

Diploma in Applied Business

Education • Engagement • Enterprise



Diploma in Applied Business

Business Development
Services (Europe) Ltd.
work in partnership with



University
of Worcester



Putting education to work in your business...

The Diploma is suitable for managers at all levels to:

- Develop excellent working practices
- Prepare for the next career step
- Prepare for a senior management position
- Further personal professional development and academic education

The Diploma is suitable to organisations for:

- Developing effective leaders and teams
- Preparation of talented employees for senior management positions
- Delivering cost effective training in scattered locations using a blended learning concept
- A substantial and profound assessment of future top managers
- Developing an attractive talent management programme



The Diploma in Applied Business

Putting Education to Work in Your Business

The Diploma in Applied Business is a specialist qualification based on a proven class leading approach. We deliver measurable results by teaching management sciences applicable to the job through a blend of education and training with the power to deliver results for your business whilst qualifying your people. This motivational approach applies to all levels of management.

Diploma graduates report a host of business improvements resulting in greater profitability, customer satisfaction and employee motivation. A repeatable method for business improvement is embedded, giving training lasting value.

Don't take our word for it...

"The Diploma has given me more confidence in marketing and a better understanding of the business as a whole... it helps to dig deeper to find new revenues. I am seeing an extra profit every month since introducing new plans even in the current business climate.

"I keep the Diploma books in front of me every day, all day. So if I ever get a problem, I pick up the book... I used them only last week for working capital."

Jon Thomson, After Sales Champion, W Scotland, UK

"Since the training, trade business has taken off and will probably even exceed the numbers I hoped for.

"I found the information and wealth of experience really uplifting – to know that there are people out there with vast experience who are quite happy to share it and guide you. It makes you feel glad to be part of this business."

Andrew Fox, Market Area Parts Manager, London, UK

- **Profitability** – Profit and KPI focus with demonstrable success in turning training to behaviour and results
- **Company Specific** – Tailored resources, case studies and guest speakers can specifically reflect your brand
- **Experience** – Classroom delivery by experienced, high level industry professionals
- **A Problem Shared** – Forum approach to utilise the shared experience of delegates
- **Job First** – Management sciences taught from the point of view of real experience in the job
- **Online** – Continuous learning from home or workplace through web based training resources
- **Business Minded** – Holistic view of the business from the points of view of different stakeholders
- **Confident Leaders** – Graduates build ability to lead through knowledge of how to succeed
- **Motivational** – Graduates benefit from awards and recognition of success
- **ROI** – The Diploma evaluation process can measure effectiveness for your business



The Power of Partnership

BDS are committed to ensuring education and training of the highest quality. Partnerships with the University of Worcester, Chartered Management Institute and other professional bodies ensure that the Diploma is quality assured professionally, connecting your business to a powerful educational partnership. This opens the door to a variety of pathways for the professional development of your staff.

- Unqualified staff are able to access the Diploma on the basis of experience in the job
- Membership of the Chartered Management Institute (CMI) at an appropriate level is available to Diploma graduates*

**On payment of an annual subscription to the CMI*

Education • Engagement • Enterprise



Education Engagement Enterprise

Gold Award Success

Diploma graduates have reported impressive business improvements in their e3 Gold Award applications - in an increasingly challenging economy.

One applicant's annual improvements -

- Customer Satisfaction Index up 15% to 93%
- Profits up by 52%
- Employee survey figures up 55% to 75%

Not surprisingly the senior management team are delighted!

Even the most modest Gold Award projects have bucked economic trends. The contribution of the Diploma may be the crucial difference in difficult times.

e³ – Turning Business Education into Know-how and Profit

e³ is a simple and innovative educational approach developed by BDS which bridges the knowledge acquired through education with application to real-world environments to encourage implementation in the job.

e¹ – Education

The first stage delivers knowledge and understanding of the course content. The blended learning approach taken is largely classroom based, delivered by experienced practitioners and drawing on the experience of delegates. It is supported by course textbooks and online resources and is tested online.

e² – Engagement

Engagement is the bridge between job and classroom where students apply knowledge and understanding to the real world through business models, case studies, assignments and shared experience. All contribute to a focused business improvement plan in which students evaluate the real opportunities for their own businesses to improve profits, employee effectiveness and to nurture customer satisfaction.

e³ – Enterprise

The final stage of the process builds confidence to be enterprising in the job, converting learning to behaviour. After applying knowledge in a “safe” environment, students are encouraged to apply what they have learned in practice, based on well founded plans which can be repeated throughout their career. The e³ Gold Award encourages this and can provide the basis of an incentive programme supported by HR departments or field staff.

Don't take our word for it...

“My Business Improvement Plan gave us the ability to back up our project plans – it's particularly proven at the moment. We've used that, and it works!”

