



Programmes & Courses

“Lifelong Learning”

EDUWEB College

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About Us

“Education is for improving the lives of others and for leaving your community and world better than you found it “Marian Wright Edelman.

Every business has an origin story worth telling, and it’s usually one that justifies why you do business and have customers. As educators, we believe that grounding learning and education in the right community values, attitudes and knowledge produces the capability for informed choice

At EDUWEB College our passion for lifelong learning is engrained holistically in our organisation’s culture. We identify each stakeholder as a valuable piece of our story, our purpose, and why we exist. With over ten (10) years of serving our community, our nation, and our fellow Caribbean citizens, we have honed our vision for the future to include sustainable development goals, with “best value” education as our top priority. In this context, EDUWEB College's key strategic focus is to become a powerful resource for community revitalization.

Purpose of this document

This document offers thorough details on EDUWEB College and its programs. It enumerates the services, courses, and programs that are offered. The overview, learning objectives, delivery options, resources, cost, and the information and skills that students can gain are all covered in detail for each course.

Our Vision, Mission, Values

Vision Statement

“To become the premier provider of quality training services through the efficient and effective delivery of industry-relevant courses, in a customer-focused manner, using the most appropriate resources available thus empowering our customers’ successes.”

Mission Statement

“To develop high quality and industry relevant programmes and to deliver these in the most effective and efficient ways whilst promoting excellence in staff.”

Core Values

Thompson et al (2012, p.25) states that core values are “...the beliefs, traits and behavioral norms that management has determined should guide the pursuit of its vision and mission”. We are devoted to lifelong learning. As educators we value:

- ❖ **Integrity:** We trust if we do the right things, we will get the right results.
- ❖ **Innovation:** Built upon entrepreneurial values, we believe everything can be innovated.
- ❖ **Accountability and Transparency:** We do what we say we will do.
- ❖ **Partner Relationships:** We foster long-lasting, win-win relationships with a focus on the future.
- ❖ **Quality:** We strive to do our best and aim to continuously improve.

Our Business Solutions (What We Do)

EDUWEB College Ltd offers individualised and customised training in a wide range of courses.

- ✚ Secondary level (CXC) Courses
- ✚ Professional Development Courses
- ✚ Business Accounting Courses
- ✚ IT and Computer Courses
- ✚ Business Management Courses
- ✚ Business Marketing and Social Media Marketing Courses
- ✚ Human Resources Management Courses
- ✚ Entrepreneurship and Business Development Courses

Our professional services include but is not limited to:

- ✚ Content Design, Development & Delivery
- ✚ Course and Program Delivery
- ✚ Customised Training
- ✚ Training & Content Delivery
- ✚ Development of Advertising / Marketing materials
- ✚ 24/7 Business Content Hosting
- ✚ Accredited Test Centre (ATC) support and accreditation

After successfully completing some of our courses, students can earn the following:

- ✚ Qualification Awards
- ✚ International Certificates
- ✚ Diplomas and Advanced Diplomas

These credentials can be used to enter higher levels of qualification.

Our Clientele; Our International Partners

Our clientele consists of individuals seeking to improve their skills and organisations who are looking to upskill their workforce. Our team of experienced educators can customize any course to suit the needs of the business and offer solutions at any level.

Our international partners range from the prestigious Advancing Business Education (ABE) body to the reputable International Certificate of Digital Literacy (ICDL) organization. EDUWEB College is an OFQUAL Qualification Member.

Why Choose EDUWEB College?

Key Benefits of choosing EDUWEB College.

- ❑ **Diagnostic Assessments:** We offer course diagnostic assessments. These assessments offer the unique benefit of measuring whether or not learning has taken place. They can also be used to identify the skill level of employees and evidence the need for training.
- ❑ **Measure the Return on your training Investment (ROI):** The HR department can measure the increase in performance or the time saved in doing a job and compare it with the amount spent on training. HR can then determine the ROI.
- ❑ **Comprehensive Reporting:** Some of our courses carry comprehensive reporting. You will be able to generate a detailed report upon completion of some of our courses. It can be used as a method to quantify the return on your investment (ROI).
- ❑ **Unlimited and Unrestricted Access:** We offer 24/ 7 access to course resources and all training materials.
- ❑ **Affordably Priced:** Our courses are competitively priced. You will benefit from cost-effective and high-quality course offerings.
- ❑ **Diverse Courses and Programs:** We offer academic and vocational qualifications, including IGCSEs and various vocational and professional development courses. They offer fast, affordable route to a Bachelors or Master's degree.
- ❑ **Flexible Learning:** Learners can access our online learning platform from anywhere, providing flexibility and convenience. They can also learn at their own pace.
- ❑ **Global Recognition:** ICDL and OFQUAL qualifications are globally recognised, offering learners a competitive edge in their academic and professional journeys.
- ❑ **Flexible Course Delivery:** We offer flexible course delivery options for many of our courses. Course delivery options can be modified at the individual and business level.
- ❑ **Quality Service Guarantee:** We conduct quality reviews to ensure learner satisfaction. If satisfaction was not achieved, we work with you until it is.
- ❑ **ICDL Accredited Test Centre (ICDL ATC):** We are responsible for promoting ICDL courses and provide support to other ATCs and students in Trinidad and Tobago and parts of the Caribbean.
- ❑ **OFQUAL Qualification Membership:** Some of our courses are examined by UK OFQUAL. These qualifications come with a unique membership that allows learners access to a valuable education community.

Our Course Offerings

Secondary Level (CXC O’level) Courses



CXC assures the global human resource competitiveness of the Caribbean through the provision of syllabuses of the highest quality; valid and reliable examinations and certificates of international standard. The World Education Services (WES) considers the CXC certificate equivalent to a high school diploma in the US and a secondary school diploma in Canada.

Additionally, a General Education Development (GED) qualification (*equivalent to a high school diploma in the US*) is equivalent to five CXC subjects and is recognized by the American Council on Education in the US and Canada for entry into colleges and employment. This esteemed CXC qualification is available to students of all ages at EDUWEB College. The entire CXC syllabus is covered through our flexible delivery options.

Courses Offered	
Mathematics English Human and Social Biology Principles of Accounting Principles of Business	
Days	Saturdays & Weekdays
Times <i>(Note: Timetable is tentative)</i>	Saturdays 9 am to 11 am English 11 am to 1pm Principles of Business (POB) 1 pm to 3 pm Principles of Accounts (POA) 3 pm to 5 pm Human and Social Biology (HSB) 5 pm to 7 pm Mathematics Weekdays 6pm to 8pm
Duration	September to May/ June
Delivery Options	Option 1. Go at your own pace and on your schedule. Self-Study with pre-built video lessons that cover the entire syllabus in detail and are available 24/7 via any internet connected device. Option 2. Live, online, instructor-led classes. These classes are also recorded and made available for learners. This option includes all of the resources available from Option 1. Option 1 and Option 2 comes with free past paper questions and worked solutions
Resources Needed	Computer and Internet connection
Cost	\$150 per month, per subject

IT & Computer Courses

Computer Literacy



Computers are essential to many professions and daily life. In today's industry, computer abilities are extremely valued and marketable.

This computer literacy course will teach you the fundamentals of computer operations.

The course provides an easy-to-understand and detailed guide to maximizing the potential of several applications. You will learn how to use, a vast array of computer tools, format characters and paragraphs like a pro, write functions in excel and create social media experiences.

What will you learn in this course?

Lesson 1: Introduction to Computers

Lesson 2: Getting Started

Lesson 3: Keyboard and Mouse

Lesson 4: Safety and Security

Lesson 5: Computer Maintenance

Lesson 6: Customize the Look and Feel of Windows 10

Lesson 7: Personalize your Windows Environment

Lesson 8: Folders and Files

Lesson 9: Creating and Managing Folders and Files

Lesson 10: Internet Basics

Lesson 11: Email

Lesson 12: Social Media

Lesson 13: Zoom

Lesson 14: Google Drive

Lesson 15: Google Docs

Lesson 16: Microsoft Word

Lesson 17: Microsoft Excel

Lesson 18: Google Sheets

Main Learning Outcomes

Candidates will be able to use computers and computer applications efficiently. On completion of the course candidates will be able to:

- Identify the various Office Interface, Commands, Menus and Ribbon
- Create and format various Word Documents, Google Docs
- Create, format and perform calculations in Spreadsheets
- Understand the basic terminology and Security features and Requirements of a Computer
- Identify Browsers, search and browse the internet
- Understand Zoom and its application
- Understand social media

Days Mondays and Tuesdays

Times 6pm to 8 pm

Duration 4 weeks

Delivery Options

- ✓ Face to Face
- ✓ Blended
- ✓ Online

Resources Needed	Computer & Internet Connection
Cost	\$300- Includes a downloadable certificate \$50- Printed Hard Copy Certificate delivered by TTPOST
Target Audience	Students, employees, anyone interested in using a computer and its applications efficiently

Knowledge and Skills You Will Learn



ICDL Programmes

ICDL foundation is a global influencer in digital literacy. Its mission is to enable proficient use of Information and Communication Technology (ICT) that empowers individuals, organisations and society, through the development, promotion, and delivery of quality certification programmes throughout the world. ICDL is a modular, flexible certification.

For simplicity, the modules are grouped into five ICDL Programmes that concentrate on specific facets of digital skills, aligned with the requirements of the today's digital world. You can work through the programme modules or select any number of modules from any programme, to build you own customised set of modules to suit your specific needs, which we call an ICDL Profile.

ICDL CORE

- Suitable for learners who wish to secure employment in any modern office environment.

ICDL PROFESSIONAL

- Designed to meet the needs of a range of sectors and develop an advanced level of skills for those with technology-reliant roles

ICDL STUDENT

- Designed to empower students to learn real-world skills that enable them to think critically and be more productive learners.

ICDL DIGITAL CITIZENS

- Developed to cater for those with no experience whatsoever of computers and the Internet.

ICDL Core

Computer & Online Essentials



The Computer and Online Essentials module covers the main concepts and skills needed for using computers and devices, file and application management, networks, online information, online communication and safety.

This module is suitable for those who use computers to carry out specific tasks but also as a foundation for developing further competences in the effective use of technology in the workplace. While most people are aware of some common tasks on computers or online, they may also benefit from important additional skills or knowledge relating to managing device settings, browsing, or communication.

What will you learn in this course?

Computers and devices	<ul style="list-style-type: none">• Hardware• Software
Managing files and applications	<ul style="list-style-type: none">• Introducing file management• Organising files and folders• Storage• Managing applications
Networks	<ul style="list-style-type: none">• Network concepts• Network access
Online information	<ul style="list-style-type: none">• Finding information• Managing information• Web browser settings• Outputs
Online communication	<ul style="list-style-type: none">• Communication tools• Sending email• Receiving email• Email tools and settings• Organising emails• Using calendars
Safety	<ul style="list-style-type: none">• Computers, devices and data• Wellbeing and accessibility• Environment

Main Learning Outcomes

Successful candidates will be able to use a computer and operate effectively online. After passing this module, candidates will feel confident using computers in the workplace, understanding the key concepts around computers, communication and security and safety online. They will be able to:

- Understand key concepts and carry out key activities relating to hardware and software
- Manage files and folders, store data, and manage applications
- Understand network concepts, and connect to a network
- Find and manage online information effectively, and manage browser settings

- Understand considerations relating to the effective use of common communication tools
- Send, receive, and manage emails, and use calendars.
- Understand potential threats and ways to protect computers, devices, and data.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Students, employees, anyone interested in using a computer and its applications efficiently

Knowledge and Skills You Will Learn



Documents



The Documents module covers the main concepts and skills needed for common word processing tasks, such as creating, formatting, and finishing letters and other everyday documents.

With so many job roles now using essential ICT skills, workers need to demonstrate their ability to use word processing applications to produce workplace documents effectively.

This module covers the knowledge and skills needed to create clearly presented, well-structured documents.

This module is suitable for a wide range of candidates who want to be able to work with documents effectively using a range of word processing applications.

What will you learn in this course?

Using the application	<ul style="list-style-type: none">• Working with documents• Enhancing productivity
Document creation	<ul style="list-style-type: none">• Enter text• Select, edit
Formatting	<ul style="list-style-type: none">• Text• Paragraphs• Styles
Objects	<ul style="list-style-type: none">• Table creation• Table formatting• Graphical objects
Mail merge	<ul style="list-style-type: none">• Preparation• Outputs

Main Learning Outcomes

Successful candidates will be able to use word processing applications to create, edit, and output everyday documents. After passing this module, candidates will feel confident enhancing their documents with text formatting and by inserting common features such as tables or images. They will be able to:

- understand the key concepts of word processing
- identify the different file formats and how to save them
- recognise good practice applying formatting options
- understand the different elements, objects, and data that can be added to a document
- know how to finalise a document and prepare it for printing
- prepare and create documents using mail merge

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection, Microsoft Word 2010 or higher installed on your computer or Word 365

Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Students, employees, anyone interested in using a computer and its applications efficiently

Knowledge & Skills You Will Learn



Spreadsheets



The Spreadsheets module covers the main concepts and skills needed to use spreadsheets, such as tasks associated with developing, formatting, modifying, and using a spreadsheet. Organising and analysing data using a spreadsheet application produces useful insights for all types of organisations. In addition to using standard formulas and functions, this module covers visualisation of data through creating and formatting graphs or charts.

The analysis of numerical data is an important activity in a wide range of job roles. Accountants, project managers, sales executives, engineers – and many more – rely on spreadsheets to carry out crucial calculations.

What will you learn in this course?

Using the application	<ul style="list-style-type: none"> • Working with spreadsheets • Enhancing productivity
Cells	<ul style="list-style-type: none"> • Insert, select • Edit, sort • Copy, move, delete
Managing worksheets	<ul style="list-style-type: none"> • Rows and columns • Worksheets
Formulas and functions	<ul style="list-style-type: none"> • Arithmetic functions • Functions
Formatting	<ul style="list-style-type: none"> • Numbers/dates • Contents • Alignment, border effects
Charts	<ul style="list-style-type: none"> • Create • Edit
Prepare outputs	<ul style="list-style-type: none"> • Setup • Check and Print

Main Learning Outcomes

- Successful candidates will be able to use a spreadsheet application to create and work with spreadsheets. After passing this module, candidates will feel confident entering, moving, editing, and deleting data, as well as performing common spreadsheet tasks. They will be able to:
 - understand the key concepts of spreadsheets
 - use available help resources and shortcuts to enhance productivity
 - recognise good practice in inserting, editing, and deleting data
 - apply a range of mathematical and logical formulas and functions
 - know how to communicate information using charts and graphs

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection, Microsoft Excel 2010 or higher installed on your computer or Excel 365
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Students or employees, anyone interested in using spreadsheet efficiently

Knowledge & Skills You Will Learn

Microsoft Excel

Formatting Data

Build Effective

Create and Use Excel

Create Excel Worksheets &

Presentations



The Presentation module covers the main concepts and skills needed to work with presentation software to create and use presentations. Presentations are a helpful way of communicating information, whether it is to be delivered by a speaker or used as a reference or guide. Being able to present information so that it can be clearly understood is a valuable skill in the workplace.

This module is suitable for a wide range of candidates in any type of job role that involves communicating with different audiences for different purposes.

What will you learn in this course?

Using the application	<ul style="list-style-type: none">• Working with documents• Enhancing productivity
Developing a Presentation	<ul style="list-style-type: none">• Presentation views• Slides• Master slide
Text	<ul style="list-style-type: none">• Handling text• Formatting• Tables
Charts	<ul style="list-style-type: none">• Using charts• Organisation charts
Graphical Objects	<ul style="list-style-type: none">• Insert, manipulate• Drawing
Prepare outputs	<ul style="list-style-type: none">• Preparation• Check and deliver

Main Learning Outcomes

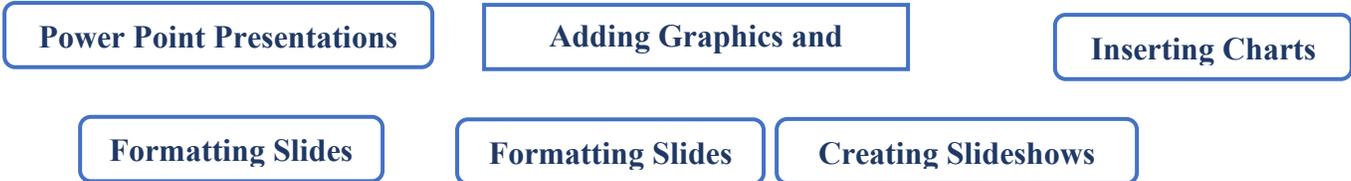
Successful candidates will be able to use presentation software to create and edit presentations. After passing this module, candidates will feel confident planning, creating, and outputting a presentation. They will be able to:

- understand the key concepts of using presentation software
- identify the options available in built- in layouts, designs, and themes
- recognise good practice in formatting text and tables
- know how to add charts, pictures, and drawn objects to enhance presentations
- prepare a presentation to be used for presenting or printing

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online

Resources Needed	Computer, Internet Connection, Microsoft PowerPoint 2010 or higher installed on your computer or PowerPoint 365
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Students, employees, anyone interested in using presentation applications efficiently.

Knowledge & Skills You Will Learn



Cyber Security



The Cyber Security module covers the main skills and knowledge needed for the secure use of ICT in everyday settings, at home and at work.

For individuals and organisations, it is important to understand good practice in maintaining a secure network connection, using the internet safely and securely, and managing data and information. This module covers concepts around secure information and data, physical security, privacy, and identity theft.

As data and information are valuable, having the appropriate knowledge, skills, and awareness to protect them is beneficial in a wide range of job roles.

What will you learn in this course?

Security Concepts	<ul style="list-style-type: none"> • Data threats • Value of information • Personal security • File security
Malware	<ul style="list-style-type: none"> • Definition and function • Types • Protection
Network Security	<ul style="list-style-type: none"> • Networks • Network connections • Wireless security • Access control
<ul style="list-style-type: none"> • Secure Web use 	<ul style="list-style-type: none"> • Web browsing • Social networking
<ul style="list-style-type: none"> • Communication 	<ul style="list-style-type: none"> • E-mail • Instant messaging
<ul style="list-style-type: none"> • Security Data Management 	<ul style="list-style-type: none"> • Securing and backing-up data • Secure destruction
<ul style="list-style-type: none"> • Prepare outputs 	<ul style="list-style-type: none"> • Setup • Check and print

Main Learning Outcomes

Successful candidates will be able to apply good cyber security principles to manage connections, devices, and data effectively and safely. After passing this module, candidates will feel confident keeping information and data secure. They will know how to reduce risk with good practice. They will be able to:

- understand the key concepts of IT security
- recognise good practice in protecting computers, devices, and networks
- understand the types of risk that pose a threat to security
- know how to use the internet and communication channels securely
- recognise good practice in secure data management

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm

Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection,
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Employees and students in the field of IT. Anyone interested in Cyber Security as a career path.

Knowledge & Skills You Will Learn



Teamwork



The Teamwork module covers the main concepts and skills needed to work effectively in a team using collaborative tools and platforms. Effective teamwork requires a group of people to work together to complete a shared goal. However, effective collaboration can be challenging without the appropriate collaborative tools and platforms or the skills to use them. These technologies make it possible for team members to communicate effectively with each other, plan and manage tasks, and store and share information and expertise,

from one secure online location.

What will you learn in this course?

Introductory Concepts	<ul style="list-style-type: none"> • Key Concepts • Collaborative Platforms • Usage and Support
Calendars and Task Management	<ul style="list-style-type: none"> • Calendars • Task Management
Communication	<ul style="list-style-type: none"> • Conversations • Meetings • Webinars
Collaborative Production	<ul style="list-style-type: none"> • Storage and Sharing • Idea Generation • Content Generation

Main Learning Outcomes

Successful candidates will be able to understand the key concepts related to the use of technologies to support teamwork. After passing this module, candidates will also be able to use appropriate collaborative tools and platforms to enhance team coordination and effectiveness, to communicate effectively with others and to store and share information and ideas. They will be able to:

- understand the key concepts related to the use of collaborative tools and platforms
- manage calendars and tasks to enhance team coordination and effectiveness
- use appropriate collaborative tools to communicate through conversations, meetings and webinars
- use appropriate collaborative tools to store and share information, generate ideas, and create outputs

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection,
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Any person who works in a team or is preparing to work in a team that uses collaborative tools to achieve their shared goals.

ICDL Professional

Documents (Advanced)



The Documents (Advanced) module covers the concepts and skills needed to produce complex documents. It looks at areas such as creating long reports, formatting documents so they are attractive and easy to read, structuring information and creating templates, as well as improving productivity. Employers expect professional workers to be able to produce well-structured and attractive documents efficiently.

This module is suitable for a wide range of candidates who want to go beyond basic word processing skills and produce sophisticated documents. The skills developed in this module are applicable in any work or academic setting. Candidates will also see an improvement in productivity and learn to collaborate with others on documents.

What will you learn in this course?

Formatting	<ul style="list-style-type: none">• Text• Paragraphs• Styles• Columns• Tables
Referencing	<ul style="list-style-type: none">• Captions, footnotes and endnotes• Citations and bibliography• Reference tables and indexes• Bookmarks and cross-references
Enhancing Productivity	<ul style="list-style-type: none">• Using fields• Forms, templates• Mail merge• Linking, embedding• Automation
Collaborative Editing	<ul style="list-style-type: none">• Tracking and reviewing• Security
Preparing Outputs	<ul style="list-style-type: none">• Sections• Documents setup• Spelling, thesaurus

Main Learning Outcomes

Successful candidates will be able to create long and complex documents that could include advanced elements such as reference tables, graphs, links, or forms. After passing this module, candidates will also feel confident managing and collaborating on documents with others.

They will be able to:

- work collaboratively with others to securely create and review documents
- recognise good practice in design and the importance of consistent formatting and styling
- know how to create a structure and apply the correct formatting to the elements on the page

- understand the importance of referencing and how to include it
- know how to enhance documents with automation and dynamic information.

Days	Weekdays (date to be confirmed)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection, Microsoft Word 2010 or higher installed on your computer or Word 365
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Employees or anyone interested in using advanced Word Applications

Image Editing



The Image Editing module covers the main concepts and skills needed to use and work with images. This module develops good practice when creating, editing, and outputting digital images.

Whether communicating with one person or a million people, images are a useful way to convey facts, concepts, and emotions. Being able to use images to enhance presentations, reports, and documents increases their impact and improves people's engagement with the information contained. It is an important skill that complements many other ICDL

modules.

What will you learn in this course?

