

LEVEL 3 BUSINESS & MANAGEMENT

UNIVERSITY FOUNDATION PROGRAMME

The Level 3 University Foundation Programme is a 60 ECTS qualification which helps students learn key concepts and a range of management procedures required to work within a business. It has been specifically developed to provide the knowledge required for students to work effectively, both as individuals and in teams within business as well as being able to develop good business management skills is crucial for any company.

The Level 3 Business & Management Foundation Programme is made up of 6 modules and each module consists of approximately 40 guided learning hours. While completing this Certificate, students will have access to various study resources, such as tutor support and webinars, a social learning forum, and additional materials to help in the completion of their graduate business course. Upon completion of this course, students receive a **Level 3 Business & Management certificate**. Students will then have the opportunity to apply for admission onto a full Undergraduate Degree programme at Ballsbridge University. Alternatively students can option to study our Level 4 & 5 Extended Diploma in Management and then top up to complete a **Bachelor degree at Ballsbridge University**.

- This course is most suited to individuals who are at least 16 years old, have a high school education and wish to progress onto a degree at university, or to continue for the Level 4 & 5 Extended Diploma in Management.

LIST OF MODULES:

LEVEL 3

An introduction to the Business Environment

RQF level: 3

Aim

This Unit will explain different types of businesses and their ownership exist in an economy.

Learners will understand role of owner and stakeholders to fulfil purpose of business.

The unit will help learners to understand how businesses are organised to achieve their targets. This unit will also help to understand the way in which the economic, political, legal and social environment can impact on businesses giving the learner an understanding of the range of businesses.

Business Resources

RQF level: 3

Aim

The unit will explain how a range of resources including human, physical, technological and financial resources are used and managed within business. This unit will help the learner to have an understanding of how human resources are managed and of the employability and personal skills required of personnel in an organisation. Learners will gain an understanding of the purpose of managing resources effectively, not only in relation to human resources but also in terms of physical and technological resources.

Learners will also gain an understanding of how an organisation can gain access to sources of finance, both internally and externally and be able to interpret financial statements.

There are clear links between this unit and many of the other units; it serves as a useful introduction to areas that may be covered in depth in further units.

An Introduction to Marketing

RQF level: 3

Aim

Marketing is a key business function covering a wide range of activities and employing many people. This unit will develop the knowledge necessary to understand key concepts of the marketing mix, marketing planning and marketing research. As an introduction to marketing, the unit will allow learners who study other, specialist marketing units to keep in mind the strategic purpose of the marketing function and how it contributes to business success.

Learners will gain a basic understanding of the role of the marketing function, with particular emphasis on the role of marketing research and how it contributes to marketing planning and the development of a marketing mix for a target group of customers. Learners will have the opportunity to develop, analyse and evaluate key marketing techniques in order to obtain a better understanding of them.

Human Resource Management

RQF level: 3

Aim

This unit will describe as the most valuable resource of any organisation, its human capital. All resources, especially the most valuable, need to be managed in order to obtain the greatest value from them. The unit provides an overview of some of the key areas that fall within the remit of the human resources function.

By the end of this unit learners will gain an understanding of the factors that are taken into account by organisations when planning their human resource management. They will also learn how organisations gain employee motivation and employee commitment. Finally, learners will know about how employee performance is measured and managed as well as the benefits of doing so. This knowledge will help learners to understand the working environment and the nature of Human Resource Management when they are seeking or engaged in employment.

Business Communication

RQF level: 3

Aim

Effective communication is a key area in terms of its contribution to business success. When studying this unit, learners will gain a thorough understanding of the types of business information used both internally and externally by organizations and the methods used to communicate information to different audiences.

In this unit, learners will have the opportunity to develop, analyse and evaluate a range of methods used to communicate different types of business information and will understand the purpose of such communication. They will also produce and evaluate different types of business communication of their own.

Understanding Health and Safety in the Business Workplace

RQF level: 3

Aim

This unit will help to prepare learners for the world of work, where health and safety is a vital part of the modern workplace whatever sector is chosen. There trends to be level of myth surrounding Health and safety requirements.

This unit will help to dispel these and to promote good health and safety practise as a means to a productive working environment. Learner will understand about health and safety legislation, regulations and requirements that form the basis of all workplace in UK.

Managing Business Operations

RQF level: 3

Unit Aim

The aim of this unit is to introduce learners to key aspects of all businesses and how they operate within the wider business environment, as well as internally. Operational control and the provision of best practice and sound policy will be shown to facilitate organisational excellence.

