



THE SOCIETY OF BUSINESS PRACTITIONERS

PROSPECTUS

EXAMINATION ENTRANCE

The SBP Diploma in Business Administration, Advanced Diploma in Business Administration and Postgraduate Diploma in Business Administration or International Marketing are internationally recognised professional qualifications for business practitioners.

REGISTRATION

DIPLOMA IN BUSINESS ADMINISTRATION

1. Must be 18 years of age or over
2. Must be a Registered Student or Member of the Society
3. Must have at least one of the following:

Four GCSE passes at Grade C or higher, one of which must be in English Language and two of which must be at A Level (or equivalents)

BTEC Ordinary or Higher Certificate or Diploma in Business & Finance (or equivalent)

Passed matriculation or entrance examinations of a recognised University

Passed LCCI Stage II (Intermediate) level examinations or RSA Stage III Level examinations

An equivalent qualification from a recognised professional institute

NOTE: The Examination Committee may, at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.

ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

1. Must be 18 years or over
2. Must have obtained the Society's Diploma in Business Administration (or its equivalent)

NOTE: Direct entry is available to candidates who have been exempted from the Diploma in Business Administration

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION **&** **POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING**

Candidates must have at least one of the following:

1. The Society's Advanced Diploma in Business Administration
2. A Degree in a business subject from a recognised University.
3. A qualification from a recognised professional institute which is equivalent to the Advanced Diploma in Business Administration.

NOTE: Exemptions **will not** allowed from any of the examination papers of the Postgraduate Diplomas

EDUCATION

There are numerous study centres in many countries which offer tuition for the Society's Diploma examinations and awards. These centres are reputable colleges, locally accredited and assessed and selected by the Society.

Annual on-site inspection visits are made by the Society to ensure the continuation of a high standard of courses, teaching staff, facilities and other criteria. Intending students should contact the Society for details of recommended study centres in their area.

EXEMPTIONS

EXEMPTIONS FROM THE SOCIETY'S EXAMINATIONS

Equivalent examinations passed with other approved examination bodies qualify for grant of exemptions from the Society's examinations on a subject-for-subject basis. These are subject to documentary proof and payment of exemption fees.

NOTE: Exemptions cannot be given from any of the Examination Papers of the Postgraduate Diplomas.

EXEMPTIONS FROM THE EXAMINATIONS OF OTHER PROFESSIONAL INSTITUTES

Holders of the Society's awards may be offered exemptions from the examinations of recognised professional institutes.

UNIVERSITIES

Many Universities accept the Society's awards for entry to Degree Programmes and/or grant of credits. Applicants should apply direct to Universities for course entry. Each establishment has its own entry conditions which may vary in each case.

EXAMINATION INFORMATION

EXAMINATION QUESTION PAPERS

Examination Question Papers are written and marked externally by independent Examiners and Moderators from educational establishments.

TUITION

Tuition is available from selected centres in many countries. Courses require at least 110 hours of study for each Examination Paper subject. This applies whether study is full-time, part-time or via distance learning.

Some study centres offer distance learning tuition tailored to the SBP Syllabus. This can be combined with face-to-face tuition if required.

EXAMINATIONS

Registration for examinations may be made at local centres or direct to the Society.

CLOSING DATES

Examination candidates must register in compliance with the following closing dates:

February Examinations	Closing date	1st October
June Examinations	Closing date	1st February
October Examinations	Closing date	1st June

RESULTS & RESITS

Candidates are notified of their Examination results within 10 weeks from the date of Examination. Application to resit failed papers must be made immediately.

EXAMINATION STRUCTURE

DIPLOMA IN BUSINESS ADMINISTRATION

Candidates will be required to sit and pass all five Examination Question Papers (compulsory subjects). The structure has been modified from the main SBP Syllabus to meet the needs of business practitioners and students in the Far East.