Image Concepts	<ul style="list-style-type: none">• Digital images• Graphic formats• Colour concepts
Image Capture	<ul style="list-style-type: none">• Capturing images
Using the Application	<ul style="list-style-type: none">• Image creation• Settings• Enhancing productivity
Working with images	<ul style="list-style-type: none">• Selection• Image manipulation• Layers• Text• Effects and filters
Drawing and Painting	<ul style="list-style-type: none">• Drawing tools• Painting tools

Main Learning Outcomes

Successful candidates will be able to open an image file, make edits to it, and output it for use in printing or publishing online. After passing this module, candidates will feel confident using an image editing application to work with different image formats. They will be able to:

- understand the different image formats and options available
- recognise the ways images can be edited, enhanced, and manipulated
- review the different functions of an image editing application and how to use them
- apply effect, filters, overlays, and other changes to images
- understand how to output an image correctly according to its intended use

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Students and academics to entrepreneurs and workers, as well as people interested in creative activities

Presentations (Advanced)



The Presentations (Advanced) module covers the advanced skills needed to plan and create effective presentations, manage and protect presentations, as well as the technical considerations of giving presentations.

Presentations are helpful in a wide range of business settings and are now a standard communication tool. At the same time, how information is presented has a big impact on how well that information is understood. Workers need to be able to communicate complex information in ways that suit different types of audience and for different purposes.

What will you learn in this course?

Presentation planning	<ul style="list-style-type: none"> • Audience and environment • Design, content and layout
Slide masters and templates	<ul style="list-style-type: none"> • Slide masters • Templates
Graphical Objects	<ul style="list-style-type: none"> • Formatting drawn objects • Formatting pictures, images • Handling graphical objects
Charts and Diagrams	<ul style="list-style-type: none"> • Using charts • Using diagrams
Multimedia	<ul style="list-style-type: none"> • Audio, video • Animation • Spelling, thesaurus
Enhancing Productivity	<ul style="list-style-type: none"> • Linking, embedding • Importing, exporting, securing
Managing Presentations	<ul style="list-style-type: none"> • Custom shows • Slide show settings • Slide show delivery

Main Learning Outcomes

Successful candidates will be able to plan and design complex presentations that communicate effectively with the target audience in the chosen venue. After passing this module, candidates will feel confident creating advanced presentations from scratch. They will be able to:

- understand and adapt to the demographics of the audience
- recognise the importance of graphical elements and when to use them
- identify where and how multimedia elements can enhance a presentation
- apply settings to improve the attractiveness and delivery of presentations
- understand technical considerations such as equipment, lighting, and accessibility.

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection, Microsoft PowerPoint 2010 or higher installed on your computer or PowerPoint 365
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates. Employees who need to share knowledge with others, entrepreneurs pitching for support or investment, business people selling a product or service, or academics presenting research findings or new projects

3D Design



The 3D Design module covers the main concepts and skills needed to create three-dimensional drawings using computer-aided design (CAD). This module develops the knowledge and skills to use 3D design software for tasks such as manipulating objects and rendering photo-realistic graphics using lights, textures, and backgrounds.

What will you learn in this course?

Basic Functions	<ul style="list-style-type: none"> • File management • Model view
Main Operations	<ul style="list-style-type: none"> • 3D coordinate systems • Geometric design aids • 3D geometrical drawing • 3D surface modelling • 3D manipulate object/graphic elements • Create solids • Modify solid objects • Create and modify parametric objects
Advanced Operations	<ul style="list-style-type: none"> • 3D views • Photorealistic presentation

Main Learning Outcomes

Successful candidates will be able to create, edit, and output a three-dimensional design or drawing. After passing this module, candidates will feel confident using a 3D CAD application to create high-quality designs. They will be able to:

- understand how 3D design applications are used to create and modify drawings
- use, save, and recall model view tools such as pan, zoom, and rotate
- know how to draw points, lines, arcs, splines, circles, and polygons and use surface modelling to extrude surfaces and create planes, edge surfaces, and surface revolutions
- create and manipulate object or graphic elements
- know how to create photo-realistic presentations by rendering a model or scene

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, designers, engineers, architects, technical staff, and people who want to build on their 2D CAD skills by exploring the potential of 3D modelling. CAD is used extensively in a wide range of industries.

Data Protection



The Data Protection module covers important knowledge relating to data protection concepts and principles, data subject rights, data protection policies and measures, and regulatory compliance.

With more and more activities and transactions going digital, a growing number of workers find themselves handling sensitive personal data. It is more important than ever that the people working with personal data have the skills to do so securely and legally. The personal consequences for individuals of a breach of the security of their personal data can be substantial, as can be the legal and commercial consequences for organisations. An understanding of data protection concepts is increasingly valued by employers.

What will you learn in this course?

Concepts	<ul style="list-style-type: none">• Personal data• Protecting personal data
GDPR overview	<ul style="list-style-type: none">• Rationale and objectives• Scope
Principles	<ul style="list-style-type: none">• Processing personal data• Lawfulness of processing
Data Subject Rights	<ul style="list-style-type: none">• Facilitate rights• Exercise rights
Implementation	<ul style="list-style-type: none">• Policies and methods• Measures
Compliance	<ul style="list-style-type: none">• Data breaches• Enforcement

Main Learning Outcomes

Successful candidates will be able to manage and process personal data in a manner compliant with relevant regulations. After passing this module, candidates will feel confident implementing a personal data policy, managing risks, facilitating requests, and reacting to breaches. They will be able to:

- understand concepts relating to personal data and its protection
- understand the background and scope of the European Union's General Data Protection Regulation (GDPR)
- identify the rights of data subjects and the responsibilities of organisations
- know how to implement a data protection policy that is compliant with regulations
- know what to do in the event of a data breach.

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Students interested in the field of IT, employees in IT related fees

Digital Marketing



The Digital Marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimising content for search engines, using social media platforms, selling online, different types of advertising, as well as monitoring and improving campaigns using analytics.

Digital marketing is a growing sector and workers with these skills are in demand. As businesses access new markets through online channels, they need employees who can help to build their online trading and commerce capabilities.

What will you learn in this course?

Digital marketing concepts	<ul style="list-style-type: none">• Key concepts• Planning
Web presence	<ul style="list-style-type: none">• Web presence options• Website considerations• Search engine optimisation
Social media setup	<ul style="list-style-type: none">• Social media platforms• Social media accounts
Social media management	<ul style="list-style-type: none">• Social media management services• Marketing and promotion activities• Engagement, lead generation and sales
Online marketing and advertising	<ul style="list-style-type: none">• Online advertising• E-mail marketing• Mobile marketing
Analytics	<ul style="list-style-type: none">• Getting started• Web analytics• Social media insights• E-mail marketing and online advertising analytics

Main Learning Outcomes

Successful candidates will be able to define different elements of digital marketing, understand what goes into a campaign, and identify the typical goals used. After passing this module, candidates will feel confident carrying out digital marketing tasks effectively and efficiently. They will be able to:

- understand the key concepts and terms used in digital marketing
- recognise the importance of different tactics and when to use them
- identify different tools and platforms and know what they are used for
- outline the considerations and options for creating campaigns
- understand insights and analytics and what services are available to measure them.

Days	Weekdays (date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates; for example, entrepreneurs, employees of small- and medium- sized enterprises, students, and marketing professionals who want to build and certify their digital marketing skills.

E-Commerce



The E-Commerce module covers the main concepts of e-commerce and develops an understanding of how to set up, manage and maintain a store on an online platform, a social media platform and an e-commerce marketplace. From startups to small businesses, right through to huge brands, most companies can benefit from their own e-commerce website, to sell their own services or products.

In today's competitive and convenience-focused society, consumers are attracted to an efficient online shopping experience, making e-commerce a vital tool for business. E-commerce offers businesses a whole range of benefits, from marketing opportunities, to increasing product ranges, to generating more sales and with an optimised and well-developed website.

What will you learn in this course?

Overview and Planning	<ul style="list-style-type: none"> • E-Commerce overview • E-Commerce business models and planning
E-Commerce infrastructure	<ul style="list-style-type: none"> • Online store platform • Social commerce platform • E-Commerce marketplace
E-Commerce implementation and engagement	<ul style="list-style-type: none"> • E-Commerce implementation • E-Commerce engagement

Main Learning Outcomes

Successful candidates will have the knowledge to select an appropriate e-commerce solution and understand how to plan, implement, manage and maintain the e-commerce solution. They will be able to:

- define key concepts of e-commerce and the e-commerce ecosystem, including its social and economic impact
- identify the main types of e-commerce transactions and e-commerce business models
- recognise key e-commerce adoption goals and planning considerations
- identify various e-commerce presence options
- recognise the key skills in setting up a store on an online platform, a social media platform and an e-commerce marketplace
- identify common e-commerce marketing tools and e-commerce performance metrics

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for anyone who would benefit from promoting and selling products or services online

Project Planning



The Project Planning module covers the main skills needed to use project management software when managing projects. This includes preparing, monitoring, and overseeing different elements of a project such as time, costs, tasks, resources, priorities, and collaborators.

Regardless of sector, many roles have become more complex and involve greater accountability, and more collaboration. Specialist software can help to support project management from conception to sign-off: giving oversight of all the inputs, outputs, and resources of a project. Workers are increasingly expected to apply project planning skills to their daily tasks, regardless of what type of role they are in. These skills are no longer exclusive to senior managers or project managers

What will you learn in this course?

Project Management Tools	<ul style="list-style-type: none"> • Key concepts
Project Creation	<ul style="list-style-type: none"> • Working with projects • Starting a new project
Tasks	<ul style="list-style-type: none"> • Creating tasks • Scheduling and relationships • Constraints and deadlines • Notes, hyperlinks
Resources and Costs	<ul style="list-style-type: none"> • Resources • Costs
Project Monitoring	<ul style="list-style-type: none"> • Critical path • Monitoring progress and rescheduling
Prepare Outputs	<ul style="list-style-type: none"> • Setup • Print

Main Learning Outcomes

Successful candidates will be able to use software to help with project management, including monitoring constraints, resources, and time. After passing this module, candidates will feel confident launching, supervising, and closing-off projects. They will be able to:

- understand the principles of project planning and how software can support them
- recognise the constraints and deadlines of a project
- identify project resources and costs, and understand their relationships and impacts on each other
- know how to create, modify, maintain, and monitor all the elements of a project
- understand output from project management software to effectively report on projects

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for Managers, Supervisors or anyone launching, supervising, and closing-off any type of projects.

Coding Principles



The Coding Principles module covers the main concepts and skills needed to use code and computational thinking. It helps develop the skills used to create simple computer programmes.

Computational thinking is used in many job roles, not just programme and software development. Coding is becoming the new standard of literacy, with skills used in roles as varied as art and design, engineering, data analysis, and science. Computing develops related skills such as problem-solving, pattern recognition, abstraction, and algorithms.

What will you learn in this course?	
Computing Terms	<ul style="list-style-type: none"> • Key Concepts
Computational Thinking Methods	<ul style="list-style-type: none"> • Problem analysis • Algorithm
Starting to Code	<ul style="list-style-type: none"> • Getting started • Variables and data types
Building Using Code	<ul style="list-style-type: none"> • Logic • Iteration • Conditionality • Procedures and functions • Events and commands
Test, Debug and Release	<ul style="list-style-type: none"> • Run, test and debug • Release

Main Learning Outcomes

Successful candidates will be able to plan and create simple programmes. The computational thinking skills developed in this module are transferrable to other types of roles. After passing this module, candidates will feel confident analysing problems and writing, testing, and modifying algorithms. They will be able to:

- understand key concepts in computing and the typical activities involved in creating programmes
- recognise and use computation thinking techniques such as problem decomposition and pattern recognition
- identify problems and develop solutions
- write and build with code
- apply project management methodologies such as test, debug, and release

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates, including students and those who would like to develop their IT skills.

Data Analytics



The Data Analytics module covers the main concepts and skills needed to analyse statistics, prepare data sets, summarise data, and create data visualisations. As technology is used more and more for everyday activities such as sales, production, logistics, and customer services, organisations are generating large sets of data which can be a valuable resource if evaluated correctly.

What will you learn in this course?

Concepts and statistical analysis	<ul style="list-style-type: none">• Key concepts• Statistical analysis
Data Set Preparation	<ul style="list-style-type: none">• Importing, shaping• Filtering
Data set Summarisation	<ul style="list-style-type: none">• Pivot table data aggregation• Pivot table frequency analysis• Filtering pivot tables• Using pivot charts
Data Visualisation	<ul style="list-style-type: none">• Concepts and setup• Visualisation• Publishing and sharing

Main Learning Outcomes

Successful candidates will be able to prepare data for statistical analysis. After passing this module, candidates will feel confident using spreadsheets and other tools to present data sets in charts or tables, or using visualisation techniques. They will be able to:

- understand the main concepts of data analytics in business
- apply statistical analysis concepts to data sets
- know how to import data into a spreadsheet and prepare it for analysis with cleansing and filtering
- use pivot tables and pivot charts to summarise data sets
- understand data visualisation techniques and tools, and how they are used to create reports and dashboards

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for entrepreneurs, marketing experts, managers, supervisors, or workers who need practical skills in data analysis so that they can deliver business intelligence and insights.

Using Databases



The Databases module sets out essential concepts and skills relating to understanding the concept of a database and demonstrating competence in using a database application. Understanding the structure of a database and being able to carry out common tasks using a standalone database is an important competence for those who deal with large sets of data. The Databases module covers the definition of a database and how it is organised, table creation and linking, as well as filters, queries, forms and reports.

What will you learn in this course?

Understanding Databases	<ul style="list-style-type: none"> • Key concepts • Database organisation • Relationships
Using the Application	<ul style="list-style-type: none"> • Working with databases • Common tasks
Tables	<ul style="list-style-type: none"> • Records • Design • Relationships
Retrieving Information	<ul style="list-style-type: none"> • Main operations • Queries
Forms	<ul style="list-style-type: none"> • Using Forms
Output	<ul style="list-style-type: none"> • Reports, data export • Printing

Main Learning Outcomes

On completion of this module the candidate will be able to:

- Covers the key skills needed to organise and operate a database.
- Can be applied to a range of database software from vendor packages to ‘freeware’.
- Certifies best practice in effective database software use.
- Developed with input from computer users, subject matter experts, and practising computer professionals from all over the world. This process ensures the relevance and range of module content.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for persons interested in demonstrating competence in using a database application.

Spreadsheets (Advanced)



The Management Spreadsheets module covers the advanced skills needed to use the versatile features of spreadsheets to produce reports, provide statistical or mathematical analysis, and manage data more effectively and productively.

The benefits of data-based decision-making are widely recognised. All types of organisations need workers who are able to use spreadsheets effectively; it's not just for storing tabular data, but for the sophisticated way that spreadsheets can be used to validate, interpret, and present information.

As data becomes easier to source and share, inputting, extracting, and displaying data (either internally or externally) is now a common task for workers in all types of roles and every sector.

What will you learn in this course?	
Formatting	<ul style="list-style-type: none"> • Cells • Worksheets
Formulas and Functions	<ul style="list-style-type: none"> • Using formulas and functions
Charts	<ul style="list-style-type: none"> • Creating charts • Formatting charts
Analysis	<ul style="list-style-type: none"> • Using tables • Sorting and filtering • Scenarios
Validating and Auditing	<ul style="list-style-type: none"> • Validating • Auditing
Enhancing and Productivity	<ul style="list-style-type: none"> • Naming cells • Paste special • Linking, embedding and importing • Automation
Collaborative Editing	<ul style="list-style-type: none"> • Reviewing and security
<i>Main Learning Outcomes</i>	
<p>Successful candidates will be able to use enhanced spreadsheet capabilities to produce better reports with deeper data analysis. After passing this module, candidates will feel confident managing complex data with spreadsheets and collaborating with others. They will be able to:</p> <ul style="list-style-type: none"> • understand advanced formatting options, including conditional formatting and customised formatting • recognise which functions to use in formulas, and troubleshoot errors • identify the correct chart to display a specific data set, and create or edit such a chart • know how to analyse, validate, audit, and protect data • understand time-saving features such as linking data, paste special, filters, and macros 	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection, Microsoft Excel 2010 or higher installed on your computer or Excel 365
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for persons interested in attaining advance skills in spreadsheets

Artificial Intelligence



The Artificial Intelligence module introduces the potential of artificial intelligence (AI). The intelligence demonstrated by a machine when it perceives its environment and takes actions that maximise the likelihood of achieving specific goals.

By deploying the right AI technology, businesses and organisations can save time and money and can innovate by automating routine processes and tasks, increasing productivity and operational efficiencies and making faster business decisions based on outputs from cognitive technologies.

What will you learn in this course?	
What is Artificial Intelligence (AI)?	<ul style="list-style-type: none"> • Define the term AI • Three stages of AI: narrow, general, super • Key milestones in the development of AI
How does AI work?	<ul style="list-style-type: none"> • Key principles underpinning AI: algorithms, complexity, heuristics • Machine learning definition and key characteristics • Neural network: definition and key characteristics • Deep learning: definition and key characteristics
Common AI examples	<ul style="list-style-type: none"> • Identify the need for AI in organisations and society • Examples of how AI supports data mining • Examples of how AI supports natural language processing • Examples of how AI supports decision making
AI adoption: challenges and potential	<ul style="list-style-type: none"> • Recognise limits to AI • Recognise ethical guidelines that should inform the operation of AI: clarity and desirability of purpose, transparency, competence in operations • Social and economic impact of AI • Potential and implications of AI for different sectors • Implications of adopting AI in a given scenario

Main Learning Outcomes

The Artificial Intelligence module consists of e-learning followed by a brief certification test. Together, these components deliver a short, focused professional development solution. On completion, candidates will be able to:

- define Artificial Intelligence and recognise the stages and development milestones
- understand how AI works, including the key principles underpinning AI
- define the terms machine learning, neural network and deep learning and the characteristics of each
- identify the need for AI and recognise examples of how AI supports data mining, natural language processing and decision making
- recognise the limits, ethical guidelines, social and economic impact, as well as the potential and implications of AI

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm

Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates; for example, non-technical professionals who wish to build and demonstrate an understanding of Artificial Intelligence, facilitating engagement with their technical colleagues or their suppliers, or students who wish to add general technical knowledge to sector-specific or general studies.

Big Data



This module introduces Big Data, a term which relates to the management and analysis of sets of data that are typically too large for traditional data-processing software. Most businesses and organisations deal with large volumes of data on a day-to-day basis. It is what organisations do with the data that matters. Big data can be analysed for insights that lead to better decisions and strategic business moves.

What will you learn in this course?

What is Big Data?	<ul style="list-style-type: none">• Definition of big data• Key stages in the evolution of big data• Key characteristics of big data, like: volume, velocity, variety, variability, veracity, value• Trends driving the expansion of data, like: online, consumer and organisational activity, IoT• Potential of big data for organisations
The big Data Environment	<ul style="list-style-type: none">• Common big data storage techniques and approaches to big data analysis• Common approaches to big data visualisation
Big Data in Practice	<ul style="list-style-type: none">• Approaches to implementing big data in a variety of sectors
Big Data Adoption	<ul style="list-style-type: none">• Investment in resources and competences• Challenges such as data quality and consistency, system compatibility• Potential of providing big data as a service, selling analysis• Ethical considerations such as governance, data protection• Steps for exploiting big data in a given scenario

Main Learning Outcomes

The Big Data module consists of e-learning followed by a brief certification test. Together, these components deliver a short, focused professional development solution. On completion, candidates will be able to:

- understand the term big data and its evolution, and recognise drivers behind its expansion
- recognise key aspects of big data relating to storage technologies, analysis, and visualisation
- recognise examples of big data implementation in a range of sectors
- identify considerations for adoption of big data, including investment, practical challenges, business potential, and ethical issues
- recognise steps for exploiting big data in a specific scenario or situation

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection

Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates; for example, non-technical professionals who wish to build and demonstrate an understanding of Big Data, facilitating engagement with their technical colleagues or their suppliers, or students who wish to add general technical knowledge to sector-specific or general studies

Blockchain



Blockchain technology tracks the exchange of assets in a business network through the permanent storage of transaction records in a shared, distributed digital ledger.

Blockchain technology increases trust, security, transparency and the traceability of data shared across a business network.

Blockchain has the potential to revolutionise the way we conduct business and therefore understanding the basic concepts of blockchain will help you make smarter investments and capitalise on the potential of blockchain technology.

What will you learn in this course?

What is blockchain?	<ul style="list-style-type: none">• Identify the need for the development of blockchain• Define the term blockchain• Recognise the key components of blockchain• Identify blockchain's key uses• Recognise the origins and development of blockchain
How does blockchain work?	<ul style="list-style-type: none">• Identify the key principles of blockchain• Recognise how cryptography is used in blockchain• Define the term wallet• Define the term distributed ledger and identify its key characteristics• Recognise the main phases of a blockchain transaction• Recognise the need for consensus in blockchain• Recognise examples of consensus mechanisms and their differences
Common Blockchain examples	<ul style="list-style-type: none">• Recognise common examples of cryptocurrency and their uses• Recognise the concept of a smart contract and its uses• Recognise the concept of a non-fungible token and its uses
Blockchain adoption	<ul style="list-style-type: none">• Recognise some advantages of using blockchain• Recognise some disadvantages of using blockchain• Consider potential uses, examples, and benefits of blockchain for different sectors

Main Learning Outcomes

The Blockchain module consists of e-learning followed by a brief certification test. Together, these components deliver a short, focused professional development solution. On completion, candidates will be able to:

- Understand the term blockchain, its origins and development.
- Identify the key principles of blockchain and the phases of a blockchain transaction.
- Recognise common blockchain examples including cryptocurrency, smart contracts and non-fungible tokens.
- Recognise the advantages and disadvantages of using blockchain.
- Consider the uses and benefits of blockchain for specific sectors

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates; for example, non-technical professionals who wish to build and demonstrate an understanding of blockchain technology, facilitating engagement with their technical colleagues or their suppliers, or students who wish to add general technical knowledge to sector-specific or general studies.

Internet of Things (IoT)



The IoT module introduces the ‘Internet of Things’, which extends Internet connectivity from computers and related devices to other physical devices or common objects and leverages from technologies such as embedded systems, wireless sensors, and automation. Over the last few years, there has been an explosion in the scale of the Internet of Things. Homes, offices, factories and entire cities are being made “smart” by the proliferation of

Internet-connected devices. Some estimates suggest that the number of connected IoT devices will reach 41.6 billion by 2025. Organisations and societies are only now starting to grasp the potential and implications of this trend.

What will you learn in this course?

What is IoT?	<ul style="list-style-type: none"> • Define the term Internet of Things (IoT) • Recognise the common structure of an IoT system: application, data processing, network, sensing • Identify processing requirements in an IoT system • Recognise the origins and development of IoT
IoT examples?	<ul style="list-style-type: none"> • Recognise common examples of consumer and commercial IoT applications • Recognise common examples of industrial IoT applications • Recognise common examples of infrastructural IoT applications • Recognise examples of consensus mechanisms and their differences
Trends in IoT	<ul style="list-style-type: none"> • Recognise physical trends in the evolution of IoT like: miniturisation, ubiquity, scale • Recognise the increasing role of governance in the design of IoT systems
IoT adoption	<ul style="list-style-type: none"> • Understand key ethical considerations that must inform adoption of IoT systems like: decision making, privacy • Understand security risks associated with adopting IoT systems

Main Learning Outcomes

The IoT module consists of e-learning followed by a brief certification test. Together, these components deliver a short, focused professional development solution.

