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*Developing
World-Class
Leaders*

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Launching Your Career



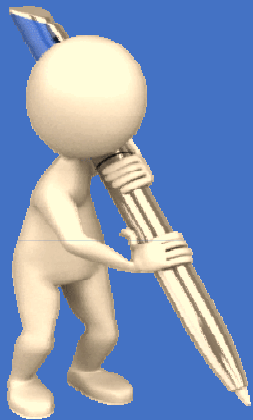
ENTRANCE:
School Leaving or
equivalent

Business Management Level 4

BUSINESS ENVIRONMENT	The Business Environment, Business Planning and Goal-Setting, Entrepreneurial Management
COMMUNICATION SKILLS	Effective Communication Skills, Personal Skills, Practical Comprehension, Marketing Mix
FINANCE FOR MANAGERS	Fundamentals of Accounting, Number Skills Case Studies in Financial Management
PEOPLE IN ORGANIZATIONS	People in Organisations, People Skills, Human Resources, Culture, Organizational Structures
RESOURCES MANAGEMENT	Strategic Human Resource Management, Performance Management, Managing Ethically
PROMOTIONAL TECHNIQUES	Marketing Mix, Marketing and Sales Planning, Promotion, Customers and Customer Service
CUSTOMER RELATIONSHIP MANAGEMENT	Customers and Customer Service, Customer Relationship Management,
CORPORATE SOCIAL RESPONSIBILITY	Managing Ethically, Corporate Social Responsibility

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Advancing Your Career



**ENTRANCE:
Level 4 or
equivalent experience**

Business Management Level 5

BUSINESS ORGANISATIONS IN GLOBAL CONTEXT	Business Organisations in Global Context, Managing in Today's World, Politics & Business
NEW BUSINESS VENTURES / START-UPS/ ENTREPRENEURSHIP	Entrepreneurship, Business Planning and Goal Setting, New Business Venture, Start-ups
FINANCE FOR MANAGERS	Financial Statements, Practical Financial Analysis, Financial Management
MARKETING PRINCIPLES AND PRACTICE	Marketing Principles, Marketing Mix, Marketing and Sales Planning and Management
PEOPLE MANAGEMENT	Human Resource Management, Performance Management, Organisation Structures
MANAGING COMMUNICATION	Communication Principles, Managing in Today's World, Effective Communication Skills
BUSINESS LAW	Business Law Principles, Contract Law, Employment / Labour Law, Case Studies
RESEARCH PROJECT	Research Methods, Practical Research Project

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Realising Your Potential



ENTRANCE:
Level 5 or
equivalent experience

Graduate Business Management Level 6

STRATEGIC MANAGEMENT	Managers Toolkit, Strategic Analysis, Change, Implementation, Competitive Advantage
MARKETING MANAGEMENT	Marketing Strategy, Positioning, Segmentation, Mix, Product, Pricing, Communication, Channels
ADVANCED FINANCE FOR DECISION-MAKERS	Managing & Using Finance, Information, Risk, Analysis, Decision-making, Sources, Governance
DYNAMICS OF LEADERSHIP	Leadership Concepts, Process, Power, Change, Influence, High Performance Teams, Groups
LEADERSHIP SKILLS	Leadership Skills, Communication, EQ, Personal Effectiveness, Relationships, Performance
MANAGEMENT INFORMATION SYSTEMS	IT in Business, IT for Competitive Advantage, Information Systems, Latest IT Trends
CUSTOMER FOCUS FOR STRATEGIC ADVANTAGE	Strategic Customer Service, Communication, Quality & Excellence, High Performance Teams
MANAGING RISK IN BUSINESS	Risk: Business Role, Types, Assessing, Managing, Environment, Responsibility, Contingencies

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Reaching The Top



ENTRANCE:
Level 6 or
equivalent
management
experience

Postgraduate Strategic Business Management Level 7

STRATEGIC PLANNING	Business Environment, Strategies for Growth. Technology in Business, Managing Projects
FINANCE FOR STRATEGIC MANAGERS	Business Accounts, Financial Analysis, Asset Management, Growth Strategies, Governance
STRATEGIC MARKETING MANAGEMENT	Marketing Strategy, Customers, Competitors, Creativity, Innovation, Decisions, E-marketing
STRATEGIC HUMAN RESOURCE MANAGEMENT	Strategic HRM, Applying Management Theories, Recruitment & CPD, Managing High Performance
PERSONAL DEVELOPMENT FOR LEADERSHIP & STRATEGIC MANAGEMENT	Leadership Qualities, Interpersonal Skills, Creativity, Motivating & Influencing People
ORGANISATIONAL BEHAVIOUR	Strategic Organisation, Management, Culture & Ethics, Innovation, Quality, Strategy & Systems
CORPORATE COMMUNICATION STRATEGIES	Corporate Communications integrating Strategic Marketing, E-Marketing and Communications
RESEARCH FOR STRATEGIC DEVELOPMENT	Strategic Development, Applying Theory, Quantitative Techniques, Managing Projects