Examination Paper 1	Business Administration/Management
Examination Paper 2	Economics
Examination Paper 3	Principles of Accounting
Examination Paper 4	Communication in Business
Examination Paper 5	Principles & Practice of Selling

SINGLE SUBJECT CERTIFICATE

For candidates who have not passed all five papers of the Diploma in Business Administration, a Certificate can be issued to cover the Papers passed for a small additional charge.

ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

Candidates will be required to sit and pass all five Examination Question Papers (compulsory subjects). The structure has been modified from the main SBP Syllabus to meet the needs of business practitioners and students in the Far East.

Examination Paper A	Production & Operations Management
Examination Paper B	Marketing Management
Examination Paper C	Statistics
Examination Paper D	Financial & Management Accounting
Examination Paper E	Management of Human Resources

SINGLE SUBJECT CERTIFICATE

For candidates who have not passed all five papers of the Advanced Diploma in Business Administration, a Certificate can be issued to cover the Papers passed for a small additional charge.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

Candidates will be required to sit and pass all five Examination Question Papers (compulsory subjects). The structure has been modified from the main SBP Syllabus to meet the needs of business practitioners and students in the Far East.

Examination Paper 1	Corporate Strategic Planning
Examination Paper 2	Organisational Behaviour
Examination Paper 3	International Marketing <u>or</u> Management Information Systems
Examination Paper 4	Advanced Management Accounting
Examination Paper 5	Entrepreneurship

POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING

Candidates will be required to sit and pass all five Examination Question Papers (compulsory subjects). The structure has been modified from the main SBP Syllabus to meet the needs of business practitioners and students in the Far East.

Examination Paper 1	Corporate Strategic Planning
Examination Paper 2	Organisational Behaviour
Examination Paper 3	International Marketing
Examination Paper 4	Strategic Marketing Planning
Examination Paper 5	Exporting

SYLLABUSES

DIPLOMA IN BUSINESS ADMINISTRATION

EXAMINATION PAPER 1 ~ BUSINESS ADMINISTRATION/MANAGEMENT

Management philosophy – The nature & role of management – Corporate management structures – Organisational approaches – Human relations – Styles of management – Responsibility & leadership – Nature of authority – Manager qualities – Corporate & departmental policy making – Strategic planning – Establishing objectives – Control systems – Management tools – Decision making – Management techniques – Delegation – Performance measurement – Economics of management – Management resources – Functional management – Line management – Problem diagnosis & analysis – Management of people – Functional administration – Group behaviour – Management information – Business executive skills – Management training & development – Management information systems

EXAMINATION PAPER 2 ~ ECONOMICS

The economic system – Economic laws – Production of goods & services – Demand – Elasticity of demand – Supply – Determination of price – Markets – Perfect & imperfect competition – Profit – Competition – Monopoly – Restrictive practice – The entrepreneur – Commerce & industry – Business & public structures – Business performance – Theory of value – National income & expenditure – Trade cycle – International trade – Population – Wages – Rent – Interest – Credit – Money – Central banks – Commercial banks – The capital market – Macro economics – Balance of payments.

EXAMINATION PAPER 3 ~ PRINCIPLES OF ACCOUNTING

Public finance – The business unit as an entity & as a going concern – Accounting & the Companies Act – The nature & purpose of the accounting function – Sources of accounting information – Assets – Interpretation of accounting data – Recording financial data – Sources of finance – The balance sheet – Trading and profit & loss accounts – Double entry methods – Trial balance – Accounting periods – Break-even analysis – Profit measurement – Fixed & current assets – Current & long-term liabilities – Understanding costs – Ratio analysis – Standard & marginal accounting – Depreciation – Budgets – Inflation – Cash cycle – Interpretation of tabular data, charts & diagrams – Banking procedures.