- Understand key concepts relating to Internet of Things (IoT), including common structure and requirements
- Recognise examples of consumer, commercial, industrial, and infrastructural applications of IoT
- Identify current trends in IoT, including the evolution of IoT components and the important role played by governance.
- Understand ethical, security, and interoperability considerations around adoption of IoT, and consider how IoT could be implemented in a given scenario

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates; for example, non-technical professionals who wish to build and demonstrate an understanding of IoT, facilitating engagement with their technical colleagues or their suppliers, or students who wish to add general technical knowledge to sector-specific or general studies.

Cloud Computing



The Cloud Computing module introduces the use of Internet-connected remote servers to store, manage, and process data, instead of using local servers or computers.

Cloud computing and cloud services are increasingly common technologies used by organisations to add flexibility, efficiency, and innovation. Many job roles in a range of sectors need to have an understanding of the potential of these technologies, as well as a grasp of the benefits and challenges associated with their adoption.

What will you learn in this course?

What is Cloud Computing?	<ul style="list-style-type: none">• Define the term cloud computing• Identify the origins of cloud computing• Identify cloud computing's key services: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS)
Infrastructure as a Service (IaaS)	<ul style="list-style-type: none">• Identify the components of IaaS• Identify common examples of IaaS• Identify the benefits of IaaS• Identify the limitations of IaaS
Platform as a Service (PaaS)	<ul style="list-style-type: none">• Identify the components of PaaS• Identify common examples of PaaS• Identify the benefits of PaaS• Identify the limitations of PaaS
Software as a Service (SaaS)	<ul style="list-style-type: none">• Identify the components of SaaS• Identify common examples of SaaS• Identify the benefits of SaaS• Identify the limitations of SaaS
Serverless, Function as a Service (FaaS)	<ul style="list-style-type: none">• Identify the features and purpose of a serverless??solutions???• Identify common examples of serverless solutions
Deployment Models	<ul style="list-style-type: none">• Identify the features of private cloud models• Identify the features of public cloud models• Identify the features of community cloud models• Identify the features of hybrid cloud models
Adoption	<ul style="list-style-type: none">• Identify key challenges to adoption of cloud computing in an organisation• Consider appropriate services and models for a given scenario

Main Learning Outcomes

The Cloud Computing module consists of e-learning followed by a brief certification test. Together, these components deliver a short, focused professional development solution.

- Understand key concepts relating to cloud computing
- Recognise the features, benefits, examples, and limitations of Infrastructure as a Service (IaaS)
- Recognise the features, benefits, limitations and provide examples of Platform as a Service (PaaS)
- Recognise the features, benefits, limitations and provide examples of Software as a Service (SaaS)

- Identify features and examples of Function as a Service (FaaS)
- Know about the different models for implementing cloud computing in organisations
- Consider appropriate solutions and models for implementing cloud computing in a given scenario or situation.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates; for example, non-technical professionals who wish to build and demonstrate an understanding of Cloud Computing, facilitating engagement with their technical colleagues or their suppliers, or students who wish to add general technical knowledge to sector-specific or general studies.

ICT in Education



The ICT in Education module sets out essential concepts and skills required to start engaging in the pedagogically effective use of ICT to support and enhance teaching, learning and assessment in the classroom.

Technology brings many potential benefits to education, but it must be used appropriately. Teachers need to use their own experience as educators to make informed decisions about how best to integrate technology. The ICT in Education module helps teachers to make these decisions, allowing them to introduce technology into their teaching practice in a way that enhances outcomes for students.

What will you learn in this course?

Key concepts	<ul style="list-style-type: none">• Benefits• Pedagogy and ICT
Planning	<ul style="list-style-type: none">• Lesson planning considerations• Safety, security and well-being
Selecting ICT resources	<ul style="list-style-type: none">• ICT resources for teaching and learning• ICT resources for assessment• Sourcing, evaluating ICT resources
Managing the learning environment	<ul style="list-style-type: none">• Classroom technologies• Learning platforms

Main Learning Outcomes

On completion of this module the candidate will be able to:

- Understand the key concepts and benefits of using ICT to support and enhance teaching, learning and assessment in the classroom.
- Outline considerations for planning an ICT-enhanced lesson.
- Understand safety, security and well-being considerations when using ICT in education.
- Outline ICT resources that can be used to support and enhance teaching, learning and assessment.
- Understand how to source and evaluate ICT resources to support and enhance teaching, learning and assessment.
- Outline key features of classroom technologies.
- Use key features of a learning platform.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for teachers, allowing them to introduce technology into their teaching practice in a way that enhances outcomes for students.

Digital Citizen

Digital Citizen



The Digital Citizen programme outlines the basic skills needed to use a computer and the Internet. This specially designed module teaches candidates how to complete everyday tasks in a confident way.

Digital Citizen is designed for complete beginners and is open to everyone regardless of status, education, age or ability. There are many people who have never used a computer but are aware of the Internet and its possible uses. Candidates who successfully pass the Digital Citizen programme, may wish to continue their learning, by registering for the Digital Citizen Plus programme and the ICDL Workforce Modules.

What will you learn in this course?

Computer Basics	<ul style="list-style-type: none">• Parts of the computer• Types of computers• Getting started• The keyboard and mouse• Shut down the computer
Introduction to the Desktop	<ul style="list-style-type: none">• Icons, Windows• Taskbar and start button• Storing information• Applications and file types
Introduction to documents	<ul style="list-style-type: none">• Creating a document• Name and save, change font• Bold, italic, underline• Cut, copy and paste• Save and print
Introduction to the web	<ul style="list-style-type: none">• Evaluating information• Online security• Connecting to the internet• Navigating and downloading• Search engines• Online services and forms
Communication	<ul style="list-style-type: none">• Email accounts• Creating and email• Replying to and forwarding an email• Online communities, Instant messaging• Voice over Internet Protocol

Main Learning Outcomes

Candidates who complete the Digital Citizen programme will gain the skills needed in order to progress onto Digital Citizen Plus, the ICDL Workforce modules and beyond. They will be able to:

- understand how to start up and shut down a computer
- understand how to navigate the Desktop and how to store files
- understand how to create, save and edit a document
- understand how to use search engines, use online services and evaluate online information
- Communicate online via email and instant messaging

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for anyone interested in learning how to complete everyday tasks on a computer in a confident way.

Digital Citizen Plus



Technology is a key element of modern life and workplace, however many people have had very little exposure to computers or the internet and may find the need to develop the necessary digital skills for everyday tasks or for the modern workplace daunting.

Digital Citizen Plus is designed for beginners and is open to everyone regardless of status, education, age or ability. The module helps to remove the fear of using a computer by employing a skills-based approach to educating individuals in the basics of using a

computer, email and the internet

The Digital Citizen Programme is designed to build confidence levels, before progressing on the path to digital literacy certification with the ICDL Workforce Programme and beyond.

What will you learn in this course?

Computers and devices	<ul style="list-style-type: none"> • Hardware concepts • Software concepts • Computer usage considerations
Desktop and Managing files	<ul style="list-style-type: none"> • First steps • Manage basic desktop steps • Manage files and folders
Documents	<ul style="list-style-type: none"> • Create and save documents • Edit documents • Format documents • Print
Spreadsheets	<ul style="list-style-type: none"> • Create and save spreadsheets • Enter content and edit spreadsheets • Format spreadsheets • Print
Communications	<ul style="list-style-type: none"> • Search the web • Manage bookmarks • Manage search output • Send emails

Main Learning Outcomes

Candidates who complete the Digital Citizen Plus programme will gain the skills needed in order to progress onto the ICDL Workforce modules and beyond. They will be able to:

- understand the basics of computer usage and the internet
- know how to create, save and edit a document
- understand how to create, save and edit a spreadsheet
- navigate the desktop and manage files
- search for information and communicate online

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for senior persons who would like to build their confidence levels, before progressing on the path to digital literacy certification.

Digital Tablet Fundamentals



The Digital Citizen Tablet Fundamentals module sets out essential concepts and skills relating to the use of tablets to browse and search the web, work with images and video, manage applications, and store data securely.

Digital Citizen is designed to be the first step for candidates to engage with the digital world. Candidates who successfully pass the Digital Citizen programme, may wish to continue their learning, by registering for the Digital Citizen Plus programme and the

ICDL Workforce Modules.

What will you learn in this course?

Tablet concepts	<ul style="list-style-type: none">• Key Concepts• Tablet Uses
Getting Started	<ul style="list-style-type: none">• Common Operations• Tools and Settings• Security
Networks, Accounts	<ul style="list-style-type: none">• Network Connections• Account Creation
Web Browsing and Search	<ul style="list-style-type: none">• Using the Web Browser• Tools and Settings• Search• Bookmarks
Working with Images, Video	<ul style="list-style-type: none">• Capturing, Viewing Images, Videos• Image Manipulation
Applications	<ul style="list-style-type: none">• Application Stores• Managing an Application
Storage	<ul style="list-style-type: none">• Concepts• Using Storage

Main Learning Outcomes

Candidates who complete the Digital Citizen Tablet Fundamentals module will gain the skills needed to use a tablet effectively, to browse and search the web, work with images and video, manage applications, and store data securely. Candidates will be able to:

- Understand the features of a tablet and its uses
- Carry out common operations, apply settings, and secure a tablet
- Use a wireless network securely, and set up online accounts for different services
- Use a web browser to browse, search for, and bookmark web pages
- Capture, view, organise and share images and videos
- Use an application store, and install and update applications
- Recognise backup and storage options for a tablet, and use cloud-based storage

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for senior persons who are interested in building their skills relating to the use of tablets, browsing and searching the web, working with images and video, managing applications, and storing data securely.

Digital Student

Computer and Online Essentials



The Computer & Online Essentials module covers the main concepts and skills needed for using computers and devices, file and application management, networks, online information, online communication, and safety.

It would be an understatement to say that today's average student is familiar with technology, whether they're chatting on social media, sharing short videos, playing video games, or sharing reports, the majority of school-age children see technology as the norm. However, being familiar with day-to-day technology does not mean that they understand how to use devices and online tools required in today's learning environment and the future workplace.

The Computer and Online Essentials module provides students with the basic digital skills required to use a computer safely and effectively. Students will also learn how to source credible information and communicate safely online.

What will you learn in this course?

Computers and devices	<ul style="list-style-type: none">• Hardware• Software
Managing files and applications	<ul style="list-style-type: none">• Introducing file management• Organising files and folders• Storage• Managing applications
Networks	<ul style="list-style-type: none">• Network concepts• Network access
Online communication	<ul style="list-style-type: none">• Communication tools• Sending email• Receiving email• Email tools and settings• Organising emails• Using calendars
Safety	<ul style="list-style-type: none">• Computers, devices and data• Wellbeing and accessibility• Environment

Main Learning Outcomes

- Understand key concepts and carry out key activities relating to hardware and software
- Manage files and folders, store data
- Understand network concepts and connect to a network
- Find and manage online information effectively, and manage browser settings
- Understand considerations relating to the effective use of common communication tools
- Send, receive, and manage emails, and use calendars.
- Understand potential threats and ways to protect computers, devices, and data.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks

Delivery Options	✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students who wish to gain the basic digital skills required to use a computer safely and effectively.

Application Essentials



The Application Essentials module covers the main concepts and skills needed to start using common office productivity applications effectively. Like documents, spreadsheets, and presentation.

The term ‘digital native’ falsely suggests that young people intuitively know how to use digital technologies. By using digital technologies, young people acquire the so-called ‘lifestyle skills’ such as the use of social media, videos, games, however without appropriate training students fail to acquire the digital skills required in the learning and labour market. The skills learned in this module are essential not only to carry out specific tasks but also as a starting point for developing more in-depth competences in using these important office productivity applications, which are now ubiquitous in workplaces globally.

What will you learn in this course?

Office productivity applications	<ul style="list-style-type: none">• Overview• Common tasks
Word processing	<ul style="list-style-type: none">• Getting started• Formatting and alignment• Objects• Outputs
Spreadsheets	<ul style="list-style-type: none">• Getting started• Formatting• Managing worksheets• Formulas• Charts• Outputs
Presentation	<ul style="list-style-type: none">• Getting started• Text and formatting• Objects and effects• Outputs

Main Learning Outcomes

Successful students will be able to use computer applications effectively. After passing this module, candidates will feel confident using important office productivity applications, to perform everyday workplace tasks. They will be able to:

- understand the purpose of different common office productivity applications and carry out common tasks
- work with text in a document, insert and edit objects and tables, and prepare and print outputs
- work with numbers and text in a spreadsheet, manipulate spreadsheet data, use formulas, insert charts, and prepare and print outputs
- build a presentation, insert and format text in slides, insert and edit objects and effects, and create outputs including a slideshow.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks

Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
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Target Audience	Suitable for anyone who wishes to gain the skills to use documents, spreadsheets, and presentation applications effectively.

Information & Collaboration Essentials



The Information & Collaboration Essentials module provides students with essential knowledge and skills needed to efficiently search for, evaluate and organise online information, interact and communicate safely and responsibly, manage their digital footprint, and use collaborative tools.

While students may be proficient in using phones and devices, they often lack the digital skills necessary as they progress through school. To foster effective learning and maintain their well-being, it's crucial for students to master the ability to critically evaluate online information, safeguard their online safety, interact responsibly, preserve their digital reputation, and engage in collaborative learning experiences.

What will you learn in this course?	
Information Concepts and Device Use	<ul style="list-style-type: none"> • Key Concepts • Responsible Screen Use
Information Search	<ul style="list-style-type: none"> • Efficient Information Search • Evaluating Online Information • Advanced Search • Appropriate Content Use • Organising Information
Online Safety and Digital Footprint	<ul style="list-style-type: none"> • Safe and Responsible Online Interactions • Managing a digital footprint
Using Online Collaborative Tools	<ul style="list-style-type: none"> • Setup accounts • Online Storage • Social Media • Online Meetings
<i>Main Learning Outcomes</i>	
<p>Successful students will gain the essential digital skills required to support their learning development. After passing this module, students will feel confident searching for information online, communicating safely and responsibly, managing their digital footprint, and using collaborative tools efficiently. They will be able to:</p> <ul style="list-style-type: none"> • understand key information concepts and how to use devices responsibly • define an information need and search efficiently for online information • critically evaluate sources, search results and organise online information • interact and communicate safely online and manage digital footprint • setup online accounts and use collaborative tools such as online storage, social networks, and online meeting applications 	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable to empower students with the digital skills that are crucial for both their educational journey and life.

Computing



The Computing module sets out essential concepts and skills relating to the use of computational thinking and coding to create simple computer programmes.

Computational thinking is useful in many contexts, not just programming and software development. Coding is becoming the new standard of literacy, with skills used in areas as varied as art and design, engineering, data analysis, and science.

Computing develops skills such as problem solving, pattern recognition, abstraction, and algorithms. This module is suitable for a wide range of candidates, including students who would like to develop their IT skills. Computer science is a broad field, and its applications continue to grow.

What will you learn in this course?

Computing terms	<ul style="list-style-type: none">• Key concepts
Computational thinking methods	<ul style="list-style-type: none">• Problem analysis• Algorithms
Starting to code	<ul style="list-style-type: none">• Getting started• Variables and data types
Building using code	<ul style="list-style-type: none">• Logic• Iteration• Conditionality• Procedures and functions• Events and command
Test, debug and release	<ul style="list-style-type: none">• Run, test and debug• Release

Main Learning Outcomes

- Covers the key skills and main concepts relating to computational thinking and coding.
- Certifies best practice in computational thinking and coding.
- Introduces concepts and skills that are essential for anyone interested in developing specialised IT skills.
- Assists in developing generic problem-solving skills that are useful for everyone.
- Developed with input from subject matter experts and practising computing professionals from around the world. This process ensures the relevance and range of module content.

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for a wide range of candidates, including students who would like to develop their IT skills.

Robotics



The Robotics module covers the main concepts and skills needed to assemble, programme, and control a simple robot. Robots are not only found in science fiction. Programmable mechanical devices are increasingly used to automate common tasks; for example, in factories and distribution centres.

People will interact more and more with these devices in different environments such as home, school, or healthcare. Early exposure to this technology will help to explain their use as well as open paths to future learning and more specialised skills development.

What will you learn in this course?

Robotic Concepts	<ul style="list-style-type: none">• Robots and automated systems
Robotics Parts	<ul style="list-style-type: none">• Basic parts and components
Simple control system	<ul style="list-style-type: none">• Control system overview
Visual Programming	<ul style="list-style-type: none">• Programming basics• Constants, variables• Events, controls• Program creation and execution
Working with robots	<ul style="list-style-type: none">• Setup• Implementing robotic controls• Control in an environment

Main Learning Outcomes

Successful students will gain foundational skills and knowledge in robotics. After passing this module, students will feel confident building and programming a robot using widely available robotics kits and visual programming language. These skills can be further extended with modules such as ICDL Computing. They will be able to:

- understand key concepts relating to robots and robotics systems
- identify examples of robots and the main parts of a robot and their function, including microcontrollers, actuators, sensors, and power sources
- understand the elements of a simple control system and how to test it
- understand basic programming concepts and visual programming language
- set up a robot, implement robotic motion, and control a robot in an environment

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for anyone interested in automating common tasks

Business Courses

Advancing Business Education (ABE) Modules

ABE is fully regulated by Ofqual, the qualifications regulator for England. In addition to Ofqual, ABE have agreements or recognition by regulatory authorities in many countries. All ABE qualifications are part of the UK Regulated Qualifications Framework (RQF).

ABE has an outstanding history and an excellent global reputation. The qualifications are designed to give you the best chance of achieving your full potential in your chosen career. Whether you dream of becoming an entrepreneur, getting a great job, being promoted to senior management, or if you are already in a leadership role and want to enhance your professional skill set, an ABE qualification will help you turn your plans into reality.

ABE qualifications are valued internationally because they are:

Professional- The qualifications are designed to give you the knowledge and skills you need to excel in a managerial career.

Affordable - ABE is a not-for-profit organisation; as such we endeavour to keep costs to a minimum. Our fast-track routes to degrees are often much less expensive than traditional routes.

Recognised - ABE qualifications are recognised by colleges, universities, employers and governments around the world

Supported - ABE members, can access a wealth of resources designed to support your studies, and enhance your learning experience. Each ABE course has its own study guide and a wealth of tuition resources.

International- For more than 40 years, learners around the world have been benefitting from ABE qualifications.

Proven- ABE alumni speak for themselves; they work in a diverse range of industries and organisations. Many are in top jobs or running their own successful enterprises.

Flexible- You can study full time or part time at a pace that suits you. All ABE diplomas provide expertise in business management and offer specialising in Marketing or Human Resources.

A great route to University- ABE diplomas have credits which are accepted by universities around the world. Holders of ABE diplomas can fast track onto a Higher degree course, meaning the cost of your education is dramatically reduced.

ABE Pathways

After completing Level 2 qualification you can progress onto higher level qualifications in business management or any other related field. ABE's framework of business management qualifications run from Level 3, right through to Level 6, enabling you to accumulate the credits needed for a university top-up, or you can enter onto the framework at any point depending on your centre's professional and academic judgement. The ABE level 6 qualification is equivalent to an Advanced Diploma.

ABE Level 2 & 3 (Awards & Certificates)

- Suitable for individuals looking to advance their careers in business. The course introduces the essential business skills and competencies.

ABE Business Management

- Suitable for individuals who wish to pursue a diploma in business and finance and acquire sound business skills.

ABE Business Management and Marketing

- Suitable for individuals who wish to pursue a career in business and specialize in marketing.

ABE Business Management and Human Resources

- Suitable for individuals who wish to pursue a career in business and specialize in Human resources.

ABE Level 2 & 3 (Awards & Certificates)

Employability Skills: Making the Move to Work



Making the transition from a study or non-work environment to work is exciting but potentially daunting. This course is aimed at jobseekers who are actively seeking employment, either to go into their first role after leaving school or college, or as someone returning to work after a period of absence.

The course considers a range of behavioural and interpersonal skills and capabilities that employers look for, above technical qualifications and experience, which have been shown to make new employees more successful within a role. These employability skills demonstrate you are able to interact and work effectively with others. On completion of this course, you will be able to progress to another qualification in the ABE suite.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 - What employers are looking for in prospective employees	
Describe what is meant by employability skills and why employers want people with these skills in addition to qualifications and/or experience.	1.1 Outline the employability skills that are most frequently desired by employers 1.2 Describe why employability skills are important to employers
Element 2 – What I have to offer	
Assess your own skillset in terms of employability and provide examples to support your strengths, preferences and areas for development	2.1 Identify your own skillset in terms of employability and provide examples to support your strengths and personal preferences 2.2 Carry out a ‘gap analysis’ between your current set of employability skills and what is required for specific employment positions
Element 3 – Presenting what I have to offer	
Complete a job application and prepare for an interview based on your skillset	3.1 Use your skillset to complete job applications 3.2 Use your skillset effectively for pre-interview screening and to prepare for interviews
Qualification Objective	
<ul style="list-style-type: none"> ▪ Describe what is meant by employability skills and why employers want people with these skills in addition to qualifications and/or experience ▪ Assess your own skillset in terms of employability and provide examples to support your strengths, preferences and areas for development ▪ Complete a job application and prepare for an interview based on your skillset 	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for any jobseeker.

Level 2 Award - Setting-up Your Own Business



There are many motives for choosing self-employment as a career option and setting up your own business within your own local environment. For some it is simply to earn money, while for others it stems from a wish to follow an exciting destiny to be their own boss. However, taking a skill or talent and turning it into a business is not always simple. There are financial and legal obligations that have to be met by and these obligations require an understanding of the legislation and regulations.

What will you learn in this course?

Learning Outcome	Assessment Criteria
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Element 1 - Self-employment as a career choice

1. Understand the benefits and drawbacks of self-employment based on individual personal circumstances and needs.	1.1 State the benefits and drawbacks of being self-employed based on own personal circumstances 1.2 Identify own skills and qualities to manage self-employment
2. Demonstrate an awareness of the legal responsibilities of being self-employed in the local environment	2.1 Outline the legal responsibilities of self-employment as a sole trader

Element 2 – The business proposition

3. Outline the business proposition	3.1 Use relevant information and data to determine the key elements of the business proposition 3.2 Identify how to attract potential customers
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Element 3 – Personal success and survival in self-employment

4. Understand the personal and business monetary needs for a business proposition	4.1 Identify potential sources of finance for a business proposition 4.2 Produce a personal success and survival plan/budget for individual circumstances
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Element 4 – Business finance and recordkeeping

5. Understand the requirements for accurate financial recordkeeping	5.1 Develop a recordkeeping process indicating relevant accounting source documents for a business proposition, taking into account local accounting practice
6. Demonstrate an awareness of the financial obligations of self-employment in the local environment	6.1 Outline the legal and financial obligations of self-employment in the local environment

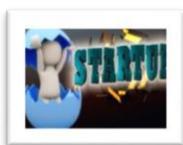
Qualification Objective:

- To understand the benefits and drawbacks of self-employment based on individual personal circumstances and needs
- To demonstrate an awareness of the legal responsibilities of being self-employed in the local environment
- To be able to outline the business proposition
- To understand the personal and business monetary needs for a business proposition
- To understand the requirements for accurate financial recordkeeping
- To demonstrate an awareness of the financial obligations of self-employment in the local environment

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm

Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for anyone interested in developing a wide range of transferable skills which could be applied in many careers, including for example: childcare, hairdressing, taxi driving, general building, plumbing, electrical installation, beauty therapy, carpentry, cleaning, farming, gardening, truck driving, vehicle maintenance, the arts, website design, computer construction and installation

Level 3 Certificate-Business Start- up



This course is designed to give you the tools to successfully and confidently launch a new business. An innovative idea might not be sufficient to ensure the success of a new venture. Any new business should be underpinned by thorough research, planning and business know-how. This course develops your ability to reduce risk and improve the probability of success for a business start-up.

