

Graduate Diploma in Management

leading to Masters in
Business Administration
(MBA)

Welcome



After 36 years of my career at the Central Bank, I am pleased to provide BMS with strategic leadership moulding it into an institution with unparalleled reputation for quality learning and dissemination of knowledge.

People need continuous learning and they demand a learning method which is flexible and effective. This is exactly what you will experience in your programme-Graduate Diploma in Management. BMS is entering its fifteenth year of success in adopting a modern approach to education in association with the best of the British education system, while incorporating the flexibility of the module credit system leading to a British degree.

BMS's speciality is its focus on the choice of its courses with international recognition and the blended approach on the learning process by mixing traditional, resource based and student centred learning.



W A Wijewardena
President, BMS

Our Vision

**Transforming lives
& influencing the future
through transmission
of knowledge.**

Graduate Diploma in Management

Graduate Diploma in Management (GDM) programme provides an analytical and rigorous management education which will enable candidates to acquire key knowledge and skills which are required for effective first and middle-level management.

Programme Objectives

On successful completion of the programme, students will be able to:

- To understand, apply and critically review the key management concepts.
- To analyse and evaluate strategic management issues and make sound business decisions.
- To develop and enhance personal and interpersonal skills for a career in management.
- To progress onto further academic studies at Bachelors and/or Masters Degree levels in Management.

Programme Structure

The Graduate Diploma in Management is made up of six (6) modules. It comprises a total of 120 credits. The programme can be completed within one academic year.

Assessment

Each module is assessed by a closed book examination and/or a written assignment. The Professional Project requires the student to produce a project report or an extended essay (7,000words) based on an independent research into an area of business or management that interest them.

Code	Module	Study Hours	Credits	Assessment
GDM 401	Management Fundamentals	200	20	Exam
GDM 402	Managing People	200	20	Open-book Exam Assignment
GDM 403	Managing Finance	200	20	Exam
GDM 404	Marketing Management	200	20	Presentation Assignment
GDM 405	Research Methods (Business)	100	10	Project Proposal
GDM 406	Professional Project	300	30	Project



“Managing Work, Study & Home is a challenge. Graduate Diploma provided me the perfect balance and the pathway to the degree”

Salome Nakashima
Sri Lankan Airlines

Programme Modules

■ Management Fundamentals (401)

Introduction to management; the environment of management; planning and organising; managing change and diversity; leadership, motivation and teamwork; and controlling.

Learning outcomes

1. Understand core management functions, transition to a new workplace and the evolution of management thinking;
2. Assess the external and internal environment and understand the challenge of acting ethically in the global environment;
3. Understand the functions of planning and organising in organisations;
4. Understand managing change and workforce diversity in the new workplace;
5. Understand the importance of leadership in turbulent times;
6. Identify different motivational approaches and discuss challenges of teamwork;
7. Understand the importance of organisational control.

■ Managing People (402)

Introduction to human resource management; human resource planning; recruitment and careers; employee selection; performance management and rewards; employee relations and employee engagement; and international human resource management.

Learning outcomes

1. Understand the difference between personnel management and human resource management; and the key role that HR has in facilitating the achievement of business strategy;
2. Evaluate the internal and external factors for human resource planning;
3. Understand how to recruit employees;
4. Evaluate the procedures and practices for selecting suitable employees;
5. Understand the components of employee training and performance management;
6. Understand the elements of employee engagement and employee relations;
7. Understand the challenges of managing people across borders.

■ Managing Finance (403)

Introduction to financial statements; interpretation of financial statements; costing; CVP analysis and decision making; pricing decision; budgeting; investment and project appraisal; and sources of finance.

Learning outcomes

1. Understand the fundamental concepts of finance which are critically essential in one's role as a future business manager;
2. Interpret financial statements via the analysis of the accounts, ratios and preparation of corporate reports;
3. Interpret variable/fixed cost analysis in single product contexts to CVP analysis;
4. Discuss different pricing strategies and their consequences;
5. Explain the purposes of budgets and use of functional and flexible budgets and budgetary control;
6. Evaluate capital project proposals using the techniques of investment appraisal;
7. Identify and evaluate sources of finance available for business organisations.