EXAMINATION PAPER 4 ~ COMMUNICATION IN BUSINESS

Importance of effective communication – Language – Timing – Communication media – Mental attitude – Opinion & fact – Clarity of thought – Subjectivity & objectivity – Perception & understanding – Barriers to communication – Intellectual, cultural & attitudinal influences – Motivation – Organisation of information – Methods of communication – The two-way communicational process – Organisational internal lines of communication – Vertical, quasi-vertical

& horizontal communication – Influence of status & authority – Body language – Communicating the company image – External communication – Letters – Telex – Facsimile – E-mail – Internet/Intranet - Telephone – Telegrams – Video film – Computer link – Public speaking – Interviews – Internal communication – Memoranda – Reports – Internal telephones – Charts & graphs – Discussions & meetings – Training – Personal contact – Films – Libraries & reference information – Internal interviews – Effective listening & reading.

EXAMINATION PAPER 5 ~ PRINCIPLES & PRACTICE OF SELLING

Origin & development of selling as a profession – The philosophy of selling – The selling environment – The selling act – Sales executive's personal qualities – Correct mental attitude & personal motivation – Loyalty to customer & company – Classification of goods & services – Human behaviour & selling – Communication and selling – Sales forecasts, targets & quotas – The selling sequence – Product knowledge – Product features & benefits – Prospecting – Pre-approach planning – Territory & journey planning – Record keeping – The approach – The sales interview – Demonstration – A.I.D.A. – Closing a sale – Leads – Dealing with objections & complaints – Time management – Using the telephone – Sales techniques.

ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

EXAMINATION PAPER A ~ PRODUCTION & OPERATIONS MANAGEMENT

The production function – The production manager – Marketing & production – Determining market needs – Organisation of the production unit – Training & development of production personnel – Recruitment, selection & training of machine operators – Organisation of single, multi or team working – Shift & continuous working systems – Flexitime systems – Operator performance measurement – Materials specification – Selection & purchase of materials – Materials quality control – Materials stock control – Materials store management – Internal stock requisition procedures – Stock rationalisation – Quality circles – Selecting plant & machines – Purchasing, leasing or hiring – Plant layout & workflow systems design – Materials handling – Plant health & safety legislation – Planning installation of machines – Machine function level planning – Plant & machine maintenance scheduling – Automation, mechanisation & computer operations – Batch production – Flow production – Special order production – Methods specification & time standards – Production scheduling & programming – Work progress control - Project network analysis – Gantt charts – Flow diagrams – Process charts – Critical path analysis – PERT – Work sampling – Learning curve analysis.

EXAMINATION PAPER B ~ MARKETING MANAGEMENT

Marketing organisation – Qualities of the marketing manager – Responsibilities of the marketing manager – Marketing as strategic behaviour – Corporate marketing policy – Nature of marketing problems – Corporate analysis, diagnosis & prognosis – Applying the marketing concept – Management of the marketing information & research function – Information needs & collection – Marketing research & planning operations – Management of the product planning function – Product planning activity analysis – Planning for existing & new products – Critical path analysis – Managing the advertising & promotion function – Planning advertising & promotion – Media planning – Finance of advertising & promotion – Management of the sales & distribution function – Sales planning & control – Co-ordination & control of the marketing functions – Monitoring & control of the marketing functions – Performance measurement.

EXAMINATION PAPER C ~ STATISTICS

Nature of statistics – Forms of information – Accuracy & approximation – Numerical data – Primary & secondary data – Sources of information in an organisation – External sources of information – Accuracy of information – Tolerance, error & rounding – Methods of information collection – Surveys, observation, interviewing & questionnaires – Sampling theory & practice – Skill with figures – Vocabulary of mathematics – Operations sequence – Presentation of facts & figures – Tabulation, charts, graphs & diagrams – X charts & Lorenz curves – Moving totals & moving averages – Summarising data – Averages & dispersion – Estimation & probability – Statistical quality control – Trends & forecasting – Frequency distributions – Correlation.

