



*Developing  
World-Class Leaders*



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International

Flexible

Online

Affordable

Success



**Launching  
Your Career**

**Entrance:**

School-leaving or equivalent  
prior learning or experience



PresenterMedia

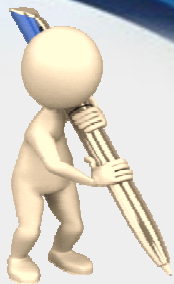
## **BUSINESS MANAGEMENT FOUNDATION LEVEL 4**

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



*Building  
Your Career*

**Entrance:**  
Level 4 or equivalent  
prior learning or experience



## ***BUSINESS MANAGEMENT INTERMEDIATE LEVEL 5***

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



**Realising  
Your Potential**

**Entrance:**  
Level 5 or equivalent  
Prior learning or experience



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## **BUSINESS MANAGEMENT GRADUATE LEVEL 6**

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



*Reaching  
The Top*

**Entrance:**

Level 6 or equivalent  
prior learning or experience



## **STRATEGIC BUSINESS MANAGEMENT POSTGRADUATE LEVEL 7-8**

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