The course develops the ability to research, plan, budget and reduce risk to ensure a business is successful. On successful completion of the qualification, you will have a viable business plan. With this plan you can seek investment, successfully launch your business and run it competently once trading begins.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 - Analyse entrepreneurial and market potential	
1. Produce a plan to develop the entrepreneurial skills and attributes required to support a successful business venture	1.1 Explain the entrepreneur’s role in relation to business start-up success 1.2 Produce a personal development plan to enhance personal performance and support a successful business start-up
2. Identify information sources to produce a business plan and inform an external market analysis	2.1 Explain the purpose and benefit of the business plan for a business start-up 2.2 Explain how to gather information to make informed business decisions
3. Explain the importance of the external environment and its potential impact on business success	3.1 Describe the PESTEL stages of the macro environment, relevant to a business start-up 3.2 Outline the dimensions of a market analysis for business planning and its importance for a business start-up 3.3 Describe the characteristics of the competitive environment and the level of competition in an industry using Porter’s Five Forces Analysis 3.4 Describe stakeholders, their importance and impact on the business start-up
Element 2 – Build the business idea	
4. Describe how the business idea is unique from both customer and competitor perspectives	3.1 Use relevant information and data to determine the key elements of the business proposition 3.2 Identify how to attract potential customers
Element 3 – Personal success and survival in self-employment	
4.Understand the personal and business monetary needs for a business proposition	4.1 State how the business idea is different to and/or better than competitor offerings to enhance the probability of success for the start-up 4.2 Identify potential customers that may respond positively to the business idea

	4.3 Develop a Unique Selling Proposition (USP) to differentiate the product/service from its competitors and communicate the benefit(s) for customers
5. Analyse the business idea to support and inform the business plan	5.1 Explain the role of market analysis in business planning the business start-up and how it feeds into the SWOT analysis (5.2) 5.2 Analyse the strengths, weaknesses, opportunities and threats for the business start-up
6. Produce measurable business objectives to provide focus and direction for a business start-up	6.1 Describe the purpose and content of business objectives to ensure appropriate performance for the business start-up 6.2 Develop objectives to enable business performance to be monitored
Element 4 – Develop the market approach	
7. Describe and improve the business idea using the marketing mix	7.1 Explain the role of marketing for a business 7.2 Define each element of the marketing mix and how it could contribute to customer satisfaction
8. Define and position the Unique Selling Proposition (USP) to build the business identity and influence customer perceptions	8.1 Produce a perceptual map to identify the position for a start-up
9. Develop a sales pitch that an entrepreneur could use to drive sales or encourage investment in the start-up	9.1 Develop a convincing pitch to attract potential investors' attention and generate further interest or action for the start-up 9.2 Explain the skills involved in communicating the USP and persuading potential customers to purchase
Element 4 – Plan the operations	
10. Identify local legal structures and regulations relevant to a business start-up	10.1 Identify a suitable legal structure for a new business 10.2 Identify relevant local regulations for a start-up to ensure it operates within the law
11. Describe the local requirements and resources required to enable a start-up to provide its products/services	11.1 Identify the physical resources and the related costs for a business start-up 11.2 Identify the human resources and the related costs for a business start-up
12. Explain how the business will operate at launch and on an ongoing basis	12.1 Describe the activities to support a successful start-up launch 12.2 Describe business functions and activities to assist in managing the day-to-day business
Element 5 – Plan the budget	
13. Produce financial forecasts and budgets to assist in sourcing finances and inform the business plan for a start-up	13.1 Explain the purpose and benefits of producing accurate financial records for start-up and ongoing management of a business 13.2 Explain the financial and legal responsibilities and liabilities that a business and its

	<p>director(s)/owner(s) must fulfil to comply with legal requirements</p> <p>13.3 Prepare financial documents to meet requirements and inform the business plan</p> <p>13.4 Identify potential sources of finance for the start-up, and the relative costs and terms</p>
14. Produce an operating budget for managing the day-to-day business using financial information to manage performance and spot the potential for failure.	<p>14.1 Set up a day-to-day operating budget that allows for the management of cash flow and daily operational requirements</p> <p>14.2 Describe the requirements for maintaining up to date accounting records to help the day-to-day operation of the business</p>
Element 6 – Create the business plan and pitch	
15. Prepare a business plan that can be used to secure funding and assist the entrepreneur in the ongoing management of the business	15.1 Produce a business plan to generate funding and to drive start-up success
16. Prepare a pitch that delivers key information and drives potential investors to explore the start-up in further depth	16.1 Prepare a pitch that could be used to stimulate interest from potential investors
17. Reflect on the process of developing a business plan and pitch as part of the entrepreneur’s personal development (developed in Element 2) in order to identify areas for further development to support the business start-up’s success	<p>17.1 Review the business plan and pitch to improve approach, structure and content</p> <p>17.2 Review the PDP (developed in Element 1) to highlight successes and areas for development</p> <p>17.3 Produce an updated PDP to continue to improve personal performance and to build entrepreneurial skills to drive and develop a successful business start-up</p>
Qualification Objective:	
<ul style="list-style-type: none"> ▪ Analyse entrepreneurial and market potential ▪ Build the business idea ▪ Developing the marketing approach ▪ Plan the operations ▪ Plan the budget ▪ Create the business plan and pitch 	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for anyone who wants to start and run a business. Regardless of the type or size of the business. You will develop the ability to research, plan, budget and reduce risk to ensure a business is successful

Level 3 Certificate in Digital Marketing Essentials for Small Business



This course is aimed at individuals who are thinking about setting up a small business or who are already running such a venture. During the course you will create a digital marketing plan which will build practical skills and knowledge of using digital technology to improve business performance.

The course is appropriate for all types of businesses, whether they are selling products to (consumers or businesses) or for those providing a service.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 - Introduction to the digital world for small businesses	
1. Explain the terminology, benefits, risks and other considerations of using digital and online tools and techniques	1.1 State relevant definitions and benefits of using digital and online tools 1.2 Identify key considerations and decisions regarding the implementation of digital and online tools
Element 2 – How to create the infrastructure for digital and online tools	
2. Outline the practical aspects of creating the infrastructure for digital and online tools	2.1 Outline the practical aspects and associated benefits of creating the infrastructure
3. Identify potential legal and contractual considerations	3.1 Identify potential legal and contractual considerations of using digital media
Element 3 – Using digital and online tools to communicate and generate revenues	
4. Demonstrate how digital and online tools can be used to engage with customer, prospects and the market	4.1 Demonstrate how digital and online tools can be used to engage with customers, prospects and the local market in which the business operates, taking into account local culture and business practices
5. Suggest how digital and online tools can be used to generate revenues for the business	5.1 Recommend methods of using digital and online tools to generate revenues 5.2 Outline physical payment methods and considerations when transacting online
Element 4 – How to develop and maintain an online presence	
6. Create an online profile for a business and potential points of differentiation	6.1 Create an online profile for a small business and outline its key points of differentiation 6.2 Establish key points of differentiation for the business online and how it generates additional sales
7. Explain the importance of customer behaviour in an online context	7.1 Explain the importance of customer behaviour in an online context

Qualification Objective:

- Explain the terminology, benefits, risks and other considerations of using digital and online tools and techniques
- Outline the practical aspects of creating the infrastructure for digital and online tools
- Identify potential legal and contractual considerations
- Demonstrate how digital and online tools can be used to engage with customers, prospects and the market
- Suggest how digital and online tools can be used to generate revenues for the business
- Create an online profile for a business and potential points of differentiation
- Explain the importance of customer behaviour in an online context
- Develop a creative digital marketing plan for a small business

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for example hairdressers, taxi drivers, cleaning services etc. and will enable them, regardless of the type of business, to consider how to create a digital presence in the market place, through the use of effective digital marketing tool.

ABE Business Management

Level 4 Courses

This Level 4 diploma is at the same difficulty level as year one of a three-year Bachelor's degree. This qualification provides a thorough grounding in Business Management, along with a great springboard for progressing to the next academic level. With this qualification you will gain the following essential knowledge and abilities:

- Understanding dynamic business environments and how to respond to them.
- Understanding organisational structures and their suitability for different business types.
- Self-reflection to develop and enhance your employability.
- Practical skills in business financial planning.
- Knowledge of how to innovate, develop and grow a business.
- Quantitative thinking and data-driven business decisions.
- Project management theory and effective operations.
- Understanding the dynamics needed to lead, manage and motivate successful teams and evaluate your skillset to optimise input.

Course Name	Assessment Method
Core Mandatory Modules	
Dynamic Business Environments	Timed Open Book Exam
Enterprising Organisations	Timed Open Book Exam
Employability and Self-Development	Assignment
Finance for Managers	Timed Open Book Exam
Mandatory Modules	
Introduction to Entrepreneurship	Assignment
Introduction to Quantitative Methods	Timed Exam
Project Management	Timed Exam
Specialist Mandatory	
Dynamic and Collaborative Teams	Timed Exam

Dynamic Business Environments



Every business needs to be able to assess the opportunities and threats posed by its external environments and the strengths and weaknesses of its internal environment, if it is to be successful. While continuing to produce the same products and/or services may result in operation efficiencies, it is unlikely to ensure success in markets that are

not just changing daily but hourly.

Increasing dynamic business environments where tomorrow can be very different from today and increasing market volatility where stock markets don't just crash but they 'flash crash', mean businesses need to be ever more responsive in order to be successful.

In this course, you will analyse the impact of increasingly dynamic business environments and increasingly volatile markets on an organisation's ability to compete successfully using a range of relevant tools and frameworks. This is often known as business strategy.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 - Understanding the role of economics	
1. Explain the role of business economics in understanding markets and the potential impact of current economic issues	1.1 Discuss the economic view of businesses 1.2 Compare different economic systems 1.3 Explain the potential impact of governments on business and business environments 1.4 Discuss the varying level of competition in markets and the impact on price volatility
Element 2 – Analysing external environment	
2. Discuss how analysing external environments enables the development of successful business strategies	2.1 Discuss relevant frameworks to analyse external environmental trends 2.2 Apply relevant frameworks to analyse external environmental trends
Element 3 – Analysing internal environments	
3. Discuss how analysing internal environments enables the development of successful business strategies	3.1 Discuss frameworks to analyse key aspects of the internal environment 3.2 Apply frameworks to analyse key aspects of the internal environment to a given organisation
Element 4 – Analysing competitive environments	
4. Discuss how analysing competitive environments enables the development of successful business strategies	4.1 Apply relevant frameworks to analyse competitor environmental trends 4.2 Identify methods in which an organisation can gain competitive advantage in response to competitor analysis
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	✓ Face to Face ✓ Blended ✓ Online

Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Enterprising Organisations



This course develops an understanding of the principles of business and the different legal formations by which an organisation can operate. You will be introduced to the common organisation structures, whilst developing an appreciation for contemporary structures, as both external influences impact upon an organisation requiring a more efficient and effective approach to delivering products or services.

You will be introduced to the way organisations are managed at the operational and strategic level. This will include a review of the internal and external requirements for corporate governance, performance standards, standard operating procedures and ethical practice.

You will learn about organisational infrastructure and its role in enhancing organisational performance. This will include an examination of physical and human resources and their role in delivering organisational performance. As you progress through the course, you will be developing qualities and transferable skills necessary for employment, such as the ability to utilise relevant management tools such as SWOT analysis etc.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 - The basic principles of business	
1.Explain the various legal formations and status of private, public, and not-for-profit organisations	1.1 Identify the different types of organisational legal formations 1.2 Analyse the main reasons for operating a particular legal formation
Element 2 – Introduction to organisational structures	
2. Identify traditional and contemporary organisational structures	2.1 Discuss the main types of traditional organisational structures 2.2 Analyse the external and internal factors that result in changing organisational structures 2.3 Construct simple organisational charts to explain the relationships between business functions
Element 3 – The differences between strategic and operational management	
3. Explain methods by which organisations are managed strategically and operationally	3.1 Explain the concept of operational management 3.2 Summarise the differences between strategic and operational management 3.3 Explain the concept of strategic management and its interaction with operational management
Element 4 – The role of organisational infrastructure	

<p>4. Assess the role of organisational infrastructure, and its impact upon organisational performance</p>	<p>4.1 Identify the components of effective organisational infrastructure 4.2 Identify factors affecting organisational infrastructure and its impact upon organisational performance 4.3 Explain the concept of organisational performance 4.4 Outline the role of organisational infrastructure in ensuring high performance within a range of organisations</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Employability and Self-Development



Employers are increasingly looking for people with commercial awareness and a ‘can do’ attitude, together with skills and behaviours that will enable them to quickly become part of an effective team and add value to the organisation. Soft skills enable staff to make a positive contribution to the organisation from an early stage, work as part of various teams that are likely to be cross-functional in nature, and contribute more effectively over time, as they recognise how the skills they have or are willing to

develop, can benefit the organisation.

This course introduces you to self-development practices, including self-reflection in order to develop a unique and informative curriculum vitae (CV), complete job applications and prepare for job interviews. The course helps you to develop communication skills and self-awareness, and enable you to view your current position as part of a life long journey of learning and development, both professionally and personally.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 - Concept of employability	
1. Explain the concept of employability, its relevance and value to both employing organisations and individuals	1.1 Explain what is meant by employability and the attitudes, skills and behaviours that are increasingly demanded by employers when recruiting staff 1.2 Summarise the relevance and value of this shift in selection criteria for new staff in relation to the changing workplace
Element 2 – Assessing your own skill set	
2. Assess your own skill set in terms of employability and use it to write a unique curriculum vitae (CV) and complete relevant job applications, maximising your potential value to an employer	2.1 Compare your own skill set against the employability skills sought by employers in order to identify gaps and how you might address these through personal development plans 2.2 Utilise your skill set effectively and creatively to complete the documents required when applying for jobs
Element 3 – Demonstrating your employability	

3. Outline how your skillset can be used to demonstrate your employability during the recruitment and selection process	3.1 Outline the different screening processes that may be used as part of employee selection and how you would use your skill set to navigate this screening effectively 3.2 Reflect on how you intend to use your own skills and experience to maximise your potential to a prospective employer at interview
Element 4 – Establishing yourself in a new role	
4. Appraise how employability skills can help establish you in a new job role and become part of the team	4.1 Explain the usefulness of employability skills when starting a new job and how these could be evidenced during a probationary period 4.2 Describe how employability skills can help a new employee integrate with and become an effective contributor to a team
Element 5 – Creating a personal development plan	
5. Using a process of self-awareness and self-reflection, summarise opportunities for personal development planning in order to ensure you maintain your value as an employee and advance your career potential	5.1 Utilise feedback on performance to maximise your value as an employee 5.2 Appraise the value of feedback on performance with your own career goals and aspirations
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Finance for Managers



This course is designed to enable you to gain a knowledge and understanding of accounting principles, processes, and concepts that can be applied in a general management context. The course will specifically allow you to develop the skills required to record business transactions and generate financial information. This information is used as the basis for effective management control and planning.

Inadequate and inaccurate record keeping leads to poor financial analysis and results. As managers or aspiring managers, the course aims to equip you with the knowledge and practical skills required to complete and review financial accounting tasks in business. These tasks are required by managers to prepare, review and interpret internal and external financial information and report findings to a range of business stakeholders.

The course also allows you to consider the importance of effective management of cash flow and to highlight cash flow problems which could lead to business failure. You will review appropriate internal and published reports and accounts to make effective analytical judgements. This course will allow you to consider the practical use of costing, pricing and capital investment techniques in order to make informed business decisions.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 - Introduction to financial and management accounting	
1. Explain the purpose of financial and management accounting	1.1 Understand the roles of financial and management accounting 1.2 Apply accounting principles, processes, and concepts to financial and management accounting data 1.3 Assess the needs of business stakeholders in relation to financial and management accounting information
Element 2 – Financial statements	
2. Interpret financial statements to review the performance of business organisations and report to stakeholders	2.1 Assess the contents of financial statements to review the performance of business organisations 2.2 Calculate financial ratios to assess the financial performance of a business organisation 2.3 Make justified recommendations for business improvements based on the results of financial analysis
Element 3 –Cashflow forecasts and budgets	
3. Prepare cash flow forecasts and financial budgets to aid management decision making	3.1 Prepare cash flow forecasts for internal management control 3.2 Prepare organisational budgets to aid management decision making

	3.3 Evaluate completed cash flow forecasts and financial budgets to make informed business decisions
Element 4 –Costing and pricing	
4. Demonstrate the use of costing and pricing methods to contribute to business decision making	4.1 Explain costing and pricing methods used to make business decisions 4.2 Apply contribution and break-even calculations and analysis to make effective business decisions 4.3 Assess the implications of using different costing methods
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Introduction to Entrepreneurship



Entrepreneurship has a different meaning for many people. For some it relates to new start-ups, for others it relates to home-based businesses, and for others it is a business philosophy focusing on continually innovating your business activity. Regardless of the type of business, enterprises have the same premise – to develop an idea into a successful business.

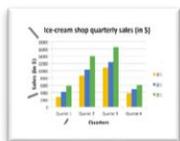
Entrepreneurship involves far more than simply having an idea. To be successful, an entrepreneur needs to have skills that cover many of the development and management roles. In this course, you will learn key success factors for enterprises and how to apply these to successfully innovate, develop, and grow a business. For each element of learning, you will develop skills for applying theories and good practice for entrepreneurial success. Many of the skills learnt in the course can be successfully applied in start-up enterprises or are transferable for use in everyday business.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 - Introduction to entrepreneurship	
1. Explain the benefit of entrepreneurship and innovation to an economy and how new businesses can impact communities	1.1 Explain the terms entrepreneurship, enterprise, social enterprise, intrapreneurship, and innovation 1.2 Explain the key characteristics of micro, small, and medium sized businesses 1.3 Discuss business models that an enterprise can use 1.4 Discuss types and process of innovation 1.5 Evaluate how organisations can create their own enterprising culture
Element 2 – Entrepreneurs	
2.- Discuss the characteristics and motivation of entrepreneurs and how an entrepreneur builds and converts an idea into a successful business	2.1 Explain the personal qualities required when starting a business 2.2 Explain common mistakes that entrepreneurs make in their first year of business 2.3 Evaluate the motives for starting an enterprise 2.4 Explain strategies for growth and exit strategies in an enterprise
Element 3 – Developing an innovative enterprise	
3.. Explain the key factors for developing an innovative enterprise	3.1 Assess market research intelligence to develop an enterprise 3.2 Evaluate the sources of finance available to a new business 3.3 Explain the physical resource requirements of an enterprise 3.4 Assess the human resources requirements for an organisation
Element 4 – Creating a business plan and pitch	

4. Create a business plan and pitch for a business idea	<p>4.1 Explain the content expected and developed in the plan</p> <p>4.2 Develop a business plan for a new business idea</p> <p>4.3 Develop a pitch that delivers key information to stakeholders</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Introduction to Quantitative Methods



Quantitative skills are seen as indispensable for aspiring managers and entrepreneurs. Numbers make their presence felt in a range of managerial tasks across all functions of an enterprise. Quantitative skills will help you to apply a number of concepts in other core areas of business management: marketing, accounting, finance, and human resource management. Many decisions in these areas require quantitative skills, for example calculating the sales volume for recovering costs, determining the price of a new product, estimating demand for the product, measuring the overall performance of the business etc.

This course will help you to:

- Develop quantitative thinking and skills
- Develop skills in gathering and computing numbers
- Cultivate the ability to present, interpret and communicate quantitative results for managerial decision making
- Build a robust quantitative foundation for other business units

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 - Numeracy for business	
1. Apply numeracy and quantitative techniques for use in day-to-day business activities	1.1 Perform calculations on different types of numbers 1.2 Express numbers in various forms for making comparisons 1.3 Perform simple financial calculations to obtain values for taking business decisions
Element 2 – Algebraic methods	
2. Apply algebraic methods to formulate and solve business problems	2.1 .1 Solve or simplify equations by employing algebraic methods 2.2 Derive the equation of a straight line to show relationship between variables
Element 3 – Business statistics	
3. Discuss the process of gathering business and management data	3.1 Explain main sources, types, and uses of data relevant for business and management information 3.2 Evaluate alternative methods of sampling and measurement scales used in context of business information 3.3 Classify and tabulate statistical data
Element 4 – Statistical tools and data analysis	

4. Analyse data using statistical tools and interpret the results	<p>4.1 Construct and interpret appropriate charts and diagrams from tabular data</p> <p>4.2 Employ a set of descriptive statistics for analysis and interpretation of grouped and ungrouped data</p> <p>4.3 Determine correlation between two business variables</p> <p>4.4 Perform linear regression to make business forecasts</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Project Management



Project management is a key business skill that covers multiple disciplines and business sectors. This course expands the basic theory of project management into a practical, operational context and integrates all the fundamental tools and techniques required to manage business projects successfully. You will be exposed to a set of modern project management techniques: network planning, critical path analysis, costing/budgeting,

and resource management. Subsequent activities include progress monitoring, troubleshooting, and controls.

On successful completion of this course, you will be able to apply the tools and techniques to a variety of business projects in your place of employment. A careful application will increase the chance of the project being successful in terms of the deliverables being fit for purpose, meeting agreed delivery deadlines, and staying within the budget cost agreed at the outset. Being able to contribute in this way should have a successful impact on the performance of the organisation.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 - The project life cycle	
1. Discuss the concept of the project life cycle in a variety of business organisations and contexts	1.1 Explain the sequential stages of the project management life cycle and the activities which are carried out at each stage 1.2 Apply the basic concept of a project business case based on a set of basic cost and revenue inputs, including the application of some simple metrics such as Return on Capital, Payback and net present value (NPV) 1.3 Discuss the concept of a work breakdown structure (WBS) 1.4 Discuss the risks that may emerge on a major project
Element 2 – Project planning	
2. Develop a project plan based on a set of input data	2.1 Construct a network diagram from a set of tasks 2.2 Develop a simple Gantt chart from a set of tasks 2.3 Apply critical path analysis to determine the planned duration of a project 2.4 Calculate the start and finish dates of a project and its tasks
Element 3 – Project budgets	
3. Calculate a resource-based budget for a project based on a set of inputs	3.1 Explain the variety of resources needed by a project 3.2 Explain what is meant by top-down and bottom-up project budgets 3.3 Calculate the cost of time-related and fixed price resources 3.4 Total all resource costs to arrive at a bottom-up project budget
Element 4 – Project tracking	

4. Explain how a project could be monitored and controlled during the execution phase	4.1 Explain the concepts of a baseline plan and an approved budget 4.2 Calculate the difference between planned and actual progress 4.3 Explain a range of tactics that could be used to recover lost time 4.4 Discuss how project management software can be used to plan and monitor a project
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, project managers, senior managers, supervisors and leaders

Dynamic and Collaborative Teams



Hierarchical organisations are generally a thing of the past; structures are generally flatter and the people within them are often required to work cross-functionally and with people at other locations, rather than as part of one department based in the same office. This means that, as well as being qualified, soft skills have become increasingly important as people may be required to work as part of different teams on a variety of

projects.