■ Marketing Management (404)

The concept and process of marketing; developing marketing strategies and plans; conducting market research; markets and customers; segmentation, targeting and positioning; elements of the extended marketing mix; and building brands and global markets.

Learning outcomes

1. Understand the concepts of marketing and examine the marketing environment;
2. Develop marketing strategies and plans to achieve organisational mission;
3. Evaluate the application of market research and identify market opportunities;
4. Understand the behaviour of buyers and create sustainable customer value;
5. Understand the concepts of segmentation and targeting to develop positioning strategies;
6. Understand the importance of applying the extended marketing mix;
7. Assess global marketing opportunities and develop competitive brands

■ Research Methods - Business (405)

Research process; research questions; research design; literature review, research methodology; data analysis; and structure/format of a research proposal.

Learning outcomes

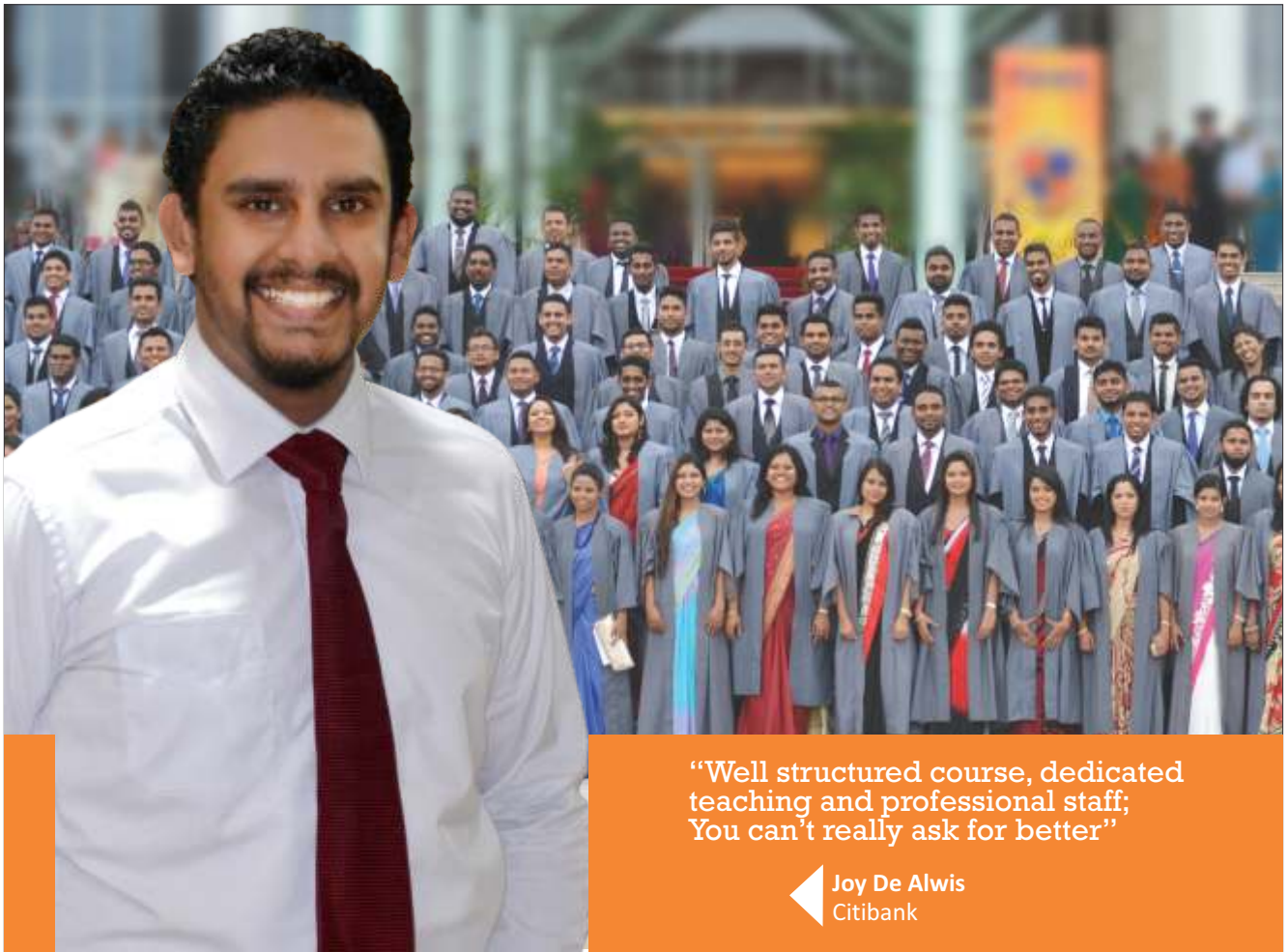
1. Understand the key components of an academic research;
2. Construct a well-reasoned research question;
3. Develop an appropriate research design;
4. Conduct a literature review;
5. Understand qualitative and quantitative research methodology;
6. Understand techniques used to interpret data;
7. Develop a well-structured research proposal.

