



## **Advanced Diploma in Business**

### **Brief Program Description**

The Advanced Diploma in Business provides current insight into the main aspects of local and international business with a focus on business management and human resource management. It covers business culture and strategy, managing people in different sizes of organizations and in different departments such as marketing, economic issues, accounting, business law, and IT.

### **Career Opportunities**

Student may find employment as an •  
Administrative Officer • Manufacturing Distribution • Administration Supervisor • Office Manager • Assistant Manager • Personal Assistant • Banking Advisor • Planning Officer • Business Development Assistant • Purchasing Officer • Business Manager • Sales Coordinator • Customer Service Coordinator • Team Leader • Finance Assistant • Trainee Manager

### **Admissions Requirements**

Minimum grade 12 or equivalent Canadian qualification OR relevant experience or mature students.

In case of students from Non English speaking countries/territories, students will have to demonstrate their English proficiency at minimum IELTS Band level 6.0 OR equivalent. (In case of no proof of English proficiency or lower English proficiency level, students will have to take an English crash course at Focus College).

### **Program Duration**

<b>Total Hours</b>	<b>2400</b>
<b>Total time</b>	<b>2 years</b>



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### Course Breakdown

Title of Course	# of Hours*
Business Accounting	160
Business Law: An Introduction	80
Communication: Business Communication	80
Creating a Culture of Customer Care	80
Economic Issues: An Introduction	80
Economics 1: Micro and Macro Theory and Application	80
Human Resource Management: Introduction	80
Information Technology: Applications Software 1	80
IT in Business: Spreadsheets	80
Managing People and Organizations	160
Marketing: An Introduction	80
Personal Development Planning	80
Business: Graded Unit 1	80
Behavioral Skills for Business	80
Business Contractual Relationships	80
Business Culture and Strategy	160
Economics 2: The World Economy	80
Information and Communication Technology in Business	160
International Marketing: An Introduction	80
Preparing Financial Forecasts	80
Presentation Skills	80
Statistics for Business	80
Continuous Workforce Development	160
Business: Graded Unit 2	160
<b>Total Hours</b>	<b>2400</b>

### Course Descriptions

#### **Business Accounting**

This unit is designed to enable students to develop their knowledge and understanding in the preparation and use of accounting information within a business organization. Students will develop the skills required to prepare basic financial and management accounting reports and interpret and use financial information for decision making.

#### **Business Law: An Introduction**

This unit is designed to introduce students to the framework of law as it applies within the business environment. The unit will examine the sources of Scottish law, the contractual relationships between individuals, the contractual relationships between individuals and



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businesses, and the distinction between types of business relationships. It is primarily intended for candidates who require knowledge of legal matters in a business context.

### **Communication: Business Communication**

This unit is designed to develop skills in analyzing, summarizing, evaluating, and producing complex written business information. It also develops skills in presenting and responding to complex oral business information.

### **Creating a culture of customer care**

The purpose of this unit is to enable students to recognize and evaluate effective customer care within a relevant work environment. It allows students to analyze factors affecting customer care and to judge the effectiveness of a customer care strategy by applying them to the workplace. The unit emphasizes that customer care is a key area of importance and value to organizations and is critical to the work of employees.

### **Economic Issues: An introduction**

This unit introduces students to fundamental issues in economics with a particular emphasis on the business environment. Students will learn about the basic economic problem and how the consumer and other economic agents address this problem. Students are introduced to the operation of markets and actions that can be taken to help avoid market failure. The unit introduces the theory of National Income and the circular flow of income model.

### **Economics 1: Micro & Macro Theory and Application**

This unit introduces students to fundamental issues in economics with a particular emphasis on the business environment. Students will learn about the basic economic problem and how the consumer and other economic agents address this problem. Students are introduced to the operation of markets and actions that can be taken to help avoid market failure. The unit introduces the theory of National Income and the circular flow of income model.

### **Human Resources Management: Introduction**

This introductory unit is intended for students who are preparing to study Human Resource Management, or are considering a career in this discipline. It is also for those students who may wish to gain a holistic overview of how Human Resource Management can add value to an organization.

### **Information Technology: Applications Software 1**

This unit is designed to enable students to use Information Technology (IT) systems and applications independently to support a range of information processing activities. The unit is designed to develop a broad knowledge of the theoretical concepts, principles, boundaries and scope of IT applications. These activities will be centered on using software applications packages to meet complex information requirements while paying attention to security and the needs of other users.



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### **IT in Business: Spreadsheets**

This unit is designed to develop the skills required for the advanced use of presentation software, including a range of multi-media, and to apply these skills to deliver effective presentations. It would be suitable for students involved in preparing and delivering presentations.

### **Managing People and Organizations**

This unit is designed to enable candidates to gain an understanding of different approaches to managing an organization in today's dynamic and complex business environment. It will introduce candidates – whether intending to or working in an administrative, commercial or management role – to current management theories to enable them to use these to evaluate organizational effectiveness.