Modern organisations present challenges to teamwork, including flexible and remote working, operating across time zones and embracing different working and cultural practices. This course introduces you to teamwork and will look at how to build effective working relationships within different types of teams and business structures, including virtual environments.

You will explore how teams need to be led, motivated, managed, and monitored in order to be maximally effective. The course also explores the difficulties that might be faced in different settings, and how to recognise and diffuse the conflict that may arise.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 - The nature of teams	
1. Describe the nature of teams within modern organisations and the difficulties associated with team working within different organisational structures	1.1 Explain what teams are and how the nature of teams has changed as the structure and nature of organisations have changed in recent years 1.2 Explain, using relevant concepts and theories, how teams form and become effective, the common pitfalls, and how effective working can be established 1.3 Identify the additional challenges and potential difficulties that teams face given the nature of modern organisations including virtual environments
Element 2 – The benefits of team working	
2. Describe the principles and benefits of effective team working and how collaborative working can be fostered	2.1 Explain the commercial and social benefits of effective team working 2.2 Recommend how collaborative working could be fostered to overcome the potential difficulties that teams face working in modern organisational structures, including virtual environments
Element 3 – Effective team management	

<p>3. Explain the principles of effective team management and why it is important for the work of teams to be led, organised, and monitored</p>	<p>3.1 Identify the advantages and limitations of different approaches to the management of teams 3.2 Recommend practical ways in which teams working in modern organisations should be managed, so that they work collaboratively to achieve team objectives</p>
<p>Element 4 – Challenges of teamwork</p>	
<p>4. Outline the main reasons why team working can become dysfunctional and what can be done to re-establish collaborative working</p>	<p>4.1 Identify the main reasons why team working breaks down and the early signs that can indicate this is happening 4.2 Recommend practical ways that collaborative work can be reestablished given the additional challenges of modern organisations</p>
<p>Element 5 – Your team working skills</p>	
<p>5. Analyse your own skills and team working traits in order to understand how you can contribute effectively to team working</p>	<p>5.1 Analyse your own skills and team working traits in order to understand the roles you are likely to be most effective at performing in a team context 5.2 Evaluate the challenges you might face, and present to others, when working as part of a team, and what action you can take to minimise the negative impact of these factors on collaborative working</p>
<p>Days</p>	<p>Weekdays (Start date to be announced)</p>
<p>Times</p>	<p>6 pm to 8 pm</p>
<p>Duration</p>	<p>4 weeks</p>
<p>Delivery Options</p>	<p>✓ Face to Face ✓ Blended ✓ Online</p>
<p>Resources Needed</p>	<p>Computer, Internet Connection</p>
<p>Cost</p>	<p>Contact Eduweb College for up-to-date pricing</p>
<p>Target Audience</p>	<p>Suitable for students, employees, managers, supervisors and leaders</p>

Level 5 Courses

This Level 5 diploma is at the same difficulty level as year two (2) of a three-year Bachelor's degree. The ABE Level 5 Diplomas build upon the subjects covered in the Level 4 Diplomas and give a more extensive coverage of knowledge and understanding in Business Management, Marketing and Human Resources. You will expand your knowledge and skills more by learning about entrepreneurship, quantitative methods and project management.

The objectives of the ABE Level 5 Diplomas in Business are as follows:

- to equip learners with business skills, knowledge and the understanding necessary to achieve high performance in the global business environment;
- to provide education and training for a range of careers in business, including management, human resources and marketing;
- to provide insight and understanding into international business operations and the opportunities and challenges presented by a globalised marketplace;
- to equip learners with knowledge and understanding of culturally diverse organisations, cross-cultural issues, diversity and values;
- to provide opportunities for learners to enter or progress in employment in business, or progress to higher education qualifications;
- to provide opportunities for learners to develop the skills, techniques and personal attributes essential for successful working lives;
- to provide opportunities for learners to aspire to international career pathways;
- to provide opportunities for learners to achieve an internationally-recognised professional qualification;
- to offer learners the chance of career progression in their chosen field;
- to allow flexibility of study and to meet local or specialist needs.

Course Name	
Core Mandatory Modules	
Managing Agile Organisations and People	Assignment
Innovation and Business Performance	Timed Open Book Exam
Effective Financial Management	Timed Open Book Exam
International Business Economics and Markets	Timed Open Book Exam
Optional Modules	
Operations Management	Assignment
Analytical Decision-Making	Timed Exam
Managing Stakeholder Relationships	Assignment

Managing Agile Organisations and People



Modern organisations operate in an increasingly volatile, uncertain, complex, and ambiguous (VUCA) environment. Changes and shifts in the wider external environment are no longer limited to either specific industries or by geographical boundaries, but both directly and indirectly impact on all organisations across the globe. Succeeding in this increasingly complex and integrated global environment

requires organisations to be agile in order to respond quickly and appropriately.

This poses challenges for the modern manager: How can organisations plan and anticipate the future when this is often uncertain? How can organisations best balance the need for clear communication with increasing levels of ambiguity?

This course will explore the traditional nature and form of organisations and how the external environment has led to the emergence of new organisational forms and ways of working. The implications of this on the role and scope of management will be considered drawing out the professional implications for those aspiring to a career in management. A range of contemporary working practices will be considered, examining the risks and benefits associated with these leading to an understanding of how these can best be deployed. This course will also consider the people performance link, developing an understanding of the contribution that the right person, in the right place at the right time makes in helping ensure sustainable organisational success.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – The changing nature of organisations	
1. Analyse the impact of the internal context and external trends on management practices and approaches	1.1 Assess the changing nature of organisations and assess the impact this has on management practice 1.2 Analyse the impact of vision, values, culture, and structure both on the organisation and on management practice 1.3 Demonstrate how the role of a manager has evolved in light of the changing external environment in order to assess the contribution management makes 1.4 Compare and contrast a range of management approaches in order to assess their suitability for specific contexts
Element 2 – Modern management practice and principles	
2. Evaluate the applicability of contemporary management practices in both a specific and wider organisational setting	2.1 Analyse the concept of organisational agility and its contribution to sustainable organisational success 2.2 Analyse contemporary management practices in the context of changing organisational forms and structures 2.3 Assess the impact of contemporary management practices techniques on organisational behaviour and management practice
Element 3 – The people performance link	

3. Assess the links between effective people management and organisational achievement	3.1 Demonstrate the people performance link and the contribution this makes to an agile organisation 3.2 Evaluate the importance of, and key principles underpinning, effective human resource planning including selection, evaluation, and development of employees 3.3 Assess how communication and interpersonal relations impact on organisational performance 3.4 Discuss methods of motivating others for high performance
Element 4 – Personal development as a manager	
4. Assess personal capability to manage agile organisations and people, and develop a justified personal development plan as a result	4.1 Assess the role of continual professional development (CPD) in achieving personal and organisational objectives 4.2 Recommend a plan for personal development based on an analysis of needs 4.3 Justify approaches to meet personal development needs 4.4 Evaluate the impact of CPD at both an individual, professional, and organisational level
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Innovation and Business Performance



Business organisations need to constantly evolve in order to compete effectively, underlining the need for strong business performance.

This course focuses on the importance of business performance and the need to identify, develop, and utilise the appropriate forms of measurement needed for informed managerial decisions and for the evaluation of the results of the actions taken. The impact of innovation within the organisation is very much part of this focus and its effect

on business performance is addressed accordingly. As such, the course aims to provide you with a theoretical framework of the concept of innovation that can be used to evaluate its impact in a range of business contexts and situations.

As a result of studying this course, you should be able to form a holistic view of the drivers and effects of innovation on the business enterprise, and to develop an awareness of the need to innovate. Furthermore, you should come to realise that the concept of innovation pertains to more than just technology, and, indeed, may not even have a technological basis or dimension.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Measuring business performance	
1. Apply measurement techniques as an aid to business performance	1.1 Discuss the role of measurement in the management of business performance 1.2 Discuss the behavioural issues that can impact the setting and utilisation of business performance measures 1.3 Recommend the basis for developing metrics that are useful for monitoring and measuring business performance 1.4 Apply key measures of business performance for specific business functions
Element 2 – Adopting Innovation	
2. Discuss the sources, drivers and patterns of adoption of innovation in goods, services and ideas	1.1 Explore the concept of innovation and assess its relevance to business performance 2.2 Examine the theories and models of innovation 2.3 Examine the phases in the innovation life cycle of a typical product or service. 2.4 Compare and contrast the different adoption patterns of innovation 2.5 Appraise the environmental factors that are relevant to an innovative business undertaking
Element 3 – Managing Innovation and its impact on business performance	
3. Assess the information requirements needed to manage the levels of innovation within an organization	3.1 Appraise the characteristics of an innovative organisation 3.2 Assess the impact of innovation on overall business performance

	3.3 Evaluate some of the common methods of measuring the extent and successes of innovation in a business
Element 4 – Managing risk in innovation	
4. Evaluate the risks and uncertainties that innovation creates for business performance	<p>4.1 Appraise the risks and uncertainties associated with innovation that may affect business performance</p> <p>4.2 Discuss the potential causes of failure in innovation activities</p> <p>4.3 Assess the legal and ethical issues that can pose risks to innovation performance</p> <p>4.4 Analyse the key ethical issues pertaining to innovation and the implications for corporate social responsibility and governance</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Effective Financial Management



The focus of Effective Financial Management is the management of financial resources in a business. It addresses the applied techniques that managers need in order to take financial decisions in a business. It also addresses the critical and theoretical knowledge and skills that managers need to take financial management responsibilities. The aim of this course is to enable you to:

- Assess the objectives of financial management
- Evaluate organisational activities, processes and performance
- Understand the impact of the financial risk on financial management in a business
- Examine and explain how businesses can finance their activities
- Evaluate options for the financing of a business
- Apply techniques to make appropriate investment decisions

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – The objectives of financial management	
1. Assess the objectives of financial management and the role of different stakeholders in the financial strategy of a business	1.1 Assess the objectives of financial management in order to decide how best to formulate a financial management strategy for a business 1.2 Analyse the roles played by different stakeholders in order to select a financial management strategy that best meets the needs of stakeholders 1.3 Discuss the ethical issues that need to be considered in financial management in order to ensure that financial practices reflect ethical requirements and standards
Element 2 – Organisational activities, processes and performance	
2. Evaluate organisational activities, processes and performance, using projected financial statements and measures of business performance	2.1 Analyse business objectives, organisational activities and processes 2.2 Evaluate business performance, and financial management processes, using financial statements and calculation of key financial ratios 2.3 Apply alternative techniques in order to evaluate the financial management of key organisational activities and processes
Element 3 – Risk and financial management	
3. Evaluate financial risk using suitable techniques in order to apply approaches that reduce exposure to financial risks	3.1 Assess the importance of financial risk in order to select appropriate financial management techniques 3.2 Evaluate financial risk using suitable techniques in order to ensure financial management decisions take account of financial risks 3.3 Apply approaches to financial risk management that reduce exposure to financial risks
Element 4 – Sources of finance	

<p>4. Evaluate options for the financing of business activities, including the characteristics of different sources of finance and how best to meet the financing needs of the business</p>	<p>4.1 Assess the role of capital markets and the efficient markets hypothesis in order to understand the effects of financing decisions on the business 4.2 Analyse the role and characteristics of different sources of finance in order to identify suitable sources of finance that best meet the financing needs of a business 4.3 Evaluate sources of finance in order to decide how best to meet the financing needs of the business</p>
<p>Element 5 – Investment appraisal</p>	
<p>5. Evaluate investment opportunities in order to ensure that investment decisions reflect the needs of the business and its financial management strategy</p>	<p>5.1 Select and justify investment appraisal techniques in order to ensure that investment decisions reflect the financial management strategy of the business 5.2 Compare investment appraisal techniques for a range of typical investment scenarios in order to best meet the needs of the business 5.3 Analyse relevant non-financial factors, including the limitations of investment appraisal techniques, in order to ensure the investment decision-making takes account of the broader strategic needs of the business</p>
<p>Days</p>	<p>Weekdays (Start date to be announced)</p>
<p>Times</p>	<p>6 pm to 8 pm</p>
<p>Duration</p>	<p>4 weeks</p>
<p>Delivery Options</p>	<p>✓ Face to Face ✓ Blended ✓ Online</p>
<p>Resources Needed</p>	<p>Computer, Internet Connection</p>
<p>Cost</p>	<p>Contact Eduweb College for up-to-date pricing</p>
<p>Target Audience</p>	<p>Suitable for students, employees, accountants, managers, supervisors etc.</p>

International Business Economics and Markets



This course is aimed at developing a strong working understanding of economic theory and principles in the ever changing and dynamic international economic marketplace.

When a firm decides to engage in international trade, it has different options.

The aim of this course is to make you aware of the relevance of each method of entry with the analysis of case histories. A key focus will be on how multinational firms and organisations operate internationally in an increasingly competitive marketplace. One of the key driving factors is the rise of information and communication technologies, and many markets that were previously limited to within nations are now truly international. The factors of production are increasingly mobile across the world with the movement of labour and capital being commonplace. You will also gain a working knowledge of the organisations that facilitate the many processes involved within the international trading environment.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 –Economic principles of international business	
1.Analyse economic principles associated with international business	1.1 Explain the reasons why organisations engage in international trade 1.2 Justify the arguments for and against free trade with reference to restrictions in trade 1.3 Demonstrate an awareness of the impact of international issues such as globalisation on organisations trading internationally
Element 2 – Markets from an international perspective	
2.Evaluate markets from an international perspective	2.1 Evaluate the methods and criteria by which markets are selected 2.2 Assess the characteristics and applicability of the main market entry methods across a range of industry sectors 2.3 Conduct a structured analysis of a country/market from both external and internal perspectives 2.4 Recommend appropriate marketing mix strategies for different contexts
Element 3 – International trading blocs and organisations	
3. Evaluate the significance of international trading blocs and organisations	3.1 Assess the characteristics of different types of economic cooperation and preferential trade arrangements 3.2 Evaluate the purposes and operations of intergovernmental bodies 3.3 Evaluate the international market in terms of the major trade blocs and regional groupings

Element 4 – International financial aspects	
4. Discuss the key aspects of international finance	4.1 Analyse the aims and roles of key international institutions in the financial aspects of world trade 4.2 Evaluate the impact of foreign currency exchange and interest rates on international business 4.3 Analyse the trading position of a country with reference to balance of trade/payments
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, managers, supervisors and leaders

Operations Management



The effective management of operations is vital in modern day business. This course will introduce you to operations, logistics and supply chain management, a subject which is essential and which offers excellent employment opportunities. We will consider challenges implicit in introducing effective operations and a supply chain approach, how internal operations will have to work together to achieve common objectives, and how organisations need to co-operate at a strategic level. You will study

the different operations and supply chain methods adopted by companies.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Introduction to operations management	
1. Analyse the role and importance of operations management	1.1 Discuss the role of operations management in an organization 1.2 Discuss the importance of quality and quality management and its integration with operations management
Element 2 – Supply chain and supply chain management	
2. Discuss the importance of quality and quality management and its integration with operations management	2.1 Discuss the meaning of an organisation’s supply chain 2.2 Discuss the role of supply chain management
Element 3 – Procurement	
3. Analyse the role of procurement and procurement approaches	3.1 Discuss the meaning of organisational procurement 3.2 Analyse organisational procurement approaches
Element 4 – Logistics management	
4. Analyse the role of logistics and logistics management	4.1 Discuss the meaning of logistics 4.2 Analyse organisational logistics management considerations
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, operations managers, supervisors and leaders

Analytical Decision Making



Robust, effective, and timely decision-making in any organisational context is a critical factor in determining the success of a project or enterprise. The currency, accuracy and relevance of information, data and other contributory aspects impact significantly on the outcome of any decision-making.

This course is designed to provide you with the theoretical, practical, and technical knowledge to build a capability to identify, define, analyse, and interpret data from a broad range of sources to support critical business decisions in a variety of contexts and using a range of methodologies. You will gain technical skills in research methodology including the collection, analysis, and interpretation of multiple data sets, using narrative and predictive techniques and models. These skills will help to develop strong business acumen which will enable you to recommend and demonstrate confident business decisions across a range of organisational and business contexts.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 –Role of analytics in decision-making in contemporary dynamic business environments	
1. Examine the role of analytics in decision making in contemporary dynamic business environments	1.1 Demonstrate knowledge and understanding of the concepts of appropriate decision-making 1.2 Evaluate the nature, scope and impact of routine/non routine, operational and strategic decision-making in response to identified issues and problems 1.3 Discuss the nature of analytics to support business decision-making 1.4 Assess analytical decision-making considering contemporary and emerging themes in a dynamic business environment
Element 2 – Source and use of data, systems and technologies for relevant decision-making	
2. Assess business information management data and systems appropriate for analytical decision-making in a variety of contexts	2.1 Evaluate data retrieval, analytics, and information management systems and methodologies 2.2 Assess how data sources and use of technology can benefit analytical decision-making in varied contexts 2.3 Examine a range of varied data sources and sets for a specific purpose in a range of organisational, functional, and complex contexts 2.4 Evaluate the validity of data sources in contemporary context
Element 3 – Analytics in practice: analysis synthesis, evaluation, and reporting of data to meet requirements and the needs of a specific brief	
3. Prepare evaluative reports to meet the requirements of a specific project brief	3.1 Plan the collection and analysis of information required for a business decision-making project 3.2 Design, collect, and collate appropriate data to meet requirements of business decision-making brief 3.3 Analyse complex data sets using a range of techniques from a range of sources to support project brief 3.4 Interpret complex data from varied sources to enable coherent reporting in response to a specific brief 3.5 Assess and reflect on risk factors when reporting against the project brief
Element 4 – Option development in analytical decision-making	

4. Apply analytic techniques to develop options for decision-making, reports, and recommendations	<p>4.1 Apply analytic techniques to develop appropriate options in context</p> <p>4.2 Apply scenario planning techniques to support decision making</p> <p>4.3 Apply mapping and testing techniques to justify recommendations</p> <p>4.4 Report coherent findings and credible recommendations to facilitate management decision-making</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, or any decision makers in a business.

Managing Stakeholder Relationships



Stakeholders come in many forms: governments, pressure groups, employees and customers to name just a few. Some are more important than others but all can affect an organisation in some way.

For example, pressure groups can encourage consumers to boycott brands in a matter of minutes using social media. Shareholders can overturn board decisions.

Governments can bring in legislation that will change the nature of an industry sector. Consumers can tell millions of others about poor service in a few clicks.

In this course, you will explore different stakeholders in depth, analysing their potential impact and influence, in order to develop relevant relationship management strategies that will enable organisations to overcome threats, take advantage of opportunities, achieve their objectives and protect their brand.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Introduction to key stakeholders	
1. Assess the potential influence and impact of stakeholders for a range of organisations	.1 Assess the stakeholders for a range of organisations including SMEs, social enterprises, charities, national and international organisations, and the public sector 1.2 Assess the relative importance of stakeholders for a range of organisations using relevant theoretical frameworks 1.3 Analyse the impact of influence and power on the interactions between organisations and their stakeholders 1.4 Assess environmental factors that may affect the power of key stakeholders to influence organisations
Element 2 – Stakeholder groups	
2. Evaluate the opportunities and threats that can be created by key stakeholder groups	2.1 Explain the ways organisations and their stakeholders interact with each other 2.2 Assess the different relationships stakeholders can have with organisations 2.3 Evaluate the opportunities and threats that pressure groups can create for organisations in a range of industry sectors 2.4 Evaluate the opportunities and threats customers can create for a range of organisations using consumer behaviour theory 2.5 Evaluate brand position and reputation
Element 3 – Effective stakeholder relationships	
3. Assess the drivers for and key components of effective stakeholder relationships	3.1 Examine the relationship marketing concept 3.2 Evaluate the importance of trust and commitment in developing and maintaining effective stakeholder relationships 3.3 Assess the importance of customer loyalty to an organisation 3.4 Evaluate the relevance of networks and collaborations to a range of organisations
Element 4 – Stakeholder relationship management strategies	
4. Apply relationship management strategies for a range of internal	4.1 Identify the relationships an organisation has with a range of internal and external stakeholders

and external stakeholders	<p>4.2 Evaluate the relationships an organisation should have with key stakeholders</p> <p>4.3 Assess the relevance of online interactive technologies, digital media and social media in developing effective stakeholder relationships</p> <p>4.4 Develop relationship management strategies appropriate for key stakeholders</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for employees, or anyone interested in learning how to manage stakeholder relationships

Level 6 Courses

This Level 6 diploma is at the same difficulty level as a Bachelor's degree final year. The ABE Level 6 Diplomas build upon the subjects covered in the Level 5 Diplomas and enable you to choose a specialism) in Business Management, Human Resources or Marketing, enabling you to study these areas in more depth. The qualification is for those who may already be in a middle management role and are looking to develop their strategic level knowledge, skills and competencies to prepare for progression into a senior management role. Alternatively, this qualification is also ideal for learners progressing from a lower-level qualification and who wish to progress to a top-up degree, MBA or Masters programme.

Course Name	Assessment Method
Core Mandatory Modules	
Leading Strategic Change	Assignment
Business Strategy and Decision making	Timed Open Book Exam
Developing International Markets	Timed Open Book Exam
Business Ethics and Sustainability	Timed Open Book Exam
Optional Modules	
Strategic Stakeholder Relationships	Assignment
Corporate Finance	Timed Exam
Advanced Project Management	Timed Exam

Leading Strategic Change



This course focuses on the leadership principles required to lead an organisation and its stakeholders through strategic change. It explores key leadership models and methodologies and how these can be applied by leaders within organisations. You will then consider strategic organisational change, firstly by examining an organisation's current position in its market and environment, and then by considering drivers for organisational change and the impact of these changes.

Strategic change may be a result of changes in its business environment, for example opportunities to utilise the use of technology so that it can take advantage of innovations in that area. Strategic change can be a vehicle by which an organisation gains advantage over its competitors, through its products or services. It may use strategic change to exploit an opportunity or 'gap' in the market.