■ Professional Project (406)

The Professional Project is the culmination of a candidate's learning process in the modules. It will allow students to complete a project report investigating a selected topic. The study undertaken should be built on knowledge, skills, and understanding acquired in the other modules.

Learning outcomes

1. Formulate clear aims and objectives clearly within existing theory and practice;
2. Demonstrate a critical and rigorous understanding of theory and literature relevant to the issues under investigation;
3. Justify your choices of research methodology and research methods by reference to practical considerations and the aims of the research;
4. Collect secondary and/or empirical data in an effective and timely manner and critically reflect on the process;
5. Analyse, interpret and present data in a clear and logical form using appropriate techniques;
6. Critically evaluate the research findings and relate the findings to existing theory in order to reach conclusions;
7. Explain and evaluate the validity of any conclusions drawn from the research and make realistic recommendations.



“Well structured course, dedicated teaching and professional staff; You can't really ask for better”

◀ Joy De Alwis
Citibank

Duration

One academic year.

Lecture schedule

Saturday Batch: 2pm - 6pm *or*
Sunday Batch: 9 am – 1 pm.

Entry qualifications

A Diploma from a recognised institution with minimum of 2 years of work experience and above 23 years of age.

Overseas resource centers

Maldives & Middle East

Resources

- All core original text books
- Regular lectures and workshops
- Industry expert guest lectures
- Reference library
- Digital library
- Modern class rooms
- Personal tutor sessions

Progression

On successful completion of GDM students may enter the Bachelors or Masters Degree pathway with the option of studying the degree programme in Sri Lanka or UK.

Following Universities have accepted GDM as an entry qualification for MBA programmes

- University of Leicester UK
- Edinburgh Napier University UK
- Northumbria University UK
- Deakin University Australia

FAQ's

Who awards the final certificate for GDM?

The final certificate is awarded by Pearson (Edexcel) UK which is the largest awarding body in the UK. Pearson qualifications are recognised and respected across the world in over 100 countries.

What is the progression pathway for GDM?

On successful completion of GDM, a candidate has the option of entering the final year of Bachelors Degree in Business or Masters Degree (MBA). Northumbria University provides both Bachelors and Masters Degree recognition.

Can we complete the Degree programmes in Sri Lanka?

Yes, you can study and complete the Degree programmes in Sri Lanka. Hundreds of GDM students have graduated with Northumbria University Degree at BMS.

If I move to another country, can I continue the GDM/Degree programme?

Yes, many students from countries such as, Qatar, Dubai, Bahrain, Maldives and Canada are currently studying GDM by blended-distance learning.