### **Marketing: An Introduction**

This unit is designed to provide candidates with a knowledge and understanding of marketing and its importance in organizations. This unit is also designed to develop candidates' understanding of the marketing mix in the context of both products and services. This is an introductory course which can be used by students who may wish to progress to more specialized marketing units.

### **Personal Development Planning**

This unit helps candidates to take responsibility for their own learning and development. It provides a framework for the development of the personal and general skills and qualities which employers seek in the workplace and which are increasingly recognized as underpinning success in personal life, in citizenship and in lifelong learning. The contexts of progression to employment, or from college to university, or developing core Skills, can be used.

### **Business: Graded Unit**

This graded unit is designed to provide evidence that students have met the goals of this program:

- Provide the competencies required by employers of those engaged in entry level administrative, managerial or commercial positions in organizations.
- Develop and apply a range of vocational knowledge and skills in an integrated manner to the analysis of business situations.
- Build on previously acquired transferable skills.
- Adopt an innovative and creative approach to their work and be able to respond quickly to the challenges posed by changes in the business environment.



### **Behavioural Skills for Business**

This Unit is designed to enable candidates to explain what managerial behavior in organizations involves and to analyze the behavioral skills which managers need in order to manage their own behavior and to deal with others. It enables candidates to recognize the skills which managers need in order to behave effectively in situations which arise within a dynamic business environment.

### **Business Contractual Relationships**

This Unit is designed to develop candidates' knowledge of the law as it applies within the business environment. The Unit will examine consumer legislation, the law in employment and the Law of Obligations as it relates to the contractual relationships between the business, their customers and their employees.

### **Business Culture and Strategy**

This Unit is designed to enhance candidates' understanding of business strategy and how it can be developed and managed within the culture of an organization. It highlights the dynamic nature of the business environment and the role that business strategy and organizational culture can play in improving the long-term performance of an organization.

### **Economics 2: The World Economy**

This Unit introduces the world economy, the main focus being the key features of the global economic environment. It advances economic concepts and allows candidates to develop their research and analytical skills. The core economic issues that are focused on in this Unit are trade, international payments, exchange rates and economies undergoing change.

### **Information and Communication Technology in Business**

This Unit is designed to develop candidates' knowledge and skills in identifying, evaluating, managing and presenting business information to facilitate and influence decision-making. The Unit requires candidates to consider the role of information in the decision making process, evaluate data communications systems and ICT innovations, use planning and control tools for project management and use software application presentation tools to present findings and recommend actions.

### **International Marketing: An Introduction**

This Unit aims to develop skills and knowledge of learners interested in international marketing and the challenging environment in which international trade takes place. This covers relevant sources of information; opportunities and threats in international markets; a range of marketing techniques applicable to different international markets; and evaluating methods of accessing foreign markets. This is a stand-alone Unit which also appears in a range of HN awards where marketing/international marketing is appropriate subjects. It gives learner and understanding of the subject as a whole and it could serve as a stepping stone to more in depth study of international markets.



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### **Preparing Financial Forecasts**

This Unit is designed to enable candidates to develop an understanding of the use of management accounting information within a business organization. It provides candidates with the skills required to prepare basic management accounting reports. In addition, the Unit will also enable candidates to learn the financial techniques used for making decisions in relation to costing and budgeting, pricing and investments.

### **Presentation Skills**

This Unit is designed to develop the skills required for the advanced use of presentation software, including a range of multi-media, and to apply these skills to deliver effective presentations. It would be suitable for candidates involved in preparing and delivering presentations.

### **Statistics for Business**

This Unit introduces candidates to statistical concepts and descriptive statistics used in business. The Unit will provide candidates with the underpinning knowledge and skills required to use statistical and graphical techniques to address business problems using appropriate IT software.

### **Continuous Workforce Development**

The purpose of this Unit is to provide candidates with the knowledge and understanding of how organizations identify and implement continuous training and development of their employees. In particular, candidates will develop the ability to produce an organizational training strategy, design a training program and training activities and plan an evaluation strategy for the training program.



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### **Business: Graded Unit 2**

This Graded Unit is designed to provide evidence that the candidates have met the goals of the program:

- Develop competencies in a range of specialized areas of their choice in line with their preferred career, pattern or courses of further study.
- Provide a basis for future career and personal development.
- Adopt an innovative and creative approach to their work and be able to respond quickly to the challenges posed by changes in the business environment.
- Enable candidates to consider and revisit core business issues and develop a depth of understanding from a managerial perspective.
- Further developed organizational and investigative skills.
- Promote the development of transferable skills in planning, organizing and evaluation and enable students to investigate business issues in depth.

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Student Name

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Student Signature

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Date