensive lessons for online study. This material will cover everything you need to know and can be accessed anytime and anywhere. Each module of the course consists of approximately 40 guided learning hours of material with an additional 30-50 hours of optional learning material. These materials are comprised of interactive exercises, further readings and internet resources.

- To enrol onto the level 4 course, you must be at least 18 and have a full secondary education. Before enrolling onto the level 5 course, you must have attained a level 4 or equivalent.
- Successful completion of the Undergraduate Level 4 (Diploma in Entrepreneurship) and Level 5 (Extended Diploma in Management) student will have the option to either get a **DIPLOMA IN MANAGEMENT & ENTREPRENEURSHIP** or continue for a **Bachelor degree from Ballsbridge University** by studying at Ballsbridge Cyprus (Centre of Ballsbridge University) by taking extra 120 ECTS credits.
- Students will have attained the right credentials to go on and apply for a job in management, HR, strategic business management or set up their own business.

## **LIST OF MODULES:**

### **LEVEL 4**

#### **Managing business operations**

This module aims to introduce learners to key aspects of all businesses and how they operate within the wider business environment as well as internally. Learners will gain knowledge and understanding of key business functions and their importance to business success.

#### **Business environment**

This module aims to develop the learner's knowledge of the business environment and its impact on organisations. This includes factors that shape the internal environment and other external influences. Using this knowledge, learners will be able to develop approaches for managing change.

#### **Personal effectiveness**

This module explores the skills of different approaches to learning and examines the significance of time management. It investigates the skills managers need to develop to solve problems and to make decisions, as well as discussing the issue of management stress.

#### **The entrepreneurial manager**

This module aims to identify competing perspectives on the nature of entrepreneurial management as both a function and a process supporting the process of organisational change and development.

#### **Business planning and goal setting**

This module aims to identify mechanisms for the setting of organisational goals and their achievement as part of the process of business planning.

#### **The manager's toolkit**

This module provides a selection of the most useful tools used in management and explores some of the uses of each. It aims to provide sufficient information to understand the principles behind each tool and enable them to be used with confidence. The module aims to help learners analyse situations within the organisation; develop solutions to organisational problems; evaluate an organisation's position in its operating and competitive environment; and develop elements of an effective organisational strategy.

#### **Managing and using finance**

This module aims to provide an outline of the use and management of finance within an organisation. This includes an introduction to accounting and financial terminology. Learners are also introduced to the basics of financial reporting.

### **Managing and using marketing**

This module aims to develop knowledge of marketing as key management tool. This includes understanding the marketing planning process and the role of internal as well as external marketing. Using this knowledge, learners will be able to understand the value of marketing activities to an organisation.

### **Psychology of entrepreneurship**

This module aims to introduce the fundamental principles of the science of psychology, relating them to the entrepreneurial perspective of business management.

### **Innovation and creativity**

This module describes the role of innovation and creativity for organisations. It considers models used to help understand and recognise their importance, as well as techniques to facilitate their use as part of strategic development.

## **LEVEL 5 - BUSINESS ENTERPRISE MANAGEMENT**

The Qualification provides comprehensive coverage of the issues, challenges and disciplines growth organisations or business start-ups face. Learners who want to make a success of their own business venture or to develop their skills in promoting or creating growth in organisations will gain significantly from this qualification. The inspired student or entrepreneur will gain valuable insights into the characteristics, skills, resources and tools required to drive a growing organisation or business start-up forward. Learners will be required to be proactive and engage with businesses that have growth strategies or start-ups with ambition. Learners will be expected to create ideas and plans that support their personal business goals or those of organisations that they are involved with.

### **Units**

- Entrepreneurship, Enterprise and Creativity
- Influences on Organisational Growth and Development
- Venture Management – Growing a Business
- Marketing for Growth Organisations
- Developing and Launching a New Business
- Social Enterprise and Third Sector Organisations

**Tuition Fees:**

**Application fee - 50 EUROS (per student)**

**Level 4 Entrepreneurship Fee - 1500 EUROS**

**Level 5 Extended Diploma in Management - 1500 EUROS**

**Combined Level 4 + 5 - 2000 EUROS**