



Yenza Academy



Level 3 Diploma in Business Management

ABOUT

Develop foundational knowledge in business practices, including marketing, communication, and financial management.

QUALIFICATION DETAILS

 120 Credits

 9-12 months

ACCREDITED BY



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Why Choose Yenza Academy?

Yenza Academy provides students with flexible, stackable qualifications in various career pathways, recognised worldwide. Our programme is designed for individuals seeking to fast-track their academic and professional goals. Through comprehensive courses and partnerships with top universities, Yenza Academy prepares students for successful careers and advanced degrees.

Programme Goals



Provide foundational and advanced skills to prepare students for career readiness and further study.



Offer flexible, stackable qualifications with seamless progression from diplomas to degree programmes.



Deliver globally recognised qualifications accredited by ATHE and Qualifi, enhancing international career and academic opportunities.

Key Benefits



Flexible Learning: Study at your own pace with online courses tailored to fit your schedule.



Global Accreditation: Earn qualifications recognised by ATHE and Qualifi, opening doors to international career and academic opportunities.



Industry-Relevant Learning: Engage in practical assignments and case studies that reflect real-world challenges, enhancing your employability.

Accreditation & Partnerships

Yenza Academy courses are accredited by ATHE and Qualifi and recognised on the Ofqual Register. Our academic partnerships with prestigious institutions, such as the University of Bolton and Bangor University, provide seamless progression for students who wish to continue their studies with a Bachelor's top-up degree.

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Programme Structure



Course Overview

Develop foundational knowledge in business practices, including marketing, communication, and financial management.



Assessment Methods

Students are assessed through a portfolio of evidence. This portfolio consists of assignments completed across all nine course modules, ensuring comprehensive evaluation of the knowledge and skills gained throughout the programme.



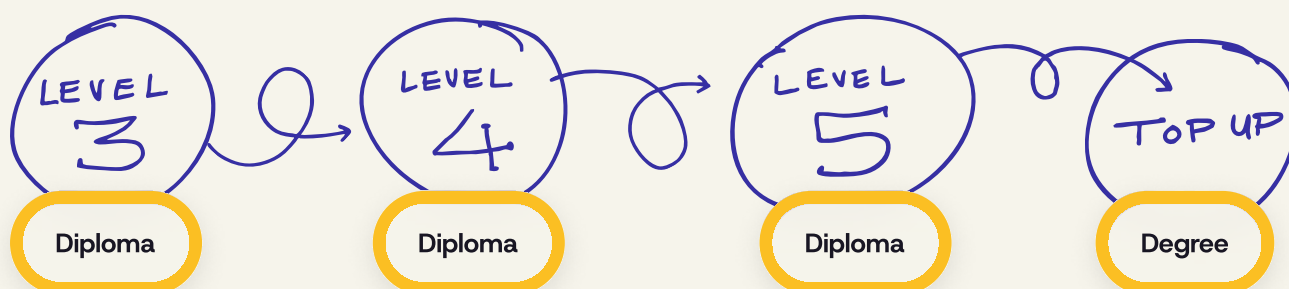
Admission

Students must be 16 years or older and possess a solid academic foundation. This may include GCSEs, Level 2 qualifications, or equivalent international qualifications. Non-native English speakers should meet a minimum English language proficiency level of IELTS 5.0 or equivalent.



Technical Requirements

Our platform is fully technology-driven; therefore, students will need a reliable PC, laptop, or tablet, or regular access to the aforementioned. Students will need a stable internet connection with sufficient data to access online resources and participate in programme activities.



Course Structure

1

The Business Environment

10 CREDITS

Explore the intricacies of the business environment, where students will develop a deep understanding of the dynamic landscapes in which organisations operate. This module fosters comprehension of the diverse and often complex contexts that shape the functioning of businesses.

2

How Businesses and Organisations Work

10 CREDITS

Gain insights into the inner workings of businesses and organisations in this comprehensive module. Students will develop a broad understanding of key business aspects, including objectives, structures, effective customer service, and resource management. This module equips students with the knowledge needed to navigate the multifaceted landscape of business operations.

3

Business Communication

10 CREDITS

Master the art of effective communication with the Business Communication module. Students will delve into communication theory to understand its principles and applications within the business context. This module is designed to equip students with the expertise needed to excel in conveying ideas and information effectively, recognising the crucial role communication plays in business success.

Course Structure

4

Working in Teams

10 CREDITS

Understand the essentials of effective teamwork through this comprehensive module. Students will gain valuable insights into team dynamics and roles while engaging in practical exercises that help enhance employability skills, ensuring a well-rounded and impactful professional experience.

5

Market Research

20 CREDITS

Explore the core principles and practices of marketing with a specialised focus on market research. This module not only provides knowledge but also offers hands-on experience through a market research project. By integrating theory with practice, students will enhance their research skills and apply them effectively in real-world scenarios.

6

Introduction to Financial Controls in Business

15 CREDITS

Develop a comprehensive understanding of financial controls through this module. Students will learn about budgets, budgetary control, costings, cash flow, and basic ratio analysis. Engage in practical activities where students will create simple budgets and cash flows, applying their knowledge in real-world situations. This module equips students with the skills necessary to manage the financial aspects of a business.

Course Structure

7

Leading and Managing People

15 CREDITS

Delve into the intricacies of leading and managing people, gaining knowledge in leadership concepts, principles, and skills. This module empowers students with the understanding needed to effectively navigate the dynamic world of people management.

8

Principles of Marketing and Sales

15 CREDITS

Unlock the foundations of marketing and sales in this module. Students will gain essential knowledge and skills to develop successful marketing strategies and implement effective marketing activities. Through practical exercises, students will create a marketing mix plan, putting theory into practice and preparing for a career in marketing.

9

Human Resources

15 CREDITS

Explore the field of Human Resources, focusing on key functions, such as recruitment, selection, retention, and employee development. This module provides students with the knowledge and understanding necessary to manage the dynamic aspects of human resources effectively.