



*Developing
World-Class Leaders*

admin@londonschool.co.za
www.londonschool.co.za



International

Flexible

Online

Affordable

Success

Launching Your Career



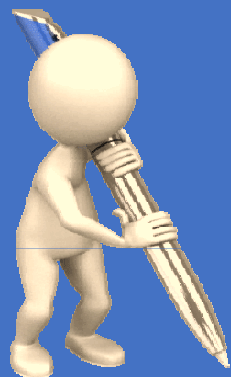
ENTRANCE:
School-leaving or
equivalent prior
learning or experience

Business Management Level 4

| COURSE UNIT | MODULES |
|---|---|
| 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
prior learning
or experience

Business Management Level 5

| COURSE UNIT | MODULES |
|--|--|
| 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 |
| FINANCIAL MANAGEMENT | 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 |

Realising Your Potential



ENTRANCE:
Level 5 or equivalent
prior learning
or experience

Graduate Business Management Level 6

| COURSE UNIT | MODULES |
|--|---|
| 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
prior learning or
experience

Postgraduate Strategic Business Management Level 7-8

| COURSE UNIT | MODULES |
|--|---|
| STRATEGIC PLANNING FOR GROWTH | 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 AND 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 |

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