



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 or other degree awarding establishments.
3. A qualification from a recognised professional institute which is equivalent to the Advanced Diploma in Business Administration.

NOTE: Exemptions may be given, at the discretion of the Examination Committee, on a subject-for-subject basis

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.

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 four Examination Question Papers. Papers 1 & 2 consist of compulsory subjects. Papers 3 & 4 allow a candidate to elect subjects of their choice from the list of options offered.

Examination Paper 1	(compulsory subject) Business Organisation & Business Law
Examination Paper 2	(compulsory subject) Economics & Principles of Accounting
Examination Paper 3	(elective subject) <i>One subject paper from the options below</i>
Examination Paper 4	(elective subject) <i>One subject paper from the options below</i>

OPTIONAL SUBJECTS FOR PAPERS 3 AND 4

1	Cost Accounting
2	Principles of Marketing
3	Principles of Banking
4	Principles & Practice of Selling
5	Principles of Data Processing & Systems Design
6	Communication in Business

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 four Examination Question Papers. Papers A and B consist of compulsory subjects. Papers C and D allow a candidate to elect subjects of choice from the list of options offered.

Examination Paper A	(compulsory subject) Business Management
Examination Paper B	(compulsory subject) Business Finance
Examination Paper C	(elective subject) <i>One subject paper from the options below</i>
Examination Paper D	(elective subject) <i>One subject paper from the options below</i>

OPTIONAL SUBJECTS FOR PAPERS C AND D

1	Financial & Management Accounting
2	Management of Human Resources
3	Practice of Banking (i)
4	Business Computing Techniques
5	Marketing Management
6	Statistics

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 eleven Examination Question Papers (compulsory subjects). Papers 1 to 6 consist of compulsory subjects and Paper 7 is a case study exercise based on the subjects. For Papers 6 to 11 candidates will elect one subject per paper from the options offered.

Examination Paper 1	Corporate Strategic Planning & Control
Examination Paper 2	Work Study
Examination Paper 3	Public Relations
Examination Paper 4	Organisational Behaviour
Examination Paper 5	Management Auditing
Examination Paper 6	International Marketing
Examination Paper 7	Case Study Paper

Examination Papers 8, 9, 10 and 11 to be elected from the following optional subjects below

a	Advanced Management Accounting
b	Practice of Banking (ii)
c	Insurance & Financial Service
d	Industrial Law
e	Strategic Marketing Planning
f	Production & Operations Management
g	Exporting

POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING

Candidates will be required to sit and pass all five Examination Question Papers (compulsory subjects).

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 ORGANISATION – BUSINESS LAW

Entrepreneurship – Sole ownership business – Partnerships – Private & public limited companies – Trade associations – Groups of companies – Branches & subsidiaries – Societies – Co-operatives – International & multinational companies – Monopolies – Restrictive practices – Business resources – Capital supply – Products & services – Mergers – Amalgamations – Conglomerates – Manufacture – Retailing – Wholesaling – Import & export – Factoring – Distribution channels – Storage & distribution – Department organisation – Communication – Markets – The legal system – Company law – Business organisation & the law – Trade unions – Law of contract – Law of tort – Agency – Transfer of title – Sale of goods law – Contract of hire – Fair trading & consumer protection – Consumer credit – Lien bailment – Carriage of goods – Negotiable instruments – Law of bankruptcy – Law of defamation – EC Law – International law.

EXAMINATION PAPER 2 ~ ECONOMICS – PRINCIPLES OF ACCOUNTING

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 – Public finance – The business unit as an entity & as a going concern – Accounting & legislation – 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 & profit & loss accounts – Double entry – 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 PAPERS 3 AND 4 (optional subjects)

COST ACCOUNTING

Theory of cost behaviour – Cost classification & analysis – Cost centres – Cost units – Recording & interpreting cost data – Overheads apportionment – Interest on capital & notional costs – Uniform costing systems – Costs budgets – Depreciation – Cost control methods – Materials classification – Stock valuation – Remuneration & payroll procedure – Control of wages & salaries – Product costing – Budgetary cost control – Double entry cost book-keeping – Standard cost & variance analysis – Marginal costing – Cost accounting & management – Cost accounting & financial management – Stock valuation – Internal auditing.

PRINCIPLES OF MARKETING

The marketing concept – The marketing environment – Demand & competition – Definition of markets – Market information requirements – The marketing mix – Price formulation & strategies – Market research methods – Channels of distribution – Sales promotion & advertising – The sales function – Sales forecasting – Product policy – Product life cycle – Research & development – Product mix – Market positioning – Product branding, packaging & image – New product development – After-sales policy – Product & brand management – Market entry methods – Market penetration methods – Market segmentation – Human behaviour & marketing – Public relations – Financial aspects of marketing – The marketing plan – Monitoring & control – Structure & organisation of the marketing department.

