

THE INSTITUTE OF COMMERCIAL MANAGEMENT  
THE FUSEE, 20A BARGATES, CHRISTCHURCH, DORSET, BH23 1QL, ENGLAND

## COURSE OUTLINE



**BUSINESS STUDIES**

**DIPLOMA & ADVANCED DIPLOMA & ASSOCIATE DEGREE**

02 FEBRUARY 2011

## Business Studies and Business Management

Covering all the major business studies areas and topics, the ICM Diploma in Business Studies programme has, over a fifteen year period, achieved international recognition and is now undertaken by students in over 100 countries.

In addition to providing a comprehensive knowledge of each of the major business functions, the structure of the course ensures that students have the widest possible range of career, employment and higher education options open to them on completion of their studies.

## Course Structure

<b>Part 1</b>	<p><b>The Diploma in Business Studies</b></p> <ol style="list-style-type: none"> <li>1 International Business Communications</li> <li>2 Business Management &amp; Administration</li> <li>3 Interpreting &amp; Analysing Information (Numeracy &amp; Statistics)</li> <li>4 Marketing Principles (Marketing)</li> </ol> <p><b>(A Certificate in Business Studies is awarded on completion of all Part 1 subjects)</b></p>
<b>Part 2</b>	<ol style="list-style-type: none"> <li>5 Accounting Techniques (Accounting)</li> <li>6 Economics for Business</li> <li>7 Introduction to Business Law (Business Law)</li> <li>8 Analysing &amp; Improving Organisational Behaviour (Organisational Behaviour)</li> </ol> <p><b>(The Diploma in Business Studies is awarded on completion of Parts 1 &amp; 2)</b></p>
<b>Subjects</b>	<p><b>The Advanced Diploma in Business Studies</b></p> <ol style="list-style-type: none"> <li>1 Strategic Management in Theory &amp; Practice (Strategic Management)</li> <li>2 Marketing Planning &amp; Decision Making (Marketing Management)</li> <li>3 Theory &amp; Practice of Human Resources Management Human Resources Management</li> <li>4 Customer Service for Managers and Supervisors (Customer Service)</li> </ol> <p><b>(The Advanced Diploma in Business Studies is awarded on completion of the above subjects)</b></p> <p><b>The Associate Degree in Business Management</b></p> <p>The Associate Degree in Business Management is awarded on completion of the above subjects and a 5,000 word work or industrial based research project.</p>

## Programme Objectives

To provide prospective business and management students with a body of knowledge which will:

- a) increase their employment opportunities
- b) prepare them for eventual supervisory and management careers in industry and commerce and
- c) provide them with a qualification which will enable them to progress to higher level general management or specialised business programmes at a later stage in their business or academic careers.

The programme is also suitable for working supervisors and managers who require a recognised business qualifications for career advancement or promotion purposes.

<b>Recommended Course Duration</b>	One year of full-time study for the Diploma in Business Studies and six months of full-time study for the Advanced Diploma in Business Studies.										
<b>Examination Grades</b>	<table border="0"> <tr> <td>Grade A - Distinction</td> <td>70% and above</td> </tr> <tr> <td>Grade B - Credit</td> <td>60% to 69%</td> </tr> <tr> <td>Grade C - Pass</td> <td>50% to 59%</td> </tr> <tr> <td>Grade D - Marginal Pass</td> <td>40% to 49%</td> </tr> <tr> <td>Grade F - Fail</td> <td>39% and under</td> </tr> </table>	Grade A - Distinction	70% and above	Grade B - Credit	60% to 69%	Grade C - Pass	50% to 59%	Grade D - Marginal Pass	40% to 49%	Grade F - Fail	39% and under
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Grade C - Pass	50% to 59%										
Grade D - Marginal Pass	40% to 49%										
Grade F - Fail	39% and under										
<b>Status of Qualification</b>	Professional Vocational Diploma. Students obtaining C grades and above in the Advanced Diploma will have reached a level equivalent to the first year of a business studies degree.										
<b>Examinations</b>	Externally set and marked by the Institute. Examinations are held in <b>March, June, September</b> and <b>December</b> each year. Candidates must be registered and paid-up Student Members of the Institute at the time they undertake the examinations.										
<b>Examination Closing Dates</b>	Candidates entering for examinations must ensure that their completed Examination Entry forms and fees reach the Institute at least eight weeks before the date of the examinations. Examination Timetables indicate the Closing Date for receipt of entries for each sitting.										
<b>Examination Results</b>	These are normally distributed twelve weeks after each examination diet.										
<b>Subject Exemptions</b>	Students holding relevant recognised qualifications from other professional examining bodies may apply for exemptions on a subject-for-subject basis.										
<b>Entry Requirements</b>	<p>The Institute operates an 'Open Entry' policy in respect of many of its vocational programmes but prospective students should note that the following entrance qualifications are recommended for those wishing to undertake the Diploma and Advanced Diploma programmes:</p> <p>Diploma in Business Studies The minimum age for registration for this programme is 17.</p> <ol style="list-style-type: none"> <li>1 The ICM Business Studies Group Certificate</li> <li>2 The ICM Certificate in Commercial Studies</li> <li>3 One GCE A-level plus Three GCSEs (or equivalents)</li> <li>4 Five GCSEs at grades A, B or C (or equivalents)</li> <li>5 A suitable BTEC National Award</li> <li>6 Any qualification equivalent to one of the above.</li> </ol> <p>Applicants over the age of 19 who do not hold one of the recommended entrance qualifications may also register for the programme providing they have been in full-time employment for a minimum of two years.</p>										

*Advanced Diploma in Business Studies*

The minimum age for registration for this programme is 18.

- 1 The ICM Diploma in Business Studies (or an equivalent level business studies qualification)
- 2 A suitable BTEC National Award
- 3 Any business studies qualification equivalent to one of the above.

*Associate Degree in Business Management*

Applicants must have attained all of the following entry requirements. They:

- 1 Must be over 21 years of age
- 2 Must be in full or part-time employment in a commercial or industrial organisation
- 3 Must have completed (with or without exemptions) all subjects and levels within the Business Studies programme.
- 4 Must undertake a work or industry based research project and produce a report of not less than 6,000 words (the nature, content and objectives of the report to be agreed in advance between the student and the Institute).

**Continuing Education**

The Diploma and Advanced Diploma in Business Studies are recognised by other professional examining bodies for subject and level exemption purposes. They may also be offered as an entrance qualification for degree studies (subject to status and examination grades obtained).  
The Associate Degree in Business Management may offer advanced entry onto degree programmes.

**Study Methods**

Your Teaching Centre has been provided with a detailed syllabus and reading list for each subject area. Each subject syllabus clearly defines the areas that you will be required to cover for each subject and your examination questions will be based on the areas and topics detailed for each subject. It is important to ensure that you obtain a copy of each subject syllabus from your Teaching Centre. Each subject syllabus is linked to one main textbook and the examiners base their questions on the contents of the nominated text. The subject syllabuses also give details of 'Alternative Texts' and texts recommended for further reading. Where possible you should read one or more of the 'Alternative Texts' in order to broaden your knowledge of the subject area.