EXAMINATION PAPER D ~ FINANCIAL & MANAGEMENT ACCOUNTING

Financial Management of a business organisation – Balance sheet analysis – Return on capital – Accounting ratios – Funds sources & their creative application – Management accounting principles & techniques – Management accounting reports – Inflation accounting – Current purchasing power – Current cost accounting – Break-even analysis – Achieving financial balance – Financial planning – Capital budgets – Operating budgets – Cash forecasting – Budgeting & budgetary control – Short-term cost behaviour – Capital costs structure & gearing – Capital costs, debt & equity – Fund flow statements – Marginal & standard costing – Differential costing – Cash flow – Capital projects – Internal & external pricing – Profit control – Variance analysis – Control analysis strategy – Planning & control of capital expenditure – Charts & graphs – Accounting & business systems – Computer techniques in financial management.

EXAMINATION PAPER E ~ MANAGEMENT OF HUMAN RESOURCES

Organisational behaviour – Sociology – Psychology – Applied psychology – Hierarchy of needs – Individual psychology – Individual differences – Group behaviour – Work motivation – Learning & conditioning – Health & safety – The working group – Testing methods – interviewing techniques – Nature of leadership – Personal & impersonal relationships – Human communication –

Personnel management – Corporate manpower planning – Job analyses, specifications & descriptions – Recruitment & selection – Induction – Individual development – Systematic training policies – Training methods & techniques – Labour turnover forecasting – Promotion & lateral transfer – Demotion – Discipline – Employment legislation – Dismissal – Retirement & resignation – Appraisal – Job evaluation & performance measurement – Remuneration strategy – Conditions of employment – The employment contract – Effects of change – Structure of the personnel department – Personnel data & statistics – Computer techniques.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

EXAMINATION PAPER 1 ~ CORPORATE STRATEGIC PLANNING

Nature of corporate planning – Corporate planning as a management process – The role of the chief executive – Introduction of corporate planning to an organisation – Corporate planning systems & organisation – The basic model – Forms of plans – Planning levels – Planning periods – Organisation of the corporate planning department – Job specification in planning – Practical phases of planning – Corporate objectives, guidelines & policies – Information base – SWOT analysis – Strategy formulation – Action programmes – Financial aspects of planning – Planning letters – Schedules in the planning cycle – Format & presentation of plans – Unit plans – Co-ordination of unit plans & approval – Monitoring & control – Format of control reports – Preparation & presentation of control reports – Variances – Frequency of reporting.

EXAMINATION PAPER 2 ~ ORGANISATIONAL BEHAVIOUR

Nature of behavioural science – Applied psychology – Organisational philosophy – Organisational sociology – Research methodology – Ethics & the organisation – Health & safety at work – Individual hierarchy of needs – Corporate hierarchy of needs – Work motivation – Individuality – Nature & functions of groups – Personal & corporate stability – Formal & informal behaviour – Corporate psychology – Attitudes & personality – Culture & work – Social, economic, political & technological change effects – The power game – Corporate politics – The competitive spirit – Psychology of management – Authority, roles & status – Styles of management – Objective thinking – Decision-making – Employee performance – Nature & effects of conflict – Communication & human relations – Value & effects of training – Personnel assessment & development – Job satisfaction & enrichment – Creation & maintenance of morale – Employee welfare.

EXAMINATION PAPER 3 ~ INTERNATIONAL MARKETING

The nature of international business – Ethics & international marketing – The world's markets – Trade blocks – International & multinational companies – Overseas agencies – Franchisers & licences – Joint ventures – Exporting & importing – Political & financial incentives of multinational marketing – Environmental & ecological aspects of international marketing – International market research – Behavioural research – World market information banks – Identification of specific product markets – Socio-economic & cultural research – National trade infrastructures – National law & foreign trade – International trade regulations – Trade barriers – Trade tariff, customs & quota systems – Free trade areas – Offshore operations – International marketing – Planning & control – Market entry – Market penetration – Marketing mix planning – Product planning – International quality control – Pricing strategies – International distributive channels – Advertising, promotion & selling – Handling competition.