PRINCIPLES OF BANKING

Development of the money system – Today's money in its different forms – Origin & growth of the banking system – International banking – Bank Charter Acts – The nature of joint stock banks – Commercial & secondary banks – The Bank of England – Central banks – Discount houses – Merchant banks – Clearing banks – Other financial institutions – Foreign banks – The Banking Act – Banking & legislation – Marketing & competition – The work of clearing banks – The range of bank services – The range of customers – Range & nature of accounts – Clearing systems – Funds transfer – Public relations – Organisational structure of banks and branches – Management.

PRINCIPLES & PRACTICE OF SELLING

Origin & development of selling as a profession – The philosophy of selling – The selling environment – The nature of selling –personal qualities of a sales executive – Mental attitude for selling – Personal motivation – Loyalty to employer & customer – Classification of goods & services – Human behaviour and selling – Communication & 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 – Telephone technique – Sales techniques.

PRINCIPLES OF DATA PROCESSING & SYSTEMS DESIGN

Information technology – Feasibility study & report – Establishing system objectives – Nature & choice of hardware & software – System procedures – System implementation – Organisation of human resources – Data organisation & processing – Data security – User programs – Systems analysis & design principles – Systems maintenance – Communication design – Data analysis & design – Systems project life cycle – Input – Access – System files – Test data – Program descriptions – Production of the systems definition – Program specifications – Work standards – Program planning – Testing methods – Project implementation.

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 inter-lines of communication – Vertical, quasi-vertical & horizontal communication – Influence of status & authority – Body language – Communicating company image – External communications – Letters – Telex – Facsimile – Telephone – Telegrams – Film – Computer link – Public speaking & presentations – Interviews – Internal communication methods – Reports –

Internal telephone – Charts, graphs & diagrams – Discussions, Memoranda – seminars & meetings – Training – Personal contact – Libraries – Effective listening & reading – Retention of received communication – colour communication.

ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

EXAMINATION PAPER A ~ BUSINESS MANAGEMENT

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

EXAMINATION PAPER B ~ FINANCE

Nature of finance – Principles of finance – The money market – Banking – Continuous solvency – Bankers & borrowers – Financial institutions – Spending versus saving – The market for new capital – Short-term money rates – Currency policies – investments & yields – Classes of undertaking – Capital structure – Company finance – Valuations – Investment & business finance – Alternative corporate financing methods – Valuation of assets – Financing a new business venture – Financing a growing business – Control of business finance – Selection of investment – Averaging – Goodwill – Business re-organisations & reconstructions – Amalgamations – Sources of finance – Short, medium & long-term finance – Selecting suitable finance – Control of capital – Fund flow.

EXAMINATION PAPERS C AND D (optional subjects)

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.

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.

PRACTICE OF BANKING (i)

Recruitment, selection & training in banking – Personal & business customer services – Banking & the legal environment – Banking confidentiality – Management skills – Types of customer accounts – Customer account management – Payment & collection of cheques & other instruments – Cheque guarantee, cash & credit cards – Responsibilities & rights of customer & banker – Standing orders & direct debits – Safe custody – Overdrafts & credit – Levels of supervisory responsibility – Marketing & public relations – Analysis, diagnosis & satisfaction of customer needs – The law & banking – Changing banking legislation – Nature & scope of investment – Bank lending & securities – Interpretation of business customer accounts – Criteria for advances to business & personal customers – Non-bank lending – International trade finance – Personal customer: estate planning, lending, life assurance, insurance, tax services, investments, pensions, executorship & trusts, travel services – Business customer: corporate guidance, feasibility studies, appraisal of capital projects, financing, pension funds, import/export handling, insurances, payroll handling, money transmission, registrars, debt finance, BACS, trusteeship, corporate financial management.

BUSINESS COMPUTING TECHNIQUES

Nature & scope of business information technology (I.T.) – Human-computer interaction – Identification of I.T. application needs – Computer systems organisation – Hardware & software choice – Peripherals – Compatibility – configuration – Environment health & safety – Multi-user systems – Network

systems – Computer housekeeping – Quantitative skills – Input/output processing – Operating systems – Management by computer – Computer implementation – Word-processing software – Spreadsheet software – Database software – Accounting software – Payroll software – Design systems – Integrated business systems – Desktop publishing software – Management information systems – Data security – Systems maintenance – Systems updating.

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, prognosis & diagnosis – 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 marketing functions – Performance measurement.

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.

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 ~ WORK STUDY

Nature of work study – Organisation of the work study department – Work measurement concept – Establishment of organisation & methods objectives – Areas for work measurement – Business systems – Identification & analysis of work problems – Standardisation & specialisation – Work priorities – integration of systems & information – Initial survey – Assignment costing – Selection of assignment areas – Planning a work study assignment – Fact collecting & recording – Verification methods – Alternative methods & their selection – Feasibility study – Establishment of performance standards – Time study – System environment – Assignment terms of reference – Time data – Activity sampling & estimating – Pereto analysis – Critical path analysis – Flow process analysis – I.T. in work study – Centralisation & decentralisation – Organisation of resources.

