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We believe that our students should be equipped with the tools to set sound goals and achieve them



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## Business Administration Diploma

**The Better Way To start  
Your Business**

**Line Management Solutions**

# Overview

The programme emphasises on the strategic role of human resource management and focuses on changing traditional human resource practices to meet the needs of global organisations. The programme explores how 'best in class' human resources practices can improve an organisation's bottom line. The programme focuses on the management of people to ensure maximum competitive advantage within and across organisations. Strategies for HRM ensure you will know how to strategically plan staffing requirements. Performance and reward management will ensure you know how to get the best from your people as a manager.

## Outlines

- **Strategic plan for human resources: design and implementation**
- **Organization Theory**
- **performance analysis**
- **organizational behavior**
- **Non-administrative skills**
- **Corporate strategies, patterns and knowledge management**
- **Job design, recruitment and selection**
- **Leadership and people management**
- **Strategic people management**
- **Development of management and leadership**



# 1

## Human Resources Management



# Overview

students will gain a more competitive edge in the job market. Advanced finance programmes seek to teach students more about managing revenues and money. students will learn more about how to properly and professionally manage funds, as well as the interface of risk, time, and money. Focus areas will include accounting, economics, financial planning, issues in organisations and management, and management information systems. Programmes could also cover the study of options and futures and how to make well-informed decisions for business growth. Anyone who is looking to advance their career can consider earning a diploma in finance. Earning a finance diploma can also be of great help to anyone who is interested in the banking or investment fields.

## Outlines

- **Financial statements of companies**
- **Analysis of financial data: decision making**
- **Budget and administration control**
- **budget planning**

- **Financial management and company strategy**
- **Financial planning**
- **Business models and financing needs**
- **Financial analysis tools**
- **Short term financial planning**

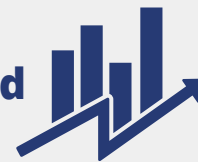


- **Administrative Control: Design and Objectives monitoring and reporting**
- **corporate tax liability**
- **Long term financial planning**
- **corporate financial strategy**



# 2

## Financial Management





# Overview

"In this module, you will be introduced to digital marketing from the very beginning. Keeping in mind the diverse background of students, courses equip students right from the basics of digital marketing. Following are some important topics covered here: What is digital marketing? Importance of digital marketing Difference between traditional and digital marketing Discuss the recent trends and current scenario of the industry How digital marketing has been a tool of success for companies? How to use digital marketing to increase sales How to conduct a competitive analysis? Case studies on digital marketing strategies"

## Outlines

- **Marketing and its impact on the company**
- **basic variables**
- **Marketing Plan**
- **Marketing strategic**
- **management sources of innovation**



- **Marketing Tools**
- **sources of innovation**
- Current trends in marketing**
  - **Marketing strategy and communication with customers**



- **Digital Marketing**
- **Google ADS**
- **SEO**

# 3

## Marketing Management



# Overview

Strategy will equip graduates with the required skills to prosper in a career in business management. Key lessons would include: industry and environmental analysis, internal analysis and competitive advantage, organisational structure, design and alignment, market evolution and dynamics; in addition to many specialised topics for specific industries, world regions or stages of market development. Strategy draws upon all of the business and market fundamentals, so it is important that a specialised strategy curriculum also includes a solid grounding in topics such as economics, accounting, finance, marketing, organisations, and operations. In today's competitive marketplace, strategy is a critical management resource.

## Outlines

- **sources of innovation**
- Current trends in marketing**



- **Designing the organizational structure**
- **Company strategy**
- **Corporate level strategy**
- **Examples of corporate strategies**
- **Determine the company's strategy**

- **Strategic planning and formulation**



- **Strategic thinking**
- **Positioning and decision making**
- **Oversight and strategic alignment**

# 4

## Strategic Management



## WHY CHOOSE US?

We encourage and value partnerships with other higher education institutions, organizations and agencies to provide high-quality, comprehensive and competitive lifelong learning opportunities and to share best practices.



**DURATION**  
**5 MONTHS**



**LEARNING SYSTEM**  
**Blended Learning system**  
**( recorded - online )**



**CERTIFICATE**  
**Business Administration**  
**Diploma**

ABOUT US

## WHO WE ARE

Line Management Solutions provides Courses for employees to Learn How to Improve Your Management Skills. Executive education training programs can be an excellent way to develop or sharpen your managerial skills. There are plenty of upsides, such as the duration of the course when compared to MBA programs.



## OUR SERVICE

- MBA Accreditations
- DBA Accreditations
- Diplomas & Consultations
- Training & Courses
- Outsourcing & Offshoring



## CONTACT US



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# LINE MANAGEMENT SOLUTIONS

Learn & Earn