Strategic change can also be driven by internal business drivers, for example the need to improve profitability. All strategic change needs to be planned, managed, and in particular led, so this course also explores the value of leading and influencing people through an effective change process. Strategic change impacts on stakeholders, so this course helps you identify and analyse organisational stakeholders and evaluates models and methodologies for engaging and collaborating with these stakeholders about the strategic change.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Strategic Leadership Principles	
1. Critically analyse leadership principles that support an organisation's vision, values and strategic direction	1.1 Analyse the role of the strategic leader in the creation of the organisation's vision, mission and values 1.2 Analyse the leader's role in communicating the organisation's vision, mission and values to others 1.3 Critically discuss leadership principles that help in the creation, communication and embedding of the organisation's vision, mission and values
Element 2 – Leading and influencing strategic change	
2. Critically assess the drivers for, and assess the impact of change for an organization	2.1 Discuss the organisation's position in the sector and market in which it operates 2.2 Evaluate opportunities for change that supports the organisation's objectives 2.3 Analyse the expected impact of the change on organisational objectives 2.4 Critically review models for the leadership of change
Element 3 – Engaging and collaborating with stakeholders	
3. Critically analyse how to plan and lead the change process for an organisation	3.1 Develop a plan to implement and monitor the change process 3.2 Critically analyse how individuals within the organisation will be supported throughout the change process 3.3 Evaluate organisational stakeholders and their expectations of an organisation's change process 3.4 Evaluate methods of meeting stakeholder expectations or requirements
Element 4 – Developing strategic leadership skills	

4. Evaluate the skills required to lead strategic change	4.1 Critically discuss the skills required to lead strategic change within an organisation 4.2 Justify a personal development plan to support the development of leadership skills to lead strategic change
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for employees, leaders, students, managers, supervisors etc.

Business Strategy and Decision Making



The complex and ambiguous nature of strategic development in most organisations determines a process of analysis of environmental, market predictions and organisational capability. The predicted outcomes of these will form the basis for strategic decision making, impacting the future of the whole organisation. Decision-making for strategy selection will be determined as much by the nature, leadership and culture of the organisation as well as the markets in which it

operates.

This course focuses upon the structure, process and scope of developing and evaluating appropriate business strategies in varied market and organisational contexts. The overarching nature of strategy and decision-making in business organisations inevitably means that there are some areas of commonality between this course and those in the rest of the programme. For example, there is a close link with Leading Strategic Change.

You will develop critical thinking and analysis in this course, and you will apply tools and techniques, to build a range of options for market and organisational development. You will also develop modelling and scenario building skills to support strategic decision-making.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Strategic concepts in contemporary business organization	
1. Critically evaluate strategic concepts and different approaches to strategy in diverse and contemporary challenging business contexts	1.1 Critically discuss the concept of strategy in business contexts 1.2 Demonstrate understanding of strategic thinking and formation in different business sectors and structures 1.3 Evaluate approaches to strategic development in different contexts and circumstances
Element 2 – Strategic capability in context	
2. Critically assess organisational capability to respond to changes and developments in the business environment	2.1 Interpret relevant changes and developments in specified industry sectors and business structures 2.2 Critically discuss current issues that could affect strategic development for a specified sector 2.3 Evaluate the basis of strategic capability and nature of competitive advantage through the internal structures and operations of the business 2.4 Evaluate strategic capability in a specified business environment
Element 3 – Strategic formation: option development in a business context	
3. Critically evaluate an appropriate range of development options on which to base business strategy	3.1 Assess the appropriateness of current bases of organisational purpose and generic strategies 3.2 Critically review directional strategy frameworks for organisational development 3.3 Evaluate alternative approaches and methods for implementation of a business strategy 3.4 Apply a range of models to generate justifiable strategic options that will facilitate strategic decision-making in a given organisational situation 3.5 Evaluate appropriate different scenarios for successful strategic development

Element 4 – Strategic decision-making	
4. Apply techniques to support recommendations for strategic decision making in different contexts	4.1 Examine approaches to strategic management in different contexts 4.2 Apply decision-making techniques and tools 4.3 Evaluate identified options against specified criteria using decision-making techniques 4.4 Make recommendations for strategic development in a specified business and organisational context
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for employees, leaders, students, managers, supervisors etc.

Developing international Markets



The focus of this course is on international market development and is designed to help you understand marketing practice from a global perspective. The course will consider and assess a range of different market entry models and tactics and consider the implications of increasing globalisation.

You will consider the nature of globalisation and will develop a greater understanding of the globalisation process, including its benefits but also the associated risks. You will develop the ability to analyse and evaluate the strategic responses of international businesses to changes in their global environment.

This course will develop an understanding of global marketing environments and the challenges and opportunities presented to business. The course will focus on an evaluation of the practical application of global marketing theories, giving you an opportunity to review multinational companies' strategies and tactics in the context of a global marketplace using practical real-life examples.

This course will evaluate the marketing challenges faced by companies attempting to develop and grow in international markets and appraise the strategies organisations adopt to deliver success in the global marketplace. The course will also examine the means by which corporate marketing strategies can be deployed in the search for sustainable competitive advantage.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 –The World trading environment	
1. Critically analyse the key characteristics of the international globalised business environment	1.1 Assess the international business environment and how the nature of trading has changed in recent years 1.2 Critically discuss, using relevant theories and frameworks, the reasons why countries trade 1.3 Discuss the alternative views of globalisation and evaluate approaches taken in respect of the nature and drivers behind globalization 1.4 Critically evaluate the international competitive landscape
Element 2 – Global Strategies	
2. Critically evaluate strategic international marketing opportunities	2.1 Explain the nature of international development 2.2 Critically evaluate different strategic responses and approaches to global strategy development

	2.3 Analyse the main approaches to international marketing research and opportunity development
Element 3 – Market entry strategies	
3. Appraise the suitability of alternative market entry methods as part of the formulation of an international strategy	3.1 Critically discuss the main characteristics of international marketing strategy 3.2 Critically evaluate various market entry methods 3.3 Evaluate potential barriers to entry, limitations on organisational capability, and the advantages or disadvantages of different market entry methods 3.4 Discuss the management of risk and control in respect of market entry into new international markets
Element 4 – The challenge of globalization	
4. Examine and justify relevant marketing strategies within different cross-cultural settings, applying them to real life case studies	4.1 Appraise the role of culture in conducting international business and its impact on transnational transactions 4.2 Evaluate social and cultural considerations in developing international business strategy 4.3 Justify the differing product and service strategies employed in an international context 4.4 Discuss the need for different marketing methods when operating in an international context
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for employees, leaders, students, managers, supervisors etc.

Business Ethics and Sustainability



This course will develop your understanding of managerial and organisational principles through considering the role of ethics in business operations, including corporate social responsibility, sustainability and responsible management. You will examine the origins, theory and practice of these closely interconnected issues. Business ethics are now fundamental to all aspects of business, from finance to marketing, and can demonstrate accountability to the people and environments

impacted by an organisation's actions. No business is immune, and it is important that organisations are aware of the ethical issues surrounding business decisions and that employees at all levels of the organisation are familiar with the principles of ethical decision-making.

Throughout the three elements that make up this course, you will consider the complexities facing international management when engaging with stakeholders from diverse cultural and ethical backgrounds, who differ in business or ethical norms. You will study ethics through the lens of a global business ethical agenda alongside local cultural insight.

By the end of the course you will be confident to discuss both practical theoretical issues relating to ethics and the relationship between business and society in an international context.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Theoretical perspectives on business ethics	
1. Critically evaluate differing approaches to business ethics	1.1 Evaluate teleological, deontological and mixed frameworks which influence western approaches to business ethics 1.2 Evaluate how the core principles of Confucianism philosophy influence eastern approaches to business ethics
Element 2 – Corporate social responsibility and sustainability principles	
2. Analyse the core principles of corporate social responsibility	2.1 Analyse the core principles of the economic model, the philanthropic model, and the stakeholder models of corporate social responsibility
Element 3 – Implementing CSR policies	
3. Critically evaluate the opportunities and challenges for a range of organisations to develop ethical business practice through corporate social responsibility policies and reporting	3.1 Critically evaluate how organisations of different types can effectively implement corporate social responsibility policies and reporting procedures on triple bottom line sustainability
Element 4 – Sustainability	

4. Analyse the core principles of sustainability in relation to businesses	4.1 Analyse the meaning and importance of sustainability in a business context 4.2 Critically discuss the common elements of sustainability in a business context 4.3 Critically assess the factors an organisation must consider when developing a sustainability strategy
Element 5 – Business ethics in responsible management practice	
5. Analyse the influence of organisational culture and leadership on business ethics with a focus on marketing and human resource management	5.1 Critically evaluate how organisations’ culture and leadership can influence approaches to ethical decision making 5.2 Assess the opportunities and challenges for differing types of organisation to effectively integrate ethical decision making into the marketing mix and human resource management functions
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, leaders, students, managers, supervisors etc.

Strategic Stakeholder Relationships



Business stakeholders include anyone who has an interest in what the organisation is doing or the outcomes of its activities. The difficulty about stakeholder management is that stakeholders have different agendas and, in seeking to satisfy one group, you can alienate others. Stakeholder engagement seeks to build collaborative relationships, which requires an integrated approach. By its nature, it has to be proactive rather than reactive and at its best, it reflects long term corporate culture rather than being done on

a project-by-project basis.

This course will take you through a step-by-step process that will enable you to identify, analyse and prioritise an organisation’s stakeholders from a strategic perspective, and then to plan, implement and review the stakeholder engagement process in relation to a specific project. You will explore the concepts of power and influence, deploying a range of models and stakeholder engagement strategies including relationship management techniques, strategic communications and personal leadership, influence and lobbying.

Engaging effectively with stakeholders needs to be at the heart of strategic management, not an optional extra; without it, many strategies fail and, in extreme situations, cost organisations dearly through reputational damage. It does take resource to engage effectively with stakeholders, but the benefits are usually more than worth the investment.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Strategic influence of stakeholders	
1. Critically assess an organisation’s stakeholders in order to determine their strategic influence and impact in relation to a particular project	1.1 Critically discuss the importance of stakeholder analysis 1.2 Analyse the range of stakeholders for their strategic influence and potential impact in relation to a specific project
Element 2 – Engaging with stakeholders	
2. Critically review the process of engaging with stakeholders and developing an appropriate engagement plan	2.1 Critically analyse the strategic relationships that an organisation has with the stakeholders of a particular project in order to decide how best to engage with them 2.2 Prioritise the use of resources for an engagement plan in relation to a particular project, justifying it from a strategic perspective
Element 3 – Communication with stakeholders	
3. Develop relevant communication approaches and messages that would be used at each stage of the stakeholder engagement plan	3.1 Justify the key components of the message that needs to be communicated, customising it for different stakeholder groups as necessary in relation to a specific project 3.2 Recommend, with justification, communications that will engage the key strategic stakeholders for a particular project in line with its objectives

Element 4 – Managing stakeholder resistance

4. Recommend how to deal with the stakeholder resistance that might be encountered with a project’s objectives and the way a project is planned to be implemented

4.1 Assess the response to your engagement campaign in order to identify early indications of resistance so that prompt action can be taken
4.2 Recommend practical ways of managing and resolving conflict so that stakeholder engagement can be achieved in line with the project’s objectives

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none">✓ Face to Face✓ Blended✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, leaders, students, managers, supervisors etc.

Corporate Finance



The focus of corporate finance is the sourcing and investment of finance in the business. It addresses the key principles and concepts that are needed to ensure the financing and investment decisions reflect the strategic requirements of the business. It focuses on applied techniques that managers need in order to take financial decisions that create value for the business.

Corporate finance is fundamental feature of modern business. In an increasingly competitive and complex business environment, decisions on from where a business obtains financing and the investment opportunities that it chooses to pursue are often critical. This course will provide you with knowledge of the key principles and concepts that are important in these decisions. It will also equip you with the skills that are needed to apply this knowledge in a contemporary work environment.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – The importance of capital structure	
1. Critically analyse the factors that influence capital structure decisions and strategy	1.1 Appraise the alternative role and purpose of corporate finance in order to decide how best to formulate a capital structure for the business 1.2 Critically analyse the roles played by stakeholders, different types of risk, and alternative approaches to business strategy when selecting a capital structure that reflects the strategic objectives and strategic environment of the business 1.3 Critically evaluate the alternative frameworks for the development of a capital structure to ensure that it is based on a sound conceptual and contemporary underpinning
Element 2 – Equity and debt financing	
2. Critically evaluate alternative sources of finance to ensure that financing decisions reflect the strategic objectives and strategic circumstances of the business	2.1 Compare alternative approaches to sources of equity and debt in relation to the strategic objectives and strategic environment of the business 2.2 Critically evaluate the impact of the use of a range of equity and debt financing on a business’s financing structure 2.3 Apply criteria and decision-making frameworks in equity and debt financing
Element 3 – The cost of Capital	
3. Critically evaluate approaches to the calculation of the cost of capital that take account of techniques for the valuation of equity and different types of risk	3.1 Critically evaluate the alternative approaches to the valuation of equity 3.2 Apply appropriate methods for the calculation of the cost of capital in order to provide a basis on which strategic financing and investment decisions can be made 3.3 Critically evaluate the effects of different types of risk on the cost of capital by applying techniques that reflect the strategic environment in which the business operates

Element 4 – Advanced investment appraisal	
4. Critically evaluate the strategic objectives and environment in which the business operates in order to decide on appropriate advanced investment appraisal techniques	<p>4.1 Apply appropriate advanced investment appraisal techniques</p> <p>4.2 Apply advanced investment appraisal techniques that take account of cash flows, taxation and inflation in ways that reflect the strategic environment in which the business operates</p> <p>4.3 Critically evaluate a range of advanced investment appraisal techniques in order to ensure that their use by the business reflects a critical understanding of how decisions might be affected by the features of different techniques</p>
Element 5 – Contemporary issues in corporate finance	
5. Critically evaluate contemporary issues in corporate finance, including the importance of ethics and corporate governance, and the role of corporate finance in the market for ownership and control	<p>5.1 Critically evaluate alternative perspectives on the role of ethics in corporate finance</p> <p>5.2 Appraise the business’s approach to corporate governance in the context of legal, regulatory and professional requirements</p> <p>5.3 Critically evaluate the role of corporate finance in mergers and acquisitions, and the market for ownership and control in a globalised environment</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, accountants, employees, leaders, students, managers, supervisors etc.

Advanced Project Management



This course will enable you to develop knowledge of the advanced principles, practices and techniques vital to the successful leadership and commercial management of complex projects.

Projects can range from civil construction works, through new information technology and internet-based systems and the outsourcing/offshoring of work previously tackled in-house, to the launch or re-engineering of products, services and processes. All projects should be aligned with the overall strategic objectives of the organisation. Projects are a constant feature of organisations and the need for effective project management is essential. Staff with practical project management practical knowledge and skills are consistently hard to recruit and retain. Experience and the application of knowledge is a key priority throughout the course. You will be able to apply tools and techniques to realistic scenarios in order to effectively lead current and future strategic projects.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Strategy and project management	
1. Critically analyse the organisational and strategic management issues concerned with project and programme management	1.1 Evaluate the difference between project and programme management and the alternative contracting options available 1.2 Assess how the structure of an organisation can impact on the performance of project/programme management 1.3 Analyse the external business and competitive environment within which a project/programme is undertaken 1.4 Assess the strategic fit between major projects and corporate business strategy
Element 2 – Human aspects of project management	
2. Analyse the importance of the human aspects of project management, including leadership, management, teamwork, knowledge management and communication	2.1 Compare and contrast leadership theories and their application to project management 2.2 Critically discuss aspects of teamwork relating to the successful management of projects 2.3 Evaluate the various methods of communication that could be used by an effective project manager 2.4 Critically evaluate the principles of knowledge management and organisational learning to projects
Element 3 – Project planning and benefits realization	
3. Critically discuss the strategic responsibilities of a project/programme manager	3.1 Develop an appropriate business case for a project 3.2 Discuss considerations in the management of resources and budgets 3.3 Evaluate approaches for the identification and management of project/programme risks 3.4 Discuss approaches to monitoring project/programme delivery against milestones 3.5 Critically discuss the meaning and importance of benefits realization
Element 4 – Partnerships	

4. Critically review the role of partnerships in project management	<p>4.1 Review the role of partnerships in project management</p> <p>4.2 Critically discuss the characteristics of an effective project partnership</p> <p>4.3 Analyse how to monitor and manage project partnerships through to conclusion</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, project managers, leaders, students, managers, supervisors etc.

ABE Business Management and Marketing

Level 4 Courses

This level 4 qualification provides a thorough grounding in the core principles of marketing and business management. You will also gain an understanding of the conditions which shape business strategy. Alongside this, you will learn to develop and market yourself to enhance your lifelong career prospects. The programme offers a great springboard for progressing to higher levels of academic study or starting your career as a marketing co-ordinator or executive.

With this qualification, you will gain the following essential knowledge and abilities:

- Understanding dynamic business environments and how to respond to them.
- Understanding organisational structures and their suitability for different business types.
- Self-reflection to develop and enhance your employability.
- Practical skills in business financial planning.
- Knowledge of how to innovate, develop and grow a business.
- Quantitative thinking and data-driven business decisions.
- Project management theory and effective operations.
- Applying the fundamental principles of marketing in different contexts.

Course Name	Assessment Method
Core Mandatory Modules	
Dynamic Business Environments	Timed Open Book Exam
Enterprising Organisations	Timed Open Book Exam
Employability and Self-Development	Assignment
Finance for Managers	Timed Open Book Exam
Mandatory Modules	
Introduction to Entrepreneurship	Assignment
Introduction to Quantitative Methods	Timed Exam
Project Management	Timed Exam
Specialist Mandatory	
Principles of Marketing Practice	Timed Exam

Principle of Marketing Practice



Marketing has the task of connecting a business to its customers and therefore the function has a vital role to play in assuring the long-term viability of the organisation. Businesses do not operate in a vacuum and so it is vital that strategies and plans recognise the impact of the changing environments in which organisations exist. In this course you will consider these environments (internal and external) and the impact

they might have on marketing activities.

Customers are the lifeblood of organisations. Understanding customer behaviour and the influences on it, is vital to ensure that the organisation is able to engage effectively with its chosen customers. Crucial to this is understanding the characteristic and behaviours of target customers. You will explore the different buying processes and the key influences of both consumer buyers and organisational buyers. Further, you will also examine the segmentation, targeting and positioning process which plays an important role in ensuring that marketing activities are relevant to the intended customer.

You will examine the key elements of the primary marketing mix (4Ps – product, price, place and promotion) and the extended marketing mix most commonly associated with services organisations (7Ps – also includes people, process and physical evidence). You will consider how an appropriate marketing mix can be developed and deployed by an organisation to suit the needs of the target market. You will also be able to apply the marketing mix in different organisational contexts.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – The marketing concept	
1. Explain the concept and evolution of marketing as a business function	1.1 Explain the key elements of marketing 1.2 Explain the key factors and trends in the contemporary marketing environment
Element 2 – The marketing environment	
2. Discuss the elements of an organisation's marketing environment and how it can be assessed	2.1 Review an organisation's internal environment and its impact on marketing 2.2 Discuss the elements of the micro- and macro-environments and their impact on marketing
Element 3 – Customer behaviour and segmentation	
3. Explain customer behaviour and segmentation	3.1 Explain the consumer buying process and influences on consumer buying decisions 3.2 Explain the organisational buying process and influences on organisational buying 3.3 Explain segmentation, targeting, and positioning
Element 4 – Marketing information	

4. Discuss the uses and sources of marketing information	4.1 Explain the use and types of information to support marketing activities 4.2 Explain the types and sources of marketing data and how it can be gathered
Element 5 –The marketing mix	
5. Explain the elements and application of the marketing mix in different contexts	5.1 Explain each of the elements of the marketing mix (4Ps) 5.2 Explain the additional marketing mix elements involved in the marketing of services 5.3 Discuss the main considerations when developing a marketing mix
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Level 5 Courses

This level 5 qualification develops a strong understanding of contemporary business management strategy together with the knowledge required of a marketing professional. It is ideal for a junior to middle manager role in marketing or business administration, or progressing to the next academic level.

You will develop the following essential knowledge and abilities:

- Responding to volatile and complex business scenarios.
- Evaluating business performance and understanding the impact of innovation.
- Critical and theoretical knowledge to make informed financial decisions.
- Understanding how multinational organisations operate and adapt in dynamic, ever-changing international marketplaces.

You will develop further skills in two of the following areas of marketing:

- The ability to implement integrated marketing communications to meet brand, market and business objectives.
- Understanding of how consumers make buying decisions and how to develop marketing strategies that connect with target customers.
- How to use sustainable marketing approaches that have a positive impact on communities

Course Name	Assessment Method
Core Mandatory Modules	
Managing Agile Organisations and People	Assignment
Innovation and Business Performance	Timed Open Book Exam
Effective Financial Management	Timed Open Book Exam
International Business Economics and Markets	Timed Open Book Exam
Optional Modules	
Integrated Marketing Communications	Timed Open-Book Exam
Buyer and Consumer Behaviour	Assignment
Societal and Social Marketing	Timed Open-Book Exam

Integrated Marketing Communications



In today's connected world, brands have many more choices than ever before to engage with their customers. The explosion of channel options now enables organisations to construct powerful media plans with precisely the right media mix to reach their audience, whether they operate in consumer or industrial markets, product or service providers, public sectors and charities.

It is imperative for brands to create and communicate a consistent message; one that cuts through the competitive noise to tell an engaging and compelling brand story. To be able to leverage these new media opportunities, organisations increasingly need people with the right skills and a deep understanding of how to plan, implement and manage fully integrated marketing campaigns.