EXAMINATION PAPER 3 ~ PUBLIC RELATIONS

Nature & purpose of public relations – Ethics & PR – The law & PR – Problem analysis – The PR department & its management – Training of PR personnel – Identification of PR publics – Human behaviour & PR – Corporate PR consultancy services – Internal PR – Creating the public image – PR via corporate personnel – Planning PR objectives & strategies – Problem isolation – Written communication – Graphic communication – Visual & audio-visual communication – Financial aspects of PR – Budget preparation – The role of PR in marketing – International PR

EXAMINATION PAPER 4 ~ 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 – Personal assessment & development – Job satisfaction & enrichment – Creation & maintenance of morale – Employee welfare.

EXAMINATION PAPER 5 ~ MANAGEMENT AUDITING

Purpose of management auditing – The internal audit department – Audit committee – Interpretation of management policies – Control of management policy application & performance – Zero base review – Management by objective & standard costing – Management by exception – Nature of systems methodology study – Responsibilities & duty of the audit manager – Internal audit planning & company growth – Comparison of internal & external auditing – Responsibility accounting – Control of management actions – Control of assets security – Management & personnel audit process – Systems management & work study – Quality control systems – Record-keeping accuracy & standards maintenance – General internal control systems – Duty & task segregation analysis – Vouching, verifying, substantive & compliance testing – Ad hoc investigations – Fraud detection & control procedures – Systematic control of debtors & creditors – Systematic control of petty & general cash – Payroll control procedures – Stock control & stock-taking control procedures – Letters of weakness, representation, engagement & management.

EXAMINATION PAPER 6 INTERNATIONAL MARKETING

The nature of international business – Ethics & international marketing – The world's markets – Trade blocks – International & multi-national companies – Overseas agencies – Franchising & licensing – Joint ventures – Exporting & importing – Political & financial incentives of multi-national marketing – Environmental & ecological aspects of international marketing – Corporate organisation for 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 7 ~ CASE STUDY

Examinees will be presented with a case study which will contain information about a hypothetical business organisation. There will be a limited period of time in which to assimilate the information. This will be followed by a set of examination questions based on the case study and which reflects the subjects studied by the examinee.

EXAMINATION PAPERS 8, 9, 10, & 11 (optional subjects)

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.

PRACTICE OF BANKING (ii)

Banking & English law – Banking & the EC – Banking & International law – Monetary economics – Bank services to corporate customers – Bank branch management – Marketing banking – Partnership (ref Clayton's case) – Securities, guarantees & negotiable instruments – Agency & banks – Personal & corporate account management – Bankruptcy – Customer credit & bank responsibilities – Standard accounting practice – Major investment & the bank's role – Law of succession – Land law – Trust administration – Trust taxation – Law of persons – Trust accounting – International & multi-national companies – Joint ventures – International agency & franchise – Licensing – International banking operations & finance – International investment management – Nature of international trade & its finance – International trade barriers – International politics & banking.

INSURANCE & FINANCIAL SERVICES

The Financial Services Act 1986 – Financial institutions – Financial service code of conduct – Life assurance principles – Risk assessment – Innocent non-disclosure or misrepresentation – Term assurance – While life assurance – Endowment assurance – Substantive policies – Actuarial valuation – ABI quotation system – Unit linking – Assurance underwriting – Additional benefits – Taxation – Protection – Trusts – Savings – Assurance investment – Pensions – Nature of insurance – Insurance & the law – Liability – Risk assessment – Property & pecuniary insurance – Physical distribution insurance – Vehicle insurance – Marine insurance – Health insurance – Insurance underwriting – Types of mortgage – Property valuation – Property equity – Securities & guarantees – Insolvency – Loan sources – Secured loans – Unsecured loans – Interest rates – Giving the customer a fair deal

INDUSTRIAL LAW

Purpose of industrial law – Employment legislation – Nature of the employee & employer relationship – Race relations legislation – Equal opportunity legislation

– Statutory control of the working environments – Remuneration – Contract of employment – Rights & duties of employee & employer – Employment, redundancy & dismissal – Unfair dismissal – Industrial relations – The institutions – Trade union & labour relations legislation – Collective agreements – Trade disputes – Industrial tribunals – Industrial injury & disablement legislation – Industrial injury benefit – Social security legislation – Unemployment & sickness benefit law & entitlement rules – Additional payments entitlement – National insurance – Social security fraud – Health & safety at work legislation.

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.

PRODUCTION & OPERATIONS MANAGEMENT

The production function – The production manager – Marketing & production – Determining market needs – Organisation of the production unit – Training & development of production personnel & 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.

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 – UK government export bodies – EC export bodies – International export bodies – Export credit guarantee Department – Letters of credit – International banking support – Financial arrangements – Invoicing & payment – Distribution – Distribution, freight & packing – Air cargo – Containerisation – Insurance.

POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING

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 – Franchising & 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 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.

The Society of Business Practitioners
P O Box 11 – Sandbach
Cheshire - CW11 3GE
England

Tel/Fax +44 (0)1270 526 339
e-mail: info@mamsasbp.com