

Diploma in Business Management (DBM) (for Professionals)

Category:	Diploma Programmes
Objectives & Benefits:	<ul style="list-style-type: none"> * To provide the participants with an opportunity of acquiring theoretical knowledge in management * To provide the participants with an effective forum for the appraisal of modern management ideas and techniques * To develop in the participants a general management perspective * To improve the managerial skills in the participants in diagnosing and business related issues from a multi-disciplinary base
Entry Requirements:	<ul style="list-style-type: none"> * A/L qualification with more than 3 Years Working Experience Or * Those who have followed Advanced Certificate Course in Business Management
Syllabus / Content:	<ol style="list-style-type: none"> 1. Module I - Foundation Stage <ol style="list-style-type: none"> 1. Management Process and Organizational Behavior 2. Financial Accounting 3. Economics of Business Enterprise 4. Business Mathematics and Statistics 2. Module II - Functional areas of Management <ol style="list-style-type: none"> 1. Management Accounting 2. Operations Management 3. Management Information Systems and e-commerce 4. Marketing Management 5. Productivity Improvement 6. Human Resource Management 7. Industrial Law & Industrial Relations 3. Module III - Integration <ol style="list-style-type: none"> 1. Strategic Management and Performance Improving Planning 2. Special Topics in Business Management 3. Independent Study
Duration:	1 Year
Lectures & Practicals:	WE(9am -4pm) / WD-(2 days 5pm - 8pm)
Medium:	English
Methodology:	Lectures / Discussions / Case Method / Exercises

Diploma in Marketing Management

Category:	Diploma Programmes
Objectives & Benefits:	After successful completion of the program, participants should be able to: * Explain concepts, theories and practices applicable to all aspects related to marketing * Perform all activities related to the marketing function of an organization
Entry Requirements:	* Degree with one year working experience in the relevant field or * G.C.E AIL qualification with more than 3 years working experience or * Advanced Certificate in Marketing Management offered by a recognized institute
Syllabus / Content:	* Marketing Concepts * Promotional Practice * Economics of Business Enterprise * Legal Aspects of Marketing * International Marketing * Understanding Consumer Behavior * Marketing Planning * Computer Based Management Information Systems for Marketing * Financial Aspects of Marketing * Salesmanship & Sales Management * Management Theory & Practice * Agricultural/Industrial & Service Marketing * Marketing Research * Industrial Agricultural & Service Marketing * Quantitative Techniques
Duration:	One Year (Saturdays)
Lectures & Practicals:	0900 hrs - 1600 hrs
Medium:	English
Methodology:	Lectures/Discussions/Case Analysis/Presentations/Video Presentations/Role Plays

Diploma in Company Administration & Secretarial Proficiency

Category:	Diploma Programmes
Objectives & Benefits:	<p>Advanced diploma in company administration and secretarial proficiency is the highest professional qualification that a secretary can earn in Sri Lanka. The Diploma produce a professionally qualified, work-ready secretary, armed with knowledge and skills of the modern business environment.</p> <ol style="list-style-type: none"> 1. By the end of the diploma participants will be proficient in modern management know-how required to be efficient and productive in the work place. 2. The course produces a skilled professional secretary capable of meeting the industry requirements with confidence. 3. The course produces dynamic and a knowledgeable secretary well sought after by the industry. 4. It is a truly professional qualification offered by the pioneer in Business Management and Professional Education in Sri Lanka NIBM.
Entry Requirements:	<ol style="list-style-type: none"> 1. To have a completed advanced certificate course in Secretarial Practices conducted by National Institute of Business Management (NIBM) 2. To have completed an advanced certificate course in Secretarial practices from a recognized institute & at least two years of work experience as a secretary or a in a similar capacity. 3. To have completed a professional course in secretarial practices & a minimum of three years experience as a Secretary, Administration Assistant etc. 4. To have completed three years as an Executive Secretary in the cooperate sector.
Syllabus / Content:	<ol style="list-style-type: none"> 1. Modern business environment & roles & responsibilities of a Secretary. 2. An introduction to company law 3. Financial accounting for a secretary 4. Financial and quality audits 5. Company administration 6. HR for secretary 7. Project management and the role of a Secretary 8. Customer relationship management 9. Office management 10. Roles and responsibilities for personal secretary 11. Professional communication and skills for Secretaries 12. Advanced IT skills for Secretaries 13. Psychology & Counseling skills
Duration:	one year
Lectures & Practicals:	0900h-1600h
Medium:	English
Methodology:	Lectures, discussion, group activities ,Presentations, case studies and the field visits

