



## EDUCATIONAL COACHING CENTER

Contact: +971 44331109 | info@eccdubai.ae | www.eccdubai.ae

### Business Diploma Course

#### Course Description

The Business Diploma program is designed to provide students with a comprehensive understanding of the key aspects of business operations and management. This program offers a well-rounded curriculum that covers various disciplines crucial for success in the dynamic and competitive business world. Throughout this course, students will acquire essential knowledge and skills in areas such as business environment analysis, marketing strategies, human resource management, leadership, accounting principles, legal considerations, innovation, and more. The program also emphasizes practical application through real-world projects and case studies, ensuring graduates are well-prepared to thrive in a variety of business settings.

#### Career Opportunities

Graduates of the Business Diploma program will be equipped with a diverse skill set that opens doors to various career opportunities. These may include roles in marketing, human resources, accounting, management, entrepreneurship, consulting, and more. The comprehensive curriculum ensures that graduates are prepared to tackle the challenges and complexities of the modern business landscape with confidence and competence.

#### Unit 1: Business and the Business Environment

Explore the fundamental concepts of business and its interaction with the external environment. Analyze economic, social, political, and technological factors that influence business operations and decision-making.

**Learning Outcomes:** Upon completion, students will be able to analyze the impact of external factors on business operations, assess business environments for opportunities and risks, and demonstrate an understanding of ethical considerations in business.

#### Unit 2: Marketing Processes and Planning

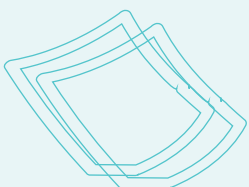
Delve into the core principles of marketing, including market research, consumer behavior analysis, and marketing planning. Develop effective marketing strategies and learn to adapt in today's fast-paced digital landscape.

**Learning Outcomes:** After this unit, students will have the ability to create comprehensive marketing plans, employ digital marketing techniques, and evaluate the effectiveness of marketing strategies.

#### Unit 3: Human Resource Management

Gain insights into managing human resources within an organization. Learn about recruitment, training, performance evaluation, and employee development while maintaining a productive and motivated workforce.

**Learning Outcomes:** By the end of this unit, students will be able to apply HR management techniques, demonstrate effective communication skills, and design strategies for employee engagement.





## EDUCATIONAL COACHING CENTER

Contact: +971 44331109 | info@eccdubai.ae | www.eccdubai.ae

### **Unit 4: Leadership and Management**

Understand the principles of effective leadership and management. Develop skills in decision-making, communication, and team building to lead teams and drive organizational success.

**Learning Outcomes:** Students will acquire the ability to lead diverse teams, make informed management decisions, and apply leadership theories in practical scenarios.

### **Unit 5: Accounting Principles**

Learn the foundations of accounting, including financial statements, budgeting, and financial analysis. Develop the ability to interpret financial data and make informed business decisions.

**Learning Outcomes:** Upon completion, students will be able to analyze financial statements, apply accounting principles, and interpret financial data to support decision-making.

### **Unit 6: Managing a Successful Business Project (Pearson Set)**

Engage in a practical project that simulates real-world business challenges. Apply concepts from various units to create, plan, and execute a comprehensive business project.

**Learning Outcomes:** This unit will enable students to demonstrate project management skills, apply theoretical knowledge to practical scenarios, and present a comprehensive business project.

### **Unit 7: Business Law**

Explore the legal framework that governs business operations. Learn about contract law, business regulations, and ethical considerations in a business context.

**Learning Outcomes:** After this unit, students will understand legal concepts relevant to business, apply ethical principles, and analyze legal implications in business transactions.

### **Unit 8: Innovation and Commercialization**

Discover the role of innovation in business growth and development. Learn strategies for fostering creativity, protecting intellectual property, and successfully bringing innovations to market.

**Learning Outcomes:** Students will develop skills in identifying innovation opportunities, managing intellectual property, and devising strategies for successful product commercialization.

### **Unit 10: Recording Financial Transactions**

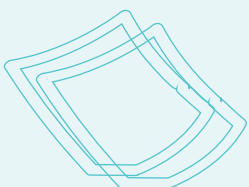
Build practical skills in recording financial transactions accurately. Understand bookkeeping techniques, financial documentation, and the importance of maintaining clear financial records.

**Learning Outcomes:** Upon completion, students will be proficient in recording financial transactions, maintaining accurate financial records, and applying basic bookkeeping principles.

### **Unit 22: Management Accounting**

Focus on the application of accounting within the management context. Learn about cost analysis, budgeting, and performance measurement to support strategic decision-making.

**Learning Outcomes:** After this unit, students will be able to apply management accounting techniques, analyze cost structures, and use financial data for decision-making.





## EDUCATIONAL COACHING CENTER

Contact: +971 44331109 | info@eccdubai.ae | www.eccdubai.ae

### **Unit 25: Global Business Environment**

Examine the complexities of the global business landscape. Understand cultural, economic, and political factors influencing international business operations and trade.

**Learning Outcomes:** Students will gain the ability to analyze global business environments, assess cultural considerations, and develop strategies for international market entry.

### **Unit 29: Managing and Running a Small Business**

Gain insights into the unique challenges and opportunities of small businesses. Learn about entrepreneurship, business planning, and effective management in a small business context.

**Learning Outcomes:** Upon completion, students will be equipped to develop business plans, navigate challenges in small business management, and identify growth opportunities.

### **Unit 31: Employee Relations**

Deepen your understanding of employee-employer relationships. Explore topics such as labor laws, employee engagement, conflict resolution, and negotiation.

**Learning Outcomes:** After this unit, students will be able to manage employee relations effectively, apply negotiation techniques, and address workplace conflicts.

### **Unit 34: Digital Marketing**

Embrace the digital age with a focus on online marketing strategies. Learn about social media, content marketing, SEO, and analytics to effectively reach and engage target audiences.

**Learning Outcomes:** Students will develop skills in creating digital marketing campaigns, analyzing online consumer behavior, and optimizing digital marketing strategies.

### **Unit 36: Procurement and Supply Chain Management**

Understand the intricacies of supply chain management. Learn about procurement strategies, logistics, and supply chain optimization to ensure efficient operations.

**Learning Outcomes:** Upon completion, students will be able to design effective procurement strategies, optimize supply chain processes, and manage logistics efficiently.

### **Unit 43: Business Strategy**

Develop skills in strategic thinking and planning. Explore frameworks for analyzing competitive environments, formulating business strategies, and achieving sustainable growth.

**Learning Outcomes:** Students will be proficient in analyzing competitive landscapes, devising business strategies, and implementing strategic initiatives.