This course introduces you to the concept and principles of integrated marketing communications (IMC). You will understand the importance of IMC in meeting the brand, marketing, and business objectives and, as such, you will develop a broad understanding of how IMC is implemented. You will learn how to develop and manage a fully integrated multichannel campaign that is appropriate for different businesses, markets, and industries, whilst building your knowledge of customer behaviour, media planning, and brand strategy.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 – The theories, concepts and principles of integrated marketing communications	
1. Discuss the concept and principles of integrated marketing communications (IMC)	1.1 Explain the role of IMC in a variety of settings 1.2 Discuss the purpose, benefits, and barriers of a fully integrated marketing communications campaign 1.3 Discuss the ethical aspects involved in IMC
Element 2 – The components of the IMC mix, their role and purpose in the marketing strategy	
2. Evaluate the effectiveness of different marketing communications channels to achieve business objectives	2.1 Identify the components of the IMC mix 2.2 Explain the diverse nature and purpose of advertising in the IMC plan 2.3 Explain the nature and purpose of public relations, sponsorship, and product placement in the IMC plan 2.4 Explain the role and nature of direct marketing (DM) methods including sales promotion, personal selling, telemarketing, and direct response activities 2.5 Explain the concept of corporate and internal communications 2.6 Assess dynamic interactive media
Element 3 – The role of IMC in brand marketing	
3. Discuss the role of IMC in building, positioning, and differentiating brands	3.1 Demonstrate the ability to apply the principles of brand marketing 3.2 Discuss customer behaviour and the customer journey

	<p>3.3 Explain how IMC can be used to position the brand in different markets and sectors</p> <p>3.4 Discuss the influence of different online and offline media channels on the brand’s positioning</p>
Element 4 – Monitoring, measuring and managing the IMC campaign	
4. Propose methods to manage and report IMC campaign performance	<p>4.1 Develop and recommend contingency plans and apply the principles of marketing campaign management</p> <p>4.2 Understand how to gather and measure IMC campaign performance data</p>
Element 5 –Implementing the IMC campaign	
5. Discuss the principles of implementing a fully integrated marketing communications campaign for an organization	<p>5.1 Discuss the process of implementing an IMC campaign</p> <p>5.2 Explain the role of third-party agencies in providing creative, media, and marketing services</p> <p>5.3 Evaluate how business-to-business (B2B) marketing and business to-customer (B2C) marketing differ and be able to recommend an appropriate approach for a specific organisation</p> <p>5.4 Discuss how the IMC strategy is applied in different markets and sectors</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Buyer and Consumer Behaviour



What makes someone decide to buy a particular brand? Why do some people select a certain product over another? How consumers make such buying decisions is a complex process that is heavily influenced by who they are, pressures from peer groups, their lifestyles, and their finances. It involves how people feel about themselves, about the brands they purchase and those they do not.

For marketers, understanding this unpredictable purchase behaviour is a combination of science and art, firmly grounded in theories of human psychology and economics. It is one of the most critical success factors in any marketing strategy which is why marketers constantly seek new insights about customer behaviour; about why people act as they do and about their needs, wants and fears, so that they can develop marketing strategies that connect with the target customer on a deep emotional level.

This course introduces you to the concepts of consumer behaviour. It addresses the important differences between how and why individual consumers make purchase decisions and the processes used by organisations and groups. It explores a range of popular models and theories about customer behaviour and puts them into the context of today's digital marketplace and the multicultural dimensions that influence customers everywhere.

What will you learn in this course?	
Learning Outcome	Assessment Criteria
Element 1 – Internal and external factors affecting consumer purchase behavior	
1. 1. Analyse the major influences on consumer choice	1.1 Analyse the personal characteristics of the consumer as an individual 1.2 Analyse the concept of motivation and its role in customer decision-making 1.3 Discuss the external forces that influence customer buying behaviour 1.4 Explain aspects of contemporary customer behavior
Element 2 – The processes of consumer and industrial purchase decisions	
2. Discuss the principles of purchase decision making in a variety of situations	2.1 Discuss the theories of the purchase decision process followed by individuals 2.2 Discuss the theories of the buying decision process in organisations and formal groups 2.3 Compare how buyer behaviour may differ in the purchase of a service to that of a product
Element 3 – Research methods used to gather data about consumer and industrial buying behaviour	
3. Analyse the value of research in providing insights into buying behavior	3.1 Analyse the methods used to gather customer insights research data 3.2 Assess digital methods of gathering customer information 3.3 Discuss the importance of protecting customer data

Element 4 – The influence of buying behaviour theories on developing the marketing strategy	
4. Discuss how consumer behaviour theories influence the marketing mix	4.1 Discuss elements of the marketing mix and the impact of buyer behaviour on marketing mix decisions 4.2 Discuss the effect of post-purchase behaviour on the customers' brand loyalty 4.3 Explain the brand's ethical and social responsibilities in applying customer behavior
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Societal and Social Marketing



Social marketing provides a robust platform for the development of behavioural change strategies and programmes for marketers to instil social benefits by addressing changing demographic landscape within social, cultural, and economic environment. The social marketing practice provides coverage of substantive topics including consumption and wellbeing, combatting threats to self, improving financial decision making, and regulating the advertising of tobacco and other adult products.

Societal marketing considers the ethical aspect within application of marketing theory and practice outlining sustainable interests of society beyond just providing employability and utility benefits. The practice of social marketing provides broader coverage to the key areas of corporate social responsibility, ethics in organisational strategies, green and responsible marketing. The social and societal marketing practices work in synergy with each other providing mutual benefits and added value to the society and businesses overall.

This course covers contemporary areas of marketing practices from the perspective of social benefits, ethical considerations and behavioural change interventions. It also presents a unique opportunity for you to assess and evaluate the influence of marketing approaches and further contribute to the strategic development of promotional strategies for social and societal impact.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Social marketing for behavioural change	
1. Discuss the role and application of the social marketing practice for the behavioural change programmes	1.1 .1 Discuss the nature and characteristics of social marketing practices 1.2 Discuss the role of marketing communication in behavioural change programmes 1.3 Discuss behavioural change programmes in relation to social marketing applications
Element 2 – Social marketing choices and consumer decision-making	
2. Assess the importance of social marketing choices and its relative impact on consumer decision making	2.1 Examine social marketing approaches from consumer behaviour perspective 2.2 Discuss the social marketing planning process in a consumer context 2.3 Discuss the impact of social marketing choices in consumer decision-making
Element 3 – Ethics and corporate social responsibility	
3. Analyse constructs of ethics and corporate social responsibility in the use of marketing practices and their implications with stakeholders and wider society	3.1 Discuss ethical issues in societal marketing 3.2 Analyse the importance of ethical considerations and CSR in marketing practices 3.3 Analyse social marketing approaches from stakeholder perspectives
Element 4 – Strategic development of responsible marketing practices for societal benefit	

4. Analyse different marketing approaches for strategic development of responsible practices providing added value to the society	4.1 Discuss societal marketing and the environment 4.2 Evaluate marketing practices from a societal benefit perspective 4.3 Examine the scope, planning and implementation of societal marketing practices
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Level 6 Courses

This qualification develops a critical strategic understanding of contemporary business management and also develops the skills required of a senior marketing professional. It will help you excel in a middle to senior business or marketing role. It will also prepare you for Masters Level study or the final stages of a Bachelor's degree.

The qualification develops the following essential knowledge and abilities:

- Recognising drivers for strategic change and how to lead an organisation and its stakeholders through change.
- Modelling and scenario-building to support strategic decision-making, and evaluating business strategies in varied market contexts.
- Understanding international markets and developing strategies to successfully expand into new territories.
- Knowing how ethics, corporate social responsibility and sustainability should be applied in business operations.

You will develop further in two of the following marketing leadership areas:

- A strategic perspective of marketing management in relation to analysis, planning, implementation and control of marketing activities, including the use of metrics to measure, monitor and improve performance.
- Customer engagement, communication, relationship marketing acquisition, retention and distribution, how customers buy, and how to develop an effective customer relationship marketing system.
- Understanding the principles of strategic digital marketing set in the context of the changing behaviours of the contemporary customer. You will also assess how organisations of all types and in all markets, need to adopt an entrepreneurial mindset and understand the imperative of digital transformation.

Course Name	Assessment Method
Core Mandatory Modules	
Leading Strategic Change	Assignment
Business Strategy and Decision making	Timed Open Book Exam
Developing International Markets	Timed Open Book Exam
Business Ethics and Sustainability	Timed Open Book Exam
Optional Modules	
Strategic Marketing	Timed Open Book Exam
Strategy Marketing Relationships	Assignment
Digital Marketing Strategy	Timed Open Book Exam

Strategic Marketing



In today's increasingly dynamic and complex global environment, strategic marketing is an essential management and leadership competence to guide senior management in making business decisions. This course will illustrate the scope of marketing strategy and how it fits in with the wider corporate and business strategy of an organisation, including building sustainable competitive advantage and long-term shareholder value.

The purpose of this course is to evaluate the role of strategic marketing as a function of an organisation, and how it interrelates with other functions, and to determine its impact in terms of how a marketing philosophy can inform corporate strategy. The course will also focus on how marketing performs an operational role in achieving corporate objectives.

The course will give you a strategic perspective of marketing management with respect to the analysis, planning, implementation and control of marketing activities, including the use of metrics to measure, monitor and improve performance in addition to their role within strategic decision-making. You will gain a critical understanding of the marketing challenges faced by firms attempting to develop and grow in international markets and the means by which corporate marketing strategies can be deployed in the search for sustainable competitive advantage.

What will you learn in this course?

Learning Outcome

Assessment Criteria

Element 1 – Understanding market-led strategic management

1. Critically evaluate the factors that underpin marketing as a key strategic factor in organisational performance

1.1 Evaluate the ideas underpinning a market orientation approach and the marketing concept
1.2 Appraise the characteristics of market-driven strategies

Element 2 – Designing market-driven strategies

2. Critically review relevant marketing theories, conceptual models and frameworks in the development of marketing strategies, including international marketing strategy

2.1 Recommend methods to analyse the macro-environment and develop a strategic vision
2.2 Critically evaluate the role of market segmentation and competitive positioning

Element 3 – Measuring the impact of marketing strategy

3. Develop implementation plans and management control mechanisms to support a marketing strategy

3.1 Appraise the nature of control and critically evaluate different approaches to the control process
3.2 Critically evaluate the importance of implementation as part of the overall process of planning and control and assess the problems in implementing marketing plans

Element 4 – - Creating sustainable competitive advantage

4. Justify, using evidence, the application of marketing within an organisational context in relation to the goal of enhancing long-term shareholder value	4.1 Appraise the use of organisational resources in achieving sustainable competitive advantage 4.2 Critically analyse different approaches in implementing the marketing plan
Element 5 –Implementing the strategy	
5. Evaluate a range of resources to understand and resolve organisational marketing related problems	5.1 Analyse the implementation challenges present in strategic marketing 5.2 Evaluate future trends and challenges for the future of strategic marketing
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Strategy Marketing Relationships



The overall aim of this course is to encourage you to think about the relationships that companies have with their customers over a period of time, rather than view each customer purchase as an individual ‘transaction’. Building long term, sustainable relationships with customers is key to organisational success and, given the increasing use of online business models and consumer savviness of how to move between suppliers, the importance of managing the customer experience has never been higher.

Given the strategic importance of such customer relationships, in this module you will develop knowledge and skills in areas such as customer engagement, communication, relationship marketing acquisition, retention and distribution, how customers buy and how to develop an effective customer relationship marketing system. As such, this module will help you develop as a knowledgeable and effective strategic marketer or business professional.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Relationship Marketing	
1. Critically review relationship marketing as a strategic marketing approach	1.1 Critically review the development of relationship marketing 1.2 Critically discuss the scope of relationship marketing 1.3 Evaluate the application of relationship marketing orientation 1.4 Compare and contrast the benefits of relationship marketing with transactional marketing
Element 2 – Relationship marketing and its impact on buyer behaviour	
2. Critically discuss changes in consumer behaviour due to relationship marketing	2.1 Critically review the changes to how consumers buy
Element 3 – Marketing Relationships	
3. Critically review the differences between relationship marketing and marketing relationships	3.1 Appraise different relationship types and their nature and properties, how relationships add value; contrast relationship marketing with marketing relationships 3.2 Critically review the importance of networks relevant to an organization
Element 4 – Strategic relationship marketing	
4. Critically discuss the place of relationship marketing in strategy	4.1 Evaluate and explain why relationship marketing is a strategic approach to marketing 4.2 Evaluate relationship marketing planning and implementation issues in strategic relationship marketing

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Digital Marketing Strategy



The marketing environment continues to develop at a meteoric pace, largely driven by customers who demand always-on, superfast, intuitive, and more exciting brand experiences. The ‘internet of things’ is fast becoming the mainstream method of managing the home, with smart technology built-in so that people no longer need to worry about stocking the fridge with their favourite products or finding the remote TV control to programme Netflix.

The implication of this technology sea change for brands is that they now need to accelerate digital innovation and seek dramatically new marketing strategies capable of keeping pace with the competition, whilst creating authentic customer value. They must understand the new digital media landscape and how audiences like to consume content so that they can harness the power of new channels, platforms and technologies.

In this course, you will explore the principles of strategic digital marketing set in the context of the changing behaviours of the contemporary customer. By the end of the module you will be able to critically evaluate digital marketing strategies and understand how they can be created to drive innovation and ensure the business survives and thrives in a digital world.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Trends and changes in digital marketing	
1. Critically assess the significance of digital marketing and innovation for an organisation	1.1 Critically evaluate the digital environment and the opportunities it provides in driving innovation 1.2 Assess how digital has changed marketing thinking
Element 2 – Digital consumer buying behavior	
2. Analyse the changing nature of the digital customer	2.1 Determine the characteristics of digital customer buying behaviour in different markets, sectors and cultures 2.2 Analyse the different stages of customer digital adoption 2.3 Apply the principles of the digital customer decision journey modelling 2.4 Justify an appropriate methodology for gathering customer insights to inform the digital marketing strategy
Element 3 – Planning the digital marketing strategy	
3. Critically evaluate opportunities for digital innovation by critically evaluating the marketing strategy for a chosen organization	3.1 Develop a structured approach to examining the digital marketing and innovation strategy 3.2 Assess the elements of the digital marketing mix 3.3 Evaluate the internal capabilities and resources of an organization 3.4 Identify opportunities for a chosen organisation to innovate for competitive advantage

	3.5 Discuss methods for monitoring, measuring and managing the digital marketing strategy
Element 4 – The use of data in developing digital marketing strategies	
4. Critically assess how big data and contemporary developments can be used to drive digital marketing strategy	4.1 Critically evaluate the emergence of big data, its scope and power to inform marketing strategies 4.2 Critically assess how big data is used to centralise and synthesise consumer insights, forecast outcomes and evaluate the effectiveness of the marketing strategy 4.3 Critically analyse the methods by which different organisations capture and use data to justify the marketing strategy decisions
Element 5 –New methods of planning digital marketing strategy	
5. Justify the application of tools and techniques needed to successfully implement the digital marketing strategy	5.1 Critically assess the principles of agile marketing as an approach to delivering innovative digital marketing 5.2 Critically evaluate the benefits of setting minimum variable marketing (MVM) standards
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, marketing professionals, leaders, business owners, students, managers, supervisors etc.

ABE Business Management and Human Resources

Level 4 Courses

This qualification provides a thorough grounding in contemporary Business Management with a particular focus on the principles of Human Resources (HR). It will also provide you with tools to work on your own self-development and the know-how to become recognised as a valuable employee. The programme offers a great springboard for progressing to higher levels of academic study or starting your career in a position such as HR co-ordinator or executive.

The qualification develops the following essential knowledge and skills:

- Understanding dynamic business environments and how to respond to them.
- Understanding organisational structures and their suitability for different business types.
- Self-reflection to develop and enhance your employability.
- Practical skills in business financial planning.
- Knowledge of how to innovate, develop and grow a business.
- Quantitative thinking and data-driven business decisions.
- Project management theory and effective operations
- Working as an effective HR professional, developing HR strategy in conjunction with corporate strategy.

Course Name	Assessment Method
Core Mandatory Modules	
Dynamic Business Environments	Timed Open Book Exam
Enterprising Organisations	Timed Open Book Exam
Employability and Self-Development	Assignment
Finance for Managers	Timed Open Book Exam
Mandatory Modules	
Introduction to Entrepreneurship	Assignment
Introduction to Quantitative Methods	Timed Exam
Project Management	Timed Exam
Specialist Mandatory	
Principles of HR	Timed Exam

Principles of HR

An ever-changing and complex environment presents challenges for the HR function. It must balance the needs of succeeding in the modern business world, with the operational constraints of reducing budgets, to deliver a flexible and adaptable workforce. By completing this course, you will develop your value to a business as an effective HR professional, as well as develop a range of skills crucial for competing in today's challenging employment market.



The course starts by exploring the role and strategic contribution of the HR function in today's dynamic workplace. You are encouraged to take a critical perspective by assessing the fit between HR strategy and the broader corporate strategy within real-life workplaces, and by crafting HR objectives for a business organisation.

Finally, the course explores the core HR specialisms and operational essentials that are vital to any organisation's success, such as building policies that develop and retain talent, and how to construct a contract of employment. In doing so, you will consider how the external influences on human resources have shaped modern flexible working arrangements and practices.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – The HR function	
1. Explain how the human resource function contributes to the achievement of business objectives in contemporary organisations	1.1 Summarise the contribution of human resource objectives to the achievement of business objectives 1.2 Explain how human resource objectives are evolving in response to changes within the contemporary business environment, including the demand for flexibility within workplace 1.3 Summarise human resource objectives for a business organization
Element 2 – Approaches to HR management	
2. Explain how different perspectives of human resource management impact on the organisation and workforce	2.1 Differentiate between definitions of human resource management and personnel 2.2 Explain 'hard' and 'soft' approaches to human resource management 2.3 Summarise the role of key stakeholders in delivering a strategic approach to HR
Element 3 – Resourcing, reward and performance	
3. Summarise the role and function of human resources within the key areas of resourcing, reward, and performance	3.1 Outline different methods of recruitment and selection 3.2 Recommend the most effective techniques for retaining talent within the organisation 3.3 Outline key performance management activities and initiatives (including high performance working)

	<p>3.4 Recommend creative and effective policies for reward management</p> <p>3.5 Analyse the relationship between resourcing, performance management and rewarding talent, and how this contributes to the achievement of business objectives</p>
Element 4 – Employment models and contracts	
4. Define different employment models and the essential features of the contract of employment	<p>4.1 Discuss the strengths and limitations of different employment models</p> <p>4.2 Recommend the best use of the organisation’s people, to meet budget and business delivery challenges</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, human resource professional, professionals, leaders, business owners, students, managers, supervisors etc.

Level 5 Courses

This qualification develops a strategic understanding of contemporary business management as well as a deeper knowledge of human resources. It is ideal for a junior to middle manager HR or business role or progressing the next academic level.

You will develop the following essential knowledge and abilities:

- Responding to volatile and complex business scenarios.
- Evaluating business performance and understanding the impact of innovation.
- Critical and theoretical knowledge to make informed financial decisions.
- Understanding how multinational organisations operate and adapt in dynamic, ever-changing international marketplaces.

You will develop further skills in two of the following areas of HR:

- Contemporary approaches to managing people.
- Implementing strategies, tools and techniques to build an engaged and committed workforce.
- Contemporary practices to develop HR strategy as an effective contribution to sustained business success.

Course Name	Assessment Method
Core Mandatory Modules	
Managing Agile Organisations and People	Assignment
Innovation and Business Performance	Timed Open Book Exam
Effective Financial Management	Timed Open Book Exam
International Business Economics and Markets	Timed Open Book Exam
Optional Modules	
Human Resource Management	Timed Open-Book Exam
Employee Engagement	Assignment
The HR Professional	Timed Open-Book Exam

Human Resource Management



It is the role of the human resource department to get the right people, in the right place, at the right time, with the right skills, at the right price. At each stage, human resource management involves investing some value into the people via recruitment and selection of the right candidate, identifying and developing their knowledge and skills, and undertaking strategic activities such as workforce planning, developing employee engagement and reward strategies to add value to both employees and the organisation.

HR is more than just processes; if managed effectively it can add value and contribute to organisational success. This course introduces you to contemporary approaches to managing people by analysing and challenging theory in relation to the practice of HRM. This will enable you to manage the people strategies in a diverse range of organisations and occupational disciplines breaking the stereotype and championing a value-added approach.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Concept of HRM	
1. Analyse the concept of human resource management (HRM) and its impact upon organisations	1.1 Discuss the concept of HRM in relation to the traditional approach of personnel management 1.2 Analyse the main HR activities involved within HRM 1.3 Analyse the external and internal factors influencing HRM practice 1.4 Evaluate the ways the HR function contributes to the organisation 1.5 Discuss the ways in which the HR function can be evaluated
Element 2 – Application of HRM processes	
2. Assess the processes that arise from the application of human resource management in the workplace	2.1 Analyse the role strategic HRM plays in organisational performance 2.2 Evaluate the role HR policies play in defining organisational values 2.3 Assess the effectiveness of competency based approaches
Element 3 – HRM procedures and practices	
3. Appraise the various procedures and practices involved in HRM including human resource planning, resourcing, employee development, relations and reward, and evaluate their application	3.1 Discuss the process of human resource planning and its role in HRM 3.2 Appraise the activities involved in employee resourcing 3.3 Appraise the activities involved in employee development 3.4 Appraise the activities involved in employee relations 3.5 Appraise the activities involved in employee reward

Element 4 – Employment relationship	
4. Evaluate the factors that determine the employment relationship in the workplace	4.1 Discuss the concept of the employment relationship 4.2 Examine the benefits of a good employment relationship 4.3 Evaluate the ways to support good employee relationships
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, working professionals, leaders, business owners, students, managers, supervisors etc.

Employee Engagement



Engaged employees are enthusiastic and committed to the organisation. Enthusiastic and committed employees lead to organisation growth. Organisations want, therefore, engaged and motivated employees. The focus in this course is on understanding engagement and exploring ways to improve and enhance the engagement of employees in an organisation.

On completion of this course, you will be able to distinguish between engagement and such concepts as job satisfaction and employee involvement. You will be able to evaluate the different types of employee engagement and the components that add together to form engagement. You will also be able to analyse how employee reward can be linked to engagement.

Having studied this course, you will be able to plan and implement organisational strategies, evaluating the tools and techniques available to increase and develop employee engagement. You will be able to analyse models of employee engagement and evaluate how appropriate they are in different organisational settings. You will understand how to monitor the progress of employee engagement strategies and reflect on the impact that such strategies will have.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Understanding employee engagement	
1. Analyse the concept of employee engagement in order to explain its contribution to organisational success	1.1 Discuss the concept of employee engagement within an organisational setting 1.2 Explain the importance of the dimensions of employee engagement within an organisation 1.3 Analyse the impact of employee engagement on the employee's commitment to the organisation
Element 2 – The impact of employee engagement on the employee	
2. Assess the impact of engagement on the individual's working experience	2.1 .1 Discuss the positive impacts of employee engagement on the experience of the employee working in an organisation 2.2 Assess the negative impact that reduced employee engagement can have on the employee experience of work
Element 3 – Employee engagement and reward	
3. Analyse the link between approaches to reward and employee engagement	3.1 Analyse the impact of reward on levels of employee engagement 3.2 Discuss the extent of the relationship between reward and employee engagement
Element 4 – The impact of engagement on the organisation	
4. Analyse the contribution of employee engagement to organisational success	4.1 Discuss the impact of employee engagement on organisational success 4.2 Analyse the link between organisational measures and organisational outcomes

Element 5 - Developing employee engagement strategies	
5. Discuss the process of developing an employee engagement strategy	5.1 Discuss the process of creating employee engagement strategies in an organisational setting 5.2 Appraise the barriers to creating effective employee engagement strategies in an organization
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, HR professionals, leaders, business owners, students, managers, supervisors etc.

The HR Professional



The role of the HR professional has moved from focusing on managing policies and ensuring compliance within a legal framework, to a function which is strategically aligned, contributing and supporting business achievement whilst managing a number of conflicting stakeholder expectations. This course focuses on the impact of these changes for the delivery of the HR function and what this means for the HR professional.