Phil Cooper, Senior Service Team Manager, UK

“I've gone through lots of training over the years but with the Diploma I've managed to pull everything together... and what's been very nice is that I've been able to back up the fact that I am a professional with a professional qualification.”

Phil Murton, Service Manager, UK

“Since completing a Business Improvement Plan in the Diploma I have increased retail hours by 14% and now have the highest retention in the group, and in-house sales have gone through the roof... the Diploma really helped me with marketing.”

Paul Baxter, After Sales Manager, UK



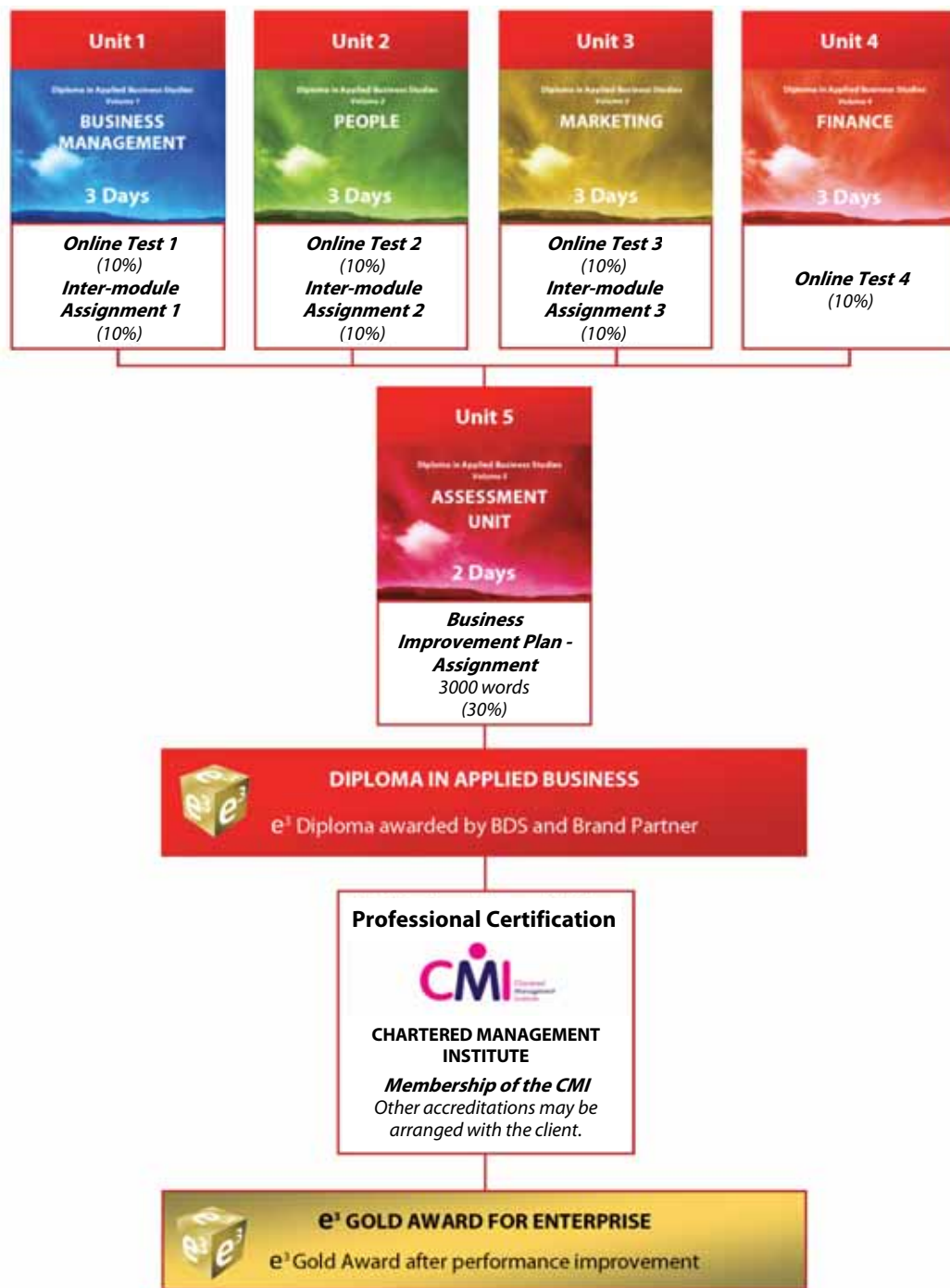
Gold Award for Enterprise

How it works

The Gold Award for Enterprise is a motivational tool for turning education to performance and success. The Gold Award recognises the actual success of graduates in their businesses following their Diploma Award. Graduates must demonstrate a “significant business improvement” within one year of the Diploma Award. Evidence must be provided in the form of financial and operational Key Performance Indicators (KPI's). This success is validated by a senior manager and then judged for the Gold Award by a moderating board including a member of the client organisation's HR or field sales staff. Recognition involves publication of success by Diploma partners, and a special “Gold” certificate. The client organisation is invited to provide further benefits, for example internal credits and/or a gift.

