

Introduction to Business Diploma

Designed for: Those who need equipping with a range of key business skills

Objectives: To provide you with the expertise needed in business

Course Content

Core Subjects

- **Introduction to Business Structure and Law** - Learn why different types of business exist, terms relating to business, AGMs and EGMs, roles and responsibilities of shareholders, directors and the company secretary
- **Understanding Business Accounts** - will help you understand how to read and interpret business accounts
- **Book-keeping Level 2 Module 1** - Learn double-entry book-keeping in order to keep accurate accounting records
- **Sage 50 Accounts** - Learn how to apply manual book-keeping skills to a computerised accounting program
- **Microsoft Excel** – Learn spreadsheet skills to a good business standard. This will enable you to create spreadsheets, enter data, formulas and functions, create charts and more.
- **Microsoft Outlook** – Learn how to share, manage and schedule information electronically.
- **Get into Marketing** - Learn the main principles of marketing covering subjects such as a product life cycle, pricing and promotion strategies, advertising, attending and exhibiting at Trade Shows.
- **Microsoft Word** – Learn word processing skills to a good business standard.
- **Effective Business Communication** – Learn to communicate effectively in business – by letter, email, telephone and personal presentations.
- **Microsoft Word Expert** - Learn advanced word processing skills including mail merge, graphs, macros, creating an index, table of contents and more.

Recommended Electives – choose TWO:

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| • Time Management | • Get Into HR |
| • Interpersonal Communications | • Get Into PR |
| • Managing Internal and External workplace communications | • Dreamweaver |
| • Communications in an Organisation | • Introduction to HTML |
| • Marketing Principles and Practices | • Meetings and Minutes seminar |

The above are recommended electives for this Diploma. Alternative subjects may be chosen. Please discuss the options with your Course Advisor.

Benefits

- Equip you to start a new career.
- The flexibility and value of a self-study course designed to enable you to work at your own pace.
- Personalised workbooks to use as a reference guide on completion of your training.
- The opportunity to gain a Pitman Training Diploma that is recognised nationally and internationally by employers.

Guideline Learning Time: 7 weeks full-time* (200 hours flexi study)

**based on 20-30 hours a week*