EXAMINATION PAPER 3 ~ (option) MANAGEMENT INFORMATION SYSTEMS

Competitive & strategic uses of information systems – socio-technical approach of text v. technical & behavioural approaches – use of competitive forces & value chain modes in identifying opportunities for strategic information systems – concept & salient features of organisations affecting information systems – issues arising during systems design, building & management – relationship between information systems & ethical, social & political needs of societies – basic components & terminology of hardware – computer representation of processed information & system design decisions – role & types of software – effective file management – databases & maintenance – managerial & organisational requirements of database environments – role of telecommunications, networks & applications – client /server models of computing – Internet & electronic commerce/ business – Intranets & Extranets – management issues raised by enterprise-wide computing – systems development as a socio-technical process of planned organisational change – concepts of systems analysis & design – development, analysis, feasibility, requirements, specifications, programming, testing, conversion, production & maintenance

EXAMINATION PAPER 4 ~ ADVANCED MANAGEMENT ACCOUNTING

Monetary economics – The UK Companies Act & accounting – Current statute law for business – EC statute law for business – International accounting practice – Handling pre & post incorporation profit – Taxation – Liquidations – Amalgamations – Reconstructions – Consolidations & publications – Capitalisation of profits – Management & financial information systems – Interpretation of balance sheets, profit & loss statements & funds flow statements – Advanced accounting techniques – Break-even analysis – Managing inflation – Managing working capital – Advanced costing techniques – Auditing – Integrated accounting systems – Business performance evaluation & control – Co-ordination of budgets – Accounting ratios in planning – Redemption of

debentures & preference shares – Valuation – Technique for profit maximisation
– Discounted cash flow – Project funding.

EXAMINATION PAPER 5 ~ ENTREPRENEURSHIP

Perspective of entrepreneurship – The entrepreneurial philosophy – The nature of psychology of the entrepreneur – The background & characteristics of the entrepreneur – The entrepreneurial process – The four key factors of vision, flexibility, motivation & risk – Essential salesmanship – Creating & developing business – Business plans – Marketing plans – Financial plans – Organisational plans – Sources of finance & capital – Financing new ventures – Managing new ventures – Legal issues – Franchising & direct marketing.

POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING

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EXAMINATION PAPER 4 ~ STRATEGIC MARKETING PLANNING

The strategic planning process – Organising marketing planning personnel – Assessment & appraisal of marketing opportunities – Intensive opportunities – Integrative opportunities – Extensive opportunities – Matching company objectives & market opportunities – Hierarchy of objectives – Developing information systems – Selection & analysis of specific marketing opportunities – Assessment of competition – Market segmentation strategy – Market penetration strategy – Market positioning strategy – Market share – Marketing mix policy & planning – Product planning & development – Pricing policy & planning – Advertising & promotion planning – Sales Management – Distribution channel policy & planning – Formulation of strategic plans – Performance monitoring – Follow-up & adjustment – information subsystems planning – Communication of market response feedback – Financial aspects of strategic planning.

EXAMINATION PAPER 5 ~ EXPORTING

The role of exporting in an economy – Company export department organisation – The export management task – Exporting & marketing – Market research – Sources of overseas market information – Identification of export markets – Exporting, forecasting & planning – Representation abroad – Agents – Subsidiaries – Joint ventures – Export houses – Contractual agreements – Qualities & skills of the export salesperson – Visiting the export markets – Export of technical expertise – Participation – Overseas sales branches – Overseas advertising & promotion – Overseas public relations – The export transaction – Obtaining export orders – Processing export orders – Special clauses & quotations – Offer & acceptance – Export documentation – Government export bodies – International export bodies – Export credit guarantee procedures – Letters of credit – International banking support – Financial arrangements – Invoicing & payment – Distribution – Distribution, freight & packing – Air cargo – containerisation – Insurance.

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