An Introduction to Finance

RQF level: 3

Unit Aim

This unit introduces learners to practical accounting and financial reporting techniques used by managers in business organisations.

An Introduction to Leadership Skills

RQF level: 3

Unit aim

The aim of this unit is to provide the learner with an introduction to leadership skills, and how they can be identified and developed, and to show the importance of providing motivation for others.

Organisational Culture

RQF level: 3

Unit Aim

To understand aspects of an organisation's culture and their effects on its activities and its management, as well as the significance of an ethical business approach.

Workplace Welfare

RQF level: 3

Unit Aim

To understand that workforce welfare ensures that everybody employed within the organisation is valued and that there are benefits to be gained from being part of the organisation.

Thinking Entrepreneurially

RQF level: 3

Aim

The aim of this unit is to introduce the learner to an evaluation of themselves in an entrepreneurial context by using several techniques including SWOT.

Learners will be introduced to critically thinking skills and put into context against a business plan.

The Level 4 Certificate (first year of a Bachelor degree) provides an introduction to the main facets and operations of organisations. It introduces the challenges faced by modern day businesses. The Qualification focuses upon developing understanding, skills and abilities to equip the Learner with the awareness and aptitudes to be an effective organisational manager and leader.

Units

- Communications in Organisations
- Leadership and the Organisation
- Financial Awareness
- Managing Change
- Business Operations
- Developing Teams

LEVEL 5 DIPLOMA IN BUSINESS MANAGEMENT

The Qualification deals with complex and challenging organisational issues and opportunities. The units are closely linked to current day real world and work challenges and the Qualification will test and develop student's workplace experience and abilities. The Qualification will require learners to make judgments and provide creative and practical solutions and ways of responding to organisational challenges and problems. An action based approach will be sought and learners who have strong motivation to progress in their chosen career and business pathway will gain significantly from the qualification.

Units

- Responding to the Changing Business Environment
- Effective Decision Making
- Business Development
- Business Models and Growing Organisations
- Customer Management
- Risk Management and Organisations

LEVEL 6 DIPLOMA IN BUSINESS ADMINISTRATION

The Graduate Level 6 (60 ECTS) Advanced Diploma in Business and Administrative Management (Business Administration) is made up of 10 modules and each module consists of approximately 40 guided learning hours. While completing the online Business Diploma, students will have access to various study resources, such as tutor support and webinars, a social learning forum, and additional materials to help in the completion of their graduate business course.

- This course is most suited to individuals who are at least 25 years old and have 5 years managerial work experience and do not have a degree but wish to study for an MBA or Postgraduate business programme. On successful completion of the course, students will be able to enrol onto our Level 7 Postgraduate Diploma in Strategic Management or a range of other postgraduate courses.
- The Level 6 programme is also available to student who hold a Level 5 Diploma in Business & Management

LIST OF MODULES:

LEVEL 6

IT in business

There is clear evidence that information technology provides competitive advantage, whatever the business sphere an organisation operates in, this module will assess pros and cons of using information technology within business.

Effective communications

Information is the most valuable asset in the contemporary organisation, and communication is the method by which information is shared. It is on the basis of information that business decisions are made. So without effective communications, an organisation simply cannot perform optimally.

High performance teams

This module is designed for both new and experienced managers. Using a mix of information, personal and team activities, it aims to help learners develop new team building skills or refine and expand the team building skills they already possess.

Leadership skills

Good leadership is essential for success in any organisation, whether in the private or public sector. Today, rapid change, in the form of a constantly changing competitive environment, innovations in technology and changing economic conditions, have led to the realisation that leadership is a skill to be developed.

Manager's toolkit

There are literally thousands of management tools and models which can be used for analysis, problem solving and strategy development. The trick for the practising manager is to master a few which are versatile and which can be used in most of the situations you are likely to encounter.

Managing and using finance

This module covers key areas of accounting, as seen from a business perspective. It explains how accountancy can inform and guide management decisions.

Managing and using marketing

The focus of marketing is on the customer and customer satisfaction – meeting the needs of customers through the products/services we sell and offering the customer what they perceive as value. Today customers have higher and higher expectations for quality, service and value.

Managing organisations

There is a great deal of focus on creating the right type of organisation today because it is recognised that the structure, culture and management of the organisation has a huge influence on organisational performance.

Personal effectiveness

So what is personal effectiveness? Personal effectiveness covers those skills and abilities that we need to have, regardless of our job, status or professional background. Personal effectiveness is about using the key skills we have identified to achieve greater productivity and successful results – whether that be on a business or personal basis.