Admission

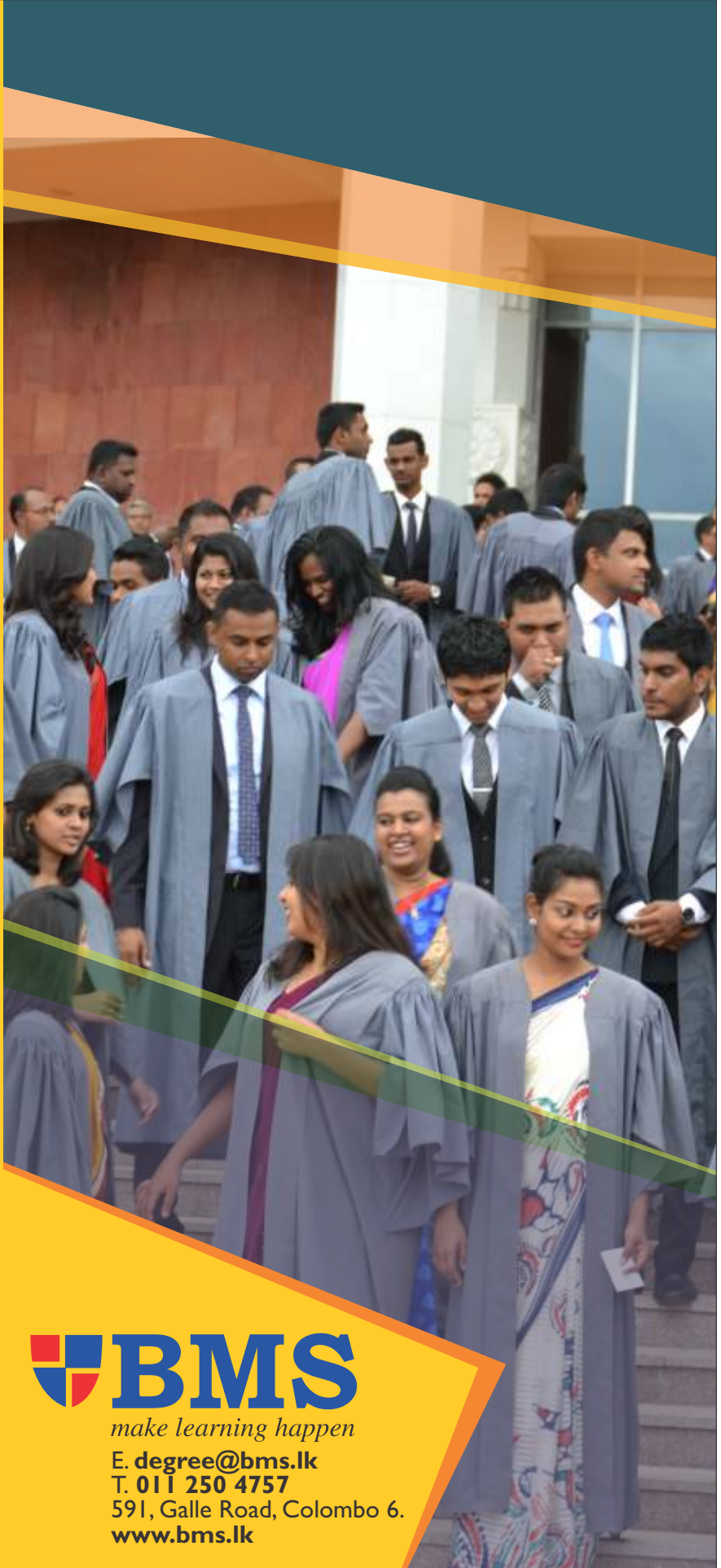
- Visit BMS or download an application from www.bms.lk
- Speak to one of our student development officers and they will guide you with the process.
- *To contact,*
Email: degree@bms.lk
Mobile: **077 7770899**
Tel: **011 250 4757**



Group Presentation



BMS Graduation 2014



make learning happen

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