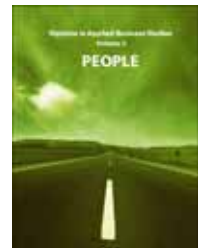


Structure & Modules



Business Management

The role of managers in business, beginning with Return on Capital Employed (ROCE) and KPI's, then looking at management methods and best practice.



People

Getting the most out of people at work - motivation, teamwork, leadership, change management and HR with operational focuses on recruitment and performance management.

Marketing

The fundamentals of marketing including brand management, selling, segmentation, research, sales development, communications and planning.



Finance

The fundamentals of business finance including shareholder value, key ratios, accounts, budgets, profitability, performance analysis, costing, pricing and capital investment appraisal.

Assessment Unit

Business improvement planning and preparation for a 3000 word assignment.



Options

■ **Off the Shelf – Full Diploma**

Our standard product is arranged in five units taken over fourteen days (*see diagram*) including options to supplement specific content.

■ **Branded**

The Diploma can be adapted to the needs of your organisation, and even branded as yours. Additional services are available to allow the Diploma to be fully integrated into your strategic planning. A minimum of ten candidates is recommended for this option.

■ **Open Course (Unbranded)**

Lower delegate numbers from smaller businesses can be accommodated in open courses not specific to any one company.

■ **Individual Modules**

Each module may be taken as a stand-alone course, but accumulated towards the full Diploma programme. The programme must be completed within three years.

■ **Accreditation and Professional Development**

If the client requires, accreditation can be arranged within the UK National Framework for Qualification (NQF) which also has currency through European Credit Transfer System (ECTS). These credits can be used to access a range of higher level courses, such as the MBA.

(All subject to revision at any time).



The perfect blend for your business...

Don't take our word for it...

"If I had known about a course like this years ago, I would not have looked any further for my business qualifications."

***Bernhard Kerscher, Head of Germany Sales Region
MAN Truck & Bus Germany GmbH***

"The e³ method from BDS has enabled our staff to apply in the workplace what they've learned in the classroom. We now have qualified people in the right areas looking after our most important asset – our customers – and they're doing this now in a far more profitable and sustainable way."

***Des Evans, CEO
MAN Truck & Bus UK Ltd***

"The Diploma has contributed greatly to our employee personal development, enhancing understanding of our after sales business in key performance areas. Understanding key drivers and their impacts across our business has led to confidence in what we provide."

***Bill Lockerbie, Head of European Logistics Centre
Mercedes-Benz UK Ltd***



OBL - Designing the right solution

The Diploma is supported by an innovative system, *Optimised Blended Learning (OBL)*. This enables clients to select the most effective educational mix and is particularly helpful in difficult geographical locations.

A simple audit is conducted to establish the right design for the organisation, selecting from options such as:

■ Classroom

The motivational importance of face to face time in the classroom cannot be underestimated. Experienced delivery and an effective learning environment must be considered.

■ Computer Based Training

Elements of the course can be delivered over the Internet at low cost. E-learning content such as online testing and Audio Visual shows is provided via a Virtual Learning Environment (VLE) facilitating networking for the learning community. Pre-loaded web-books can provide a mobile technology solution.



■ Course Timing

The shape and timing of course units is important to allow reflective learning space. This must be balanced with the impact of time away from the business.

■ Group Structures

The collective experience of a group is a powerful resource which can be harnessed if properly structured. Horizontal groups are suited to operational needs whereas vertical groups can bring an integrated view of the whole organisation.

■ Hard Copy Resources

More traditional methods are still just as usable as ever. Textbooks, exercises and case studies can all be altered based around your methods and printed on demand.



■ Language

The English language course resources can be translated into other languages. Case studies and materials can also be culturally adapted.

■ Evaluation

Effective training will demonstrate a positive return on investment. BDS are committed to demonstrating the effectiveness of programmes through a variety of methods including attitude measurement, academic results, behaviour change analysis and financial performance measurement.

We believe in a dynamic process of client-supplier relationship which enables changing needs to be reflected at any point in the process. The Diploma is performance driven - choosing the Diploma is choosing flexibility to educate your management for success in your business.



Contact



Business Development Services (Europe) Ltd

The Byre, Top Barn Business Centre,
Holt Heath, Worcestershire. WR6 6NH
United Kingdom

Tel: +44 (0) 19 05 62 22 55

www.bds-europe.com

info@bds-europe.com