Quality and excellence

The words quality and excellence are used in a wide variety of contexts in organisations. We refer to a quality product, a quality company, excellent business procedures or an excellent service. So what exactly do we mean by these terms? Does quality mean conformance to specifications? Does it mean a product or service without flaws? Does it mean excellence?

LEVEL 7 DIPLOMA IN STRATEGIC MANAGEMENT

The Level 7 Extended Diploma in Strategic Management is an MBA Advanced Entry course, which provides learners with 120 credits (60 ECTS) of minimum 180 credits (90-120 ECTS) required to achieve a complete MBA. The course itself is made up of 30 interactive modules, with approximately 40 guided learning hours per module. All modules have an additional 30-50 learning hours of optional materials that comprise of recommended exercises, recommended readings, Internet resources, and self-testing exercises. You will also have access to 24/7 support, tutoring, and a variety of other support mechanisms.

After receiving this **Level 7 Postgraduate Diploma in Strategic Management**, you are eligible to apply for an MBA Top Up course at Ballsbridge University by online method. The top up portion will usually consist of the final credits and a dissertation.

Upon successful completion of the Postgraduate Diploma in Strategic Management and final year of an accredited postgraduate degree programme, learners will have the skills to execute a professional managerial role in marketing, accounting, business consultancy, and more.

ENTRY REQUIREMENTS:

- The Level 7 Diploma focuses on developing understanding, skills and abilities to equip the learner with the awareness and aptitudes to be an effective strategic manager and leader.
- A business management diploma and MBA develops key cognitive skills such as critical thinking, analysis, evaluation, and writing while also establishing presentation and numeracy skills to enhance knowledge and experience. These skills are critical in helping you advance your career.
- To enrol onto the Level 7 programme, you must be either **a)** a university graduate who is over 22 years old, or **b)** a non-university graduate over 24 year old, and with at least five years of managerial experience.

LIST OF MODULES:

LEVEL 7

Manage Team Performance to Support Strategy

RQF level: 7

Aim

The unit will explore how team performance can be evaluated and optimised to realise strategic objectives.

Finance for Managers

RQF level: 7

Aim

This unit is geared towards supporting learners in understanding and using financial information and data. This unit is important to learners as it supports decision making.

Information Management and Strategic Decision Taking

RQF level: 7

Aim

The unit will address the volume and complexity of data and information available to organisations and how to analyse, apply and determine its value in making strategic decisions.

Leading a Strategic Management Project

RQF level: 7

Aim

The unit will involve the learner in formulating research and methodologies to support a strategic management project. They will be required to critically evaluate options and data sources prior to presenting project outcomes.

Strategic Direction

RQF level: 7

Aim

The unit will explore the strategic aims and objectives of an organisation and their significance in setting direction, and identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction.

Strategic Marketing

RQF level: 7

Aim

The unit will investigate underlying models, techniques and theories that underpin marketing and can contribute to strategic objectives. It will also provide learners with a critical understanding of the marketing function within complex organisations.

Organisational Change Strategies

RQF level: 7

Aim

The main objective of this unit is to enable learners to understand, plan and achieve organisational change successfully. The received wisdom in much of the business world is that change has to be fast, large-scale and transformational if organisations are to survive. However, there is also evidence that many successful organisations take a much slower and more cautious approach to change. In addition, the failure rate of change initiatives is claimed to be around 70%. It follows from this that managing organisational change is one of the most problematic tasks leaders undertake, and that the ability to do so is a key attribute of successful leaders and successful organisations. This unit will examine the changing nature of organisations and the challenges they face. It will examine the main approaches to managing change and show how these relate to the types of change that organisations are undertaking, especially in terms of individual, group and organisational behaviour.

Strategic Planning

RQF level: 7

Aim

This unit is about the value of the strategic planning process in formulating appropriate strategies and designing a plan that will be supported by stakeholders and other organisational leaders. The critical review of the plan and its success is also addressed in the unit.

Human Resource Planning

RQF level: 7

Aim

The unit will address issues that are important when planning for and securing a workforce that will be able to deliver strategic objectives. The unit will also consider the constraints and influences on organisational HR practices.

Development as a Strategic Manager

RQF level: 7

Aim

The unit aims to support organisational and self-awareness in learners. It provides a foundation for a self-critical and reflective approach to personal development to support the learner when operating at a strategic level. Wider context organisational and environmental factors are also considered as contributors to overall strategic success of the individual and the organisation.

Tuition Fees:

Application fee - 50 EUROS (per student)

Level 6 Business Administration Fee - 2000 EUROS

Level 7 Strategic Management - 2500 EUROS

Combined Level 6 + 7 - 3000 EUROS