Contemporary practices and recent trends in HR service delivery, including research on the contribution effective HR makes to sustainable organisational success, will be considered in order to determine the hallmark of an effective HR professional. The possibilities and issues offered by both ongoing evaluation of HR's contribution and the concept of human capital reporting will be assessed.

The course will reflect on current research and thoughts on the future of HR and the skills, behaviours, confidence, and agility required to deliver its priorities with intent and purpose. The need for an ethical approach to HRM will be explored, considering both the benefits and strategies to manage ethical and professional tensions.

What will you learn in this course?

Learning Outcome

Assessment Criteria

Element 1 – The changing nature of HRM

1. Analyse the impact of the changing nature of HRM in terms of its implications for professional practice and development

1.1 Analyse how the evolution of HR has impacted on HR service delivery, roles, and responsibilities
 1.2 Discuss the factors that impact on the changing role and nature of the HR function
 1.3 Discuss the main frameworks and models that have developed around the role of the HR practitioner
 1.4 Discuss the impact of current trends in HR service delivery on the skills, knowledge and behaviours required by the HR professional

Element 2 – The future world of HRM

2. Appraise contemporary debates regarding the future of the HR profession, identifying implications for professional practice and development

2.1 Discuss recent research and debates on the future of HR
 2.2 Analyse the impact of emerging workforce trends, including technology on the future work of the HR professional
 2.3 Discuss the implications of projected changes from a personal development viewpoint

Element 3 – Evaluating and measuring HR's contribution

3. Discuss the value and contribution of HR in order to drive development of both HR service delivery and personal contribution

3.1 Assess the contribution made by the evaluation and measurement of HR at both an organisational and professional level
 3.2 Compare different methods of evaluating and measuring the contribution of HR
 3.3 Analyse the impact of human capital reporting and intellectual capital accounting practices on HR practices

Element 4 – Leading and developing a professional and ethical approach to HR practice in the workplace	
4. Discuss the implications of adopting a professional and ethical approach to HRM in the workplace from both an organisational and individual practitioner viewpoint	<p>4.1 Discuss HRM as a profession</p> <p>4.2 Discuss ethical perspectives and theories in order to develop a business case for ethical HRM</p> <p>4.3 Discuss the ethical rationale for maintaining values and standards within the workplace</p> <p>4.4 Appraise a range of day-to-day HRM activities within the workplace, identifying potential ethical and professional tensions and proposing solutions</p>
Element 5- The reflective practitioner	
5. Apply the concept of a reflective practitioner within both current and anticipated future work contexts	<p>5.1 Analyse a range of reflective practice approaches</p> <p>5.2 Reflect on personal knowledge, experience and practice including a realistic self-assessment of skills and needs, both current and future, relating to your role as a HR professional</p>
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, HR professionals, leaders, business owners, students, managers, supervisors etc.

Level 6 Courses

This qualification develops the theoretical knowledge and strategic skillset needed to excel in a human resources (HR)/business management/leadership role. It will also prepare you for Masters Level study or the final stages of a Bachelor's degree.

You will develop the following essential knowledge and abilities:

- Identifying the drivers for strategic change and understanding how to lead an organisation and its stakeholders through change.
- Modelling and scenario-building to support strategic decision-making, and evaluating business strategies in varied market contexts.
- Understanding markets and developing strategies to successfully enter new global markets.
- Knowing how ethics, corporate social responsibility and sustainability should be applied in business operations.

You will develop further in two of the following human resource leadership areas:

- Understanding trends that will shape the role of HR in the future and the impact that wider external pressures and developments, such as globalisation, technology and social change, have on the workplace.
- Organisational design to optimise performance.
- Managing the HR function across international boundaries.

Course Name	Assessment Method
Core Mandatory Modules	
Leading Strategic Change	Assignment
Business Strategy and Decision making	Timed Open Book Exam
Developing International Markets	Timed Open Book Exam
Business Ethics and Sustainability	Timed Open Book Exam
Optional Modules	
Strategic HRM	Assignment
Organisational Design, Development and Performance	Assignment
Contemporary Developments in Global HRM	Assignment

Strategic HRM



Workplaces are now more diverse with traditional models of working and employment giving way to more flexible forms of organisation and operation. There is an ongoing and increasing pressure for competitive edge and to maximise the value created by an organisation's employees alongside an increasing recognition of the need to protect and maintain ethical and fair working practices.

This course will explore the impact of these wider changes and how this has led to debates about HR's role and contribution at a strategic level. Evidence on the contribution afforded by a strategic approach on both organisational and employee performance will be evaluated, identifying the features and benefits of adopting an aligned and focused approach. The impact of this on the role, responsibilities and a range of HR practices, including the acquisition, management and development of the human resource, will be considered.

The course concludes with an exploration of the supporting and facilitating role played by HR in managing organisational change as well as considering wider developments and trends which are likely to shape the workplace and their implications for the role of HRM functions and strategies in the future.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – The emergence of a strategic dimension to people management	
1. Analyse the role and importance of a strategic approach to HR management	1.1 Assess the nature, aims and characteristics of a strategic approach to people management in relation to organisational success 1.2 Critically analyse the concept of strategic alignment and its implications on practice and delivery of SHRM 1.3 Critically analyse evidence on the link between HR practices and organisational achievement 1.4 Evaluate the major theoretical approaches to SHRM
Element 2 – The global context of SHRM	
2. Assess the role of the HR function in providing frameworks and practices to improve organisational and employee performance	2.1 Evaluate the factors impacting on the changing role of HR in organisations 2.2 Assess the impact of perception and expectations on the delivery of, and contribution made by, SHRM 2.3 Assess the main frameworks and models developed to analyse the role of the HR function 2.4 Analyse the suitability and implications of different structural arrangements for HR service delivery across a range of organisational contexts
Element 3 – Developing and implementing HR strategies	

3. Critically evaluate a range of HR strategy formations within specified contexts	3.1 Analyse the process, content and issues associated with HR strategic formation 3.2 Analyse the implications of contextual factors on the choice of approaches to HR and HR strategies
Element 4 – The use and application of a range of HR strategies to improve employee and organisational performance	
4. Assess the appropriateness of a range of HR strategies and their application within specified organisational contexts	4.1 Critically assess the role of HR in talent acquisition, development management and retention 4.2 Critically assess the concept of HR development (HRD) and its relationship with organisational success 4.3 Evaluate the approaches to managing employee relations and the factors influencing different choices 4.4 Appraise the contribution of HR strategies in managing organisational performance 4.5 Appraise the role of HR in promoting and facilitating successful organisational change
Element 5- Contemporary issues affecting SHRM	
5. Critically evaluate contemporary perspectives and debates on SHRM in order to develop insights into the changing nature of the profession	5.1 Review and evaluate contemporary research and debates 5.2 Analyse a range of contemporary issues affecting the practice of SHRM, justifying potential solutions and approaches
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, HR professionals, leaders, business owners, students, managers, supervisors etc.

Organisational Design, Development and Performance



An organisation is a group of people working together to achieve specific goals. The way an organisation is designed, and then the way it develops to address the challenges it faces, helps to determine whether the organisation will be successful. On completion of this course, you will be able to analyse and evaluate the theoretical bases of organisational design, and decide on the appropriate design for different organisations.

You will be able to analyse and predict the need to make interventions to develop organisations. You will understand the process of identifying problems that have occurred in the design of an organisation, and solving those problems. You will be equipped with the skills required to manage change processes, and you will be able to critically reflect on the outcome of an organisation intervention resulting in change. Furthermore, you will be able to synthesise the design and development of an organisation with the overall performance outcomes. In doing this, you will define success of the organisation and reflect on any barriers that occur in achieving that success.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Organisational design	
1. Critically evaluate the concept of organisational design to evaluate the performance of the organization	1.1 Analyse the theoretical basis of organisational design 1.2 Compare and contrast models and tools used to manage the organisational design process 1.3 Critically evaluate the different structures used in an organization
Element 2 – External and internal factors and their impact on the organization	
2. Analyse the impact of external and internal factors on organisational performance	2.1 Analyse the impact of external factors on the success of the organisation 2.2 Analyse the impact of internal factors on the success of the organisation 2.3 Analyse the influence of external and internal factors on the design of the organization
Element 3 – Organisational development	
3. Critically evaluate the theoretical and practical basis of organisational development to allow development of appropriate strategies	3.1 Evaluate the theoretical basis of organisational development 3.2 Analyse the process of organisational development 3.3 Appraise the role of the employee in effective organisational development
Element 4 – Defining successful performance of the organisation and managing change	

4. Critically assess the success of an organisation by defining acceptable and excellent performance	4.1 Critically discuss the concept of success in an organization 4.2 Critically review models of organisational change 4.3 Analyse the link between management of change and successful performance of an organization
Element 5- Implementing successful organisational development strategies	
5. Compare and contrast strategies of organisational development to achieve successful organisational performance	5.1 Justify the implementation of strategies to improve organisational performance 5.2 Assess the impact of development strategies on the success of the organization
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, HR professionals, leaders, business owners, students, managers, supervisors etc.

Contemporary Developments in Global HRM



This course focuses on developments in this global context of HRM. You will explore existing and emerging models of HRM and will consider the impact of the global environment on these models including international policy, law and regulation. You will evaluate trends in demography, social and technological changes and the way in which these shape and influence HR strategies and practices in rising to both challenges and opportunities.

You will utilise your understanding of HRM in an international context to explore the challenges involved in cross border managing an international HR function including the consideration for staff working across international boundaries.

Furthermore, you will understand the tools and techniques required to develop high performing, integrated cross cultural teams.

The course will end with a consideration of the emerging trends in a global context; recent events such as Brexit and mass migration in the world indicate radical political and economic changes in the future and there will be debate on how this affects HRM.

What will you learn in this course?

Learning Outcome	Assessment Criteria
Element 1 – Globalisation and internationalisation of management	
1. Critically analyse the concept of globalisation and its effect on the internationalisation of management	1.1 Critically analyse the concept of globalisation and consider economic globalisation within the context of cultural, social, political and technological change 1.2 Analyse the main aspects of globalisation and its implications for international management 1.3 Critically examine the different levels of analysis for understanding management action in multinational companies
Element 2 – International strategic intentions	
2. Critically evaluate international strategy and organisational structure in international companies	2.1 Evaluate the nature of the transnational strategy and structure and the challenges of putting it into practice 2.2 Evaluate the political dimension to cross-border mergers and acquisitions
Element 3 – Managing internationally	
3. Critically appraise the challenges involved in managing an international HR function and transnational workers	3.1 Critically examine the features of a host environment that require practices to be tailored to fit local conditions 3.2 Appraise the possible ways in which practices may operate within and across a multinational corporation (MNC) 3.3 Analyse the benefits and challenges facing a transnational worker
Element 4 – Integrating cross-cultural teams	

4. Critically discuss the process of integrating cross-cultural teams	4.1 Critically review cross-cultural models 4.2 Critically review cross-cultural integration processes
Element 5- Emerging HRM models within global context	
5. Apply existing and emerging models of HRM within a global context and consider the influence of international policy, law and regulation contexts	5.1 Evaluate globalisation and aligning HR strategy and plans 5.2 Analyse globalisations innovative and best practices 5.3 Assessing the challenges for HRM in the global world
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, HR professionals, leaders, business owners, students, managers, supervisors etc.

Professional Development Courses

Professional development is an important aspect of continuous improvement. It can be a key aspect of your career growth, enable you to acquire new skills, allow you to stay up to date with industry trends, and expand your professional network.

It can also help you to stand out in a pool of applicants; showing that you have professional certification can evidence your expertise in specific fields of study.

EDUWEB College offers customized professional development courses. These courses can be used to improve the knowledge, skills and abilities of individuals or solve problems within the organization or it can also be used as continuous professional development (CPD) courses that satisfy a career need.

These are some of the courses offered at the college:

-  **Conflict Resolution**
-  **Supervisory Management**
-  **Dealing with Difficult People**
-  **Accounting for Beginners**
-  **English for Career Development**
-  **Build your Own Website**
-  **Microsoft Excel**
-  **Customer Service Excellence**
-  **Emotional Quotient**

Conflict Resolution

Professional disagreement at the workplace can escalate into major conflicts that can compromise organizational productivity and effective teamwork. This course lays out the basics of conflict resolution and provides simple and effective strategies to find the root of a conflict, analyse situations and provide lasting resolutions to disagreements. The course involves theory, case studies, practical exercises and discussion. Any supervisor, leader or manager can use these useful techniques to defuse tension in the workplace.

What will you learn in this course?	
Learning Outcome	
Element 1 –What is conflict and why does it arise?	
Element 2- Core principles of conflict resolution	
Element 3 – Different types of conflicts	
Element 4 – Process of Conflict resolution	
Element 5– Positive and Negative sides of conflict	
Element 6 –Spotting the symptoms	
Element 7 –Communication problems and skills	
Element 8 – Course Assessment	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for employees, HR professionals, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Supervisory Management

Those who play the roles of a supervisor or leader in a business need to be able to balance business requirements with the interpersonal skills required to meet the needs of their stakeholders. This course develops a personal awareness, as well as an awareness of the people, activities, and management issues involved in achieving results in a challenging and dynamic work environment. It covers elements such as communication, motivation, discipline, negotiation, conflict management, team building and leadership and the functions and responsibilities of supervisors.

The course further focuses on developing the required skills, through practical activities such as structured exercises, group discussions, and case studies. It concentrates on the leadership actions for developing a team and also includes the key management skills.

What will you learn in this course?

Learning Outcome

Element 1 – The Role and Responsibilities of the Supervisor

Obtain increased awareness of the role and requirements of a supervisor within business.

Element 2 – Learn techniques for Team building and how to motivate the team

Learn how to positively motivate and engage employees and teams in the achievement of company goals and targets

Element 3 – Build Effective Communication skills

Understand how to effectively and consistently communicate in a manner which engenders clear employee understanding of their role and fosters positive relationships

Element 4 – Managing Effectively

Comprehend and administer Company Policy in a consistent manner

Element 5 - Problem-solving and Decision-making

Develop critical thinking skills and use various methods of problem solving and decision making

Element 6 - Advanced techniques for Interpersonal Communication

Maximize critical leadership skills and learn how to act with integrity through valuing who you are. Learn how to stay productive under pressure.

Element 7 - Learn Time Management skills

How to have effective meetings and get more done in less time

Days Weekdays (Start date to be announced)

Times 6 pm to 8 pm

Duration 6 weeks

Delivery Options

- ✓ Face to Face
- ✓ Blended
- ✓ Online

Resources Needed Computer, Internet Connection

Cost [Contact Eduweb College for up-to-date pricing](#)

Target Audience Suitable for employees, HR professionals, marketing professionals, leaders, business owners, students, managers, supervisors etc.

Accounting for Small Business 1

Leveraging the power of accounting to drive business success. Small business owners should master the art of accounting. This accounting for small business course can equip you with skills to understand and create professional financial statements and all this will benefit your business. This course breaks down important accounting concepts (like profit and loss statements), establishes the role of working capital in business operations.

What will you learn in this course?

Learning Outcome

Element 1 – Accounting as a Profession

Element 2 – Accounting as a System

Element 3 – Books of Original Entry

Element 4 – Ledgers and the Trial Balance

Element 5 – Financial Statements for a Small Business

Element 6 – Adjustments and Control Systems

Element 7 – Creating a Business Plan

Days Weekdays (Start date to be announced)

Times 6 pm to 8 pm

Duration 6 weeks

Delivery Options

- ✓ Face to Face
- ✓ Blended
- ✓ Online

Resources Needed Computer, Internet Connection

Cost [Contact Eduweb College for up-to-date pricing](#)

Target Audience Suitable for students, employees, accountants, HR professionals, marketing professionals, leaders, business owners, managers, supervisors etc.

Accounting for Small Business 2

Leveraging the power of accounting to drive business success. Small business owners should master the art of accounting. This accounting for small business course can equip you with skills to understand and create and analyse professional financial statements and all this will benefit your business. This course showcases cash flow statements and ratio analysis. You are also taught how to use Sage 50/ Peachtree Accounting.

What will you learn in this course?	
Learning Outcome	
Element 1 – Financial Statements for a Small Business	
Element 2 – The Cash Flow Statement	
Element 3 – Ratio Analysis	
Element 4 – Sage 50 / Peachtree Accounting	
Element 5 – Sage 50 / Peachtree Accounting	
Element 6 – Sage 50 / Peachtree Accounting	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	6 weeks
Delivery Options	✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, accountants, HR professionals, marketing professionals, leaders, business owners, managers, supervisors etc.

Business Writing

Writing well is one of the most important skills you can develop to be successful in the business world. This business writing course teaches the best practices for business writing. You will learn to write clear, effective, email, memos, letters, reports and other business documents like a professional. You will learn how to use simple tools to dramatically improve your writing, and how to execute, organize and structure your words to communicate more masterfully. The principles you'll learn in this course will enable you to become a great business writer.

What will you learn in this course?

Learning Outcome

Element 1 – Learn to write clear, concise business documents

Element 2 – Three full-document writing evaluations with comments and coaching

Element 3 – Learn the best practices in business writing

Element 4 – Learn to overcome writer’s block and know how to start and finish documents

Element 5 – Learn the important skills for writing with impact

Element 6 - Learn how to guide readers through your message

Element 7 - Learn to write so clearly you cannot be misunderstood

Element 8 - Learn to choose the correct business vocabulary

Days Weekdays (Start date to be announced)

Times 6 pm to 8 pm

Duration 4 weeks

Delivery Options

- ✓ Face to Face
- ✓ Blended
- ✓ Online

Resources Needed Computer, Internet Connection

Cost [Contact Eduweb College for up-to-date pricing](#)

Target Audience Suitable for students, all levels of employees, business owners, entrepreneurs.

Build your Own Website

This course is designed to build your skills in web development and design, no matter how little experience or technical knowledge you currently have.

By the end of this course, you'll be able to describe the structure and functionality of the world wide web, create static web pages using HTML and CSS, select an appropriate web hosting service, and publish your webpages for the world to see.

Finally, you'll be able to develop a working model for creating your own personal or business websites in the future and launch yourself on a learning journey in web development.

What will you learn in this course?	
Learning Outcome	
Element 1 – Introduction to HTML Forms	
Element 2 – Links, Images and Files	
Element 3 – Website Structure and Hosting	
Element 4 – Introduction to Cascading Style Sheets (CSS)	
Element 5 – Putting your website Online	
Element 6 – Database Interaction	
Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for anyone interested in building their own website. Perfect for business owners and entrepreneurs.

Customer Service Excellence

As a customer service representative, you are expected to handle customer interactions in the best way possible. Meeting the expectations of both your company and your customers hinge on your ability to provide the right service in the right way. Customers can range from external consumers to internal employees. Knowing how to provide the same level of service to all customers will enrich your time spent at work by establishing positive business relationships.

Recognizing crucial points throughout customer interactions increases your ability to solve problems and offer affirmative solutions. Applying this knowledge to consumer desires allows you to contribute to the company's bottom line and make a customer's life a little easier. This course explores the customer service skills fundamental to any successful business venture. You need to master communicating and collaborating effectively with your customers to turn one-time visitors into life-long patrons. People remember how they were treated by a business more than they recall products. Customer service can make or break an organization.

What will you learn in this course?

Learning Outcome

Element 1 –What is customer service?

- ☒ Understanding Customer Service
- ☒ Describe Customer Service Benefits
- ☒ Recognize the Importance of Internal Customer Service
- ☒ Identify How Customer Service Benefits You
- ☒ Excel with Customer Service

Element 2 – The customer experience

- ☒ Identifying How Customers Define the Success of Your Company
- ☒ Recognize Trends in Customer Service
- ☒ Identify Criteria for Customer Satisfaction

Element 3 – The customer's point of view

- ☒ Increasing Customer Satisfaction
- ☒ Identify Characteristics of the Personal Touch
- ☒ Create Lasting Positive Impressions on Your Customers

Element 4 – Creating a customer service culture

- ☒ Providing Face-to-Face Customer Service
- ☒ Understand the Critical Success Factors in Face-to-Face Customer Service
- ☒ Identify the Characteristics of Active Listening
- ☒ Providing Remote Customer Service
- ☒ Identify Remote Customer Service Communication Channels
- ☒ Apply Remote Customer Service Best Practices

Element 5 – Customer service communication skills

- ☒ Active listening
- ☒ Asking probing question
- ☒ Building trust.
- ☒ Communication channels

Element 6– Handling difficult situations

- ☒ Engaging Difficult Customers
- ☒ Serve Difficult Customers
- ☒ Manage Angry Customers
- ☒ Deal with Difficult or Unhelpful Colleagues

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	6 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for customer service personnel, anyone interacting with customers, students, administrative professionals, business owners, managers, supervisors etc.

Emotional Quotient

Healthy Emotions + Clear Thinking + Appropriate Action = High EQ

Emotional intelligence is a skill, and like any other skill, you can get better at it with training and practice. It allows you to read the personality style of individuals and adjust your communications accordingly without being controlled by your underlying emotions. It is a powerful component of effective leadership. An understanding of emotional intelligence improves self-awareness, increases accountability, fosters communication, and builds trusting relationships in the workplace.

This course will focus on the core competencies of emotional intelligence: self-management, self-awareness, self-regulation, self-motivation and empathy, and it also includes a review of your interpersonal skills. You will learn to develop and implement these competencies to enhance your relationships in work and life by increasing your understanding of social and emotional behaviours, and learning how to adapt and manage your responses to particular situations. You will learn how to manage your stress levels, how to overcome challenging situations, how to diffuse personal conflicts and much more.

What will you learn in this course?

Learning Outcome

Element 1 – A passing fad?

- ☒ The Power of Emotions
- ☒ The Limbic System (brain structures)
- ☒ Useful Models of Emotional Intelligence
- ☒ Reflection

Element 2 – I feel therefore I am

- ☒ Tuning in to Your Own Emotions
- ☒ Johari Window
- ☒ Self-Control
- ☒ Reflection

Element 3 – The Emotions of Others

- ☒ Interpersonal skills
- ☒ Social Awareness and Empathy
- ☒ Emotions and Culture
- ☒ Reflection

Element 4 – Assessment

Learning Outcomes

After completing this course participant will have learned how to:

- ☒ Know how to read emotions
- ☒ Understand your own level of emotional intelligence
- ☒ Use the Johari window to understand what you reveal to others about yourself and what others reveal to you
- ☒ Understand resilience and how to build it
- ☒ Understand social awareness, empathy and how to be more empathic and socially aware
- ☒ Understand how different cultures respond to and display emotions
- ☒ Know how to influence others positively
- ☒ Know how to have emotionally intelligent conversations

Days	Weekdays (Start date to be announced)
Times	6 pm to 8 pm
Duration	4 weeks
Delivery Options	<ul style="list-style-type: none"> ✓ Face to Face ✓ Blended ✓ Online
Resources Needed	Computer, Internet Connection
Cost	Contact Eduweb College for up-to-date pricing
Target Audience	Suitable for students, employees, leaders, teachers, managers, supervisors, business owners, anyone interested in improving their emotional quotient

Contact Us



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