



**City
Guilts**
Approved Centre



K.U-Education

ENGLISHUK
Accredited by the
**BRITISH
COUNCIL**

Certificate in Business Management

Duration of the program - 6 Months

**2 Hrs a Lecture Class 2x2 4 Hrs per week
2 semesters (3 months a semester)**

**Each semester contains :
(16x3 =48 hrs of lectures)
+ 3 course works/assignments + 1 exam .**

Recognized by



To Whom : For those who are looking for new job opportunities ,school levers ,people working and who like to get proper academic qualifications in business .

Objective of the program : To give a better insight on how business are operated . Student would learn the important aspects of local and international business operations . The Certificate level qualification would lead them to secure a job and work in any type of business entities operating to the modern standards ,and further up to Diploma and Degree qualifications in Business.

Career Path : Certificate in Business Management >> **Diploma in Business Management /CIMA/Chartered** Courses>> International Diploma in Business Management(HND) >> UK Degree (final Year) .

Core Units

உடனடி வேலை வாய்ப்பிற்கு மட்டுமின்றி சீமா,சாட்டட் மன்றும் எச்.என்.டி போன்ற விலையுயர்ந்த சர்வதேச கற்கை நெறிகளை தொடரும் முன் அவற்றிற்கு முன் மாசிரியான இங்க பயிற்சி பெறியை கற்பகன் மலம் சரியான மமவை எடுக்கலாம் !

- 1. Marketing I :** Concepts and process of marketing; segmentation, targeting and positioning; extended marketing mix; different marketing segments and contexts.
- 2. Managing Financial Resources and Decisions I :**Sources of finance; finance as a resource in business; financial decisions and financial Performance.
- 3. Organisations and Behaviour I:**Organisational structure and culture; approaches to management and leadership; motivational theories; working with others, teamwork, groups and group dynamics.
- 4. Business Environment :**Objectives and responsibilities of an organisation; economic, social and global environment; the behaviour of organisations and the market environment; international trades
- 5. Business Strategy I :** Strategy formulation; strategic planning; strategy evaluation and selection; strategy implementation
- 6. Introduction to Entrepreneurship I:**Identifying opportunities ,capitalizing and starting your own venture (Introductory level) This module will help students to develop the savvy and the skills they need to recognize opportunity and turn it into a successful business venture.[**Presentation Skills +Business English will be added for selected batches**]
- 7. Research Project –** Assignment of 2000-2500 Words

About us : http://www.edu.kugroup.info/about_us.html

Recognitions : <http://edu.kugroup.info/recognitions.html>

Academic Council: http://edu.kugroup.info/bod_ku.html

Course Fee : 22,500/=
(Payable on 3 Installments)

Knowledge Universe®

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