



## EDUCATIONAL COACHING CENTER

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### Management Diploma Course

#### Course Description

The Management Diploma program offers a comprehensive exploration of modern management practices, equipping students with the knowledge and skills necessary to excel in leadership roles across various industries. This program integrates key concepts from business, marketing, human resources, leadership, accounting, and more, providing a holistic understanding of effective management. Through practical projects and real-world case studies, students will learn to navigate complex business environments, develop strategic thinking, and lead teams to success.

#### Career Opportunities

Graduates of the Management Diploma program will possess a diverse skill set suitable for various managerial roles across industries. Potential career paths include management, leadership, operations, human resources, consulting, and more. The comprehensive curriculum equips graduates to navigate complex business environments, lead teams, and drive organizational success.

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

Gain insights into the multifaceted nature of business operations and their interaction with the external environment. Analyze economic, social, political, and technological factors shaping business decisions.

**Learning Outcomes:** Students will be able to assess the impact of external factors on business, evaluate business environment trends, and make informed decisions considering ethical considerations.

#### Unit 2: Marketing Processes and Planning

Explore marketing fundamentals, including market research, consumer behavior analysis, and marketing strategy development. Develop the ability to create effective marketing plans and adapt strategies to evolving markets.

**Learning Outcomes:** Upon completion, students will demonstrate proficiency in designing comprehensive marketing strategies, leveraging digital marketing techniques, and evaluating marketing campaign effectiveness.

#### Unit 3: Human Resource Management

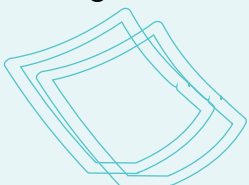
Examine the principles of managing human resources within organizations. Learn about recruitment, training, employee development, and employee relations.

**Learning Outcomes:** Students will acquire skills in HR management, employee engagement, conflict resolution, and leadership in a diverse workforce.

#### Unit 4: Leadership and Management

Understand the dynamics of effective leadership and management. Develop skills in decision-making, communication, and team management to lead organizations successfully.

**Learning Outcomes:** After this unit, students will demonstrate proficiency in leading teams, applying management techniques, and fostering a culture of innovation.





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

Learn fundamental accounting concepts, financial statements analysis, and budgeting techniques. Acquire the ability to interpret financial data for informed decision-making.

**Learning Outcomes:** Students will develop skills in interpreting financial statements, analyzing budgets, and using accounting data to drive strategic decisions.

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

Engage in a practical business project, applying concepts from various units to solve real-world challenges. Develop project management and problem-solving skills.

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

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

Develop practical skills in recording financial transactions accurately. Understand bookkeeping techniques 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 19: Research Project (Pearson Set)**

Engage in a research project to develop critical research and analytical skills. Apply research methodologies to explore a management-related topic.

**Learning Outcomes:** After this unit, students will be able to plan and conduct research projects, analyze data, and present research findings effectively.

### **Unit 20: Organizational Behavior**

Study the behavior of individuals and groups within organizations. Explore topics such as motivation, communication, teamwork, and organizational culture.

**Learning Outcomes:** Students will develop an understanding of human behavior in organizations, apply motivation techniques, and foster effective communication.

### **Unit 13: Human Capital Management**

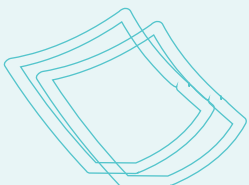
Dive deeper into human resource management, focusing on talent acquisition, development, and retention strategies.

**Learning Outcomes:** Upon completion, students will be proficient in designing human capital strategies, implementing talent management programs, and fostering employee growth.

### **Unit 24: Understanding and Leading Change**

Explore change management theories and practices. Develop skills to lead and manage organizational change effectively.

**Learning Outcomes:** After this unit, students will be able to understand change dynamics, implement change strategies, and mitigate resistance.





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

Analyze the complexities of the global business landscape. Understand cultural, economic, and political influences on international business operations.

**Learning Outcomes:** Students will gain the ability to evaluate global business environments, devise international strategies, and navigate cross-cultural challenges.

### **Unit 26: Principles of Operations Management**

Study the principles of operations management, including supply chain logistics, quality control, and process optimization.

**Learning Outcomes:** After this unit, students will be proficient in managing operations, optimizing processes, and ensuring efficient resource utilization.

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

Develop strategic thinking skills and explore frameworks for formulating effective business strategies.

**Learning Outcomes:** Students will be able to analyze competitive landscapes, devise business strategies, and implement strategic initiatives.

### **Unit 57: Business Intelligence**

Learn about business intelligence concepts, data analysis, and how to leverage data for informed decision-making.

**Learning Outcomes:** Upon completion, students will be proficient in using business intelligence tools, analyzing data, and making data-driven decisions.

