

Business Management & Service Quality



Postgraduate Diploma in Business Management & Customer Relationship
Management

(followed by Masters in Business Administration)

LS Business School

In Partnership with

The Association of Business Practitioners
Edge Hill University (subject to validation)



Edge Hill University



Postgraduate Diploma in Business Management & Customer Relationship Management *followed by MBA from Edge Hill University* (subject to validation)

Awarded by the Association of Business Practitioners and Edge Hill University

Customer retention is the key for the longer term survival and growth of any business organisation. Happy customer are not only profitable, they also bring in other customers via word of mouth and recommendations. Customer Relationship Management (CRM) experts are well regarded in all businesses around the world.

You can be part of this dynamic business environment by choosing to further your business career at LS Business School part of one of the largest Executive training providers' in central London.

If you are a university graduate with relevant experience, then the Postgraduate Diploma in Business Management & CRM is a challenging way of enhancing your CV, developing your education and furthering your career.

This programme is designed to develop your presentation, communication and interpersonal skills, as well as your strategic thinking and decision-making. You will study modules such as Strategic Planning & Implementation, Strategic Marketing Management, and Strategic HR Management alongside with your key career based skills such as Advanced Professional Development and Management Research.

Who is this course for?

Study modes:

Full time – Part time – Distance Learning

This programme is ideal for you if you are a recent graduate with 1-2 years work experience and aiming to broaden your skills in strategic thinking and decision making.

This programme is also suitable for experienced business executives, who have more than 5 years managerial work experience, but without an undergraduate degree.

We also require you to have a good command of English.

Assessment method:

All your modules are assessed by a written assignment of 5000-6000 words.

Modules:

1. Corporate Management in Action
2. Leadership & Change Management
3. Management of Financial Resources & Performance
4. Organisational Resources Management
5. Strategic Business Management & Planning
6. Research Methods for Managers
7. Customer Relationship Management

Students who have completed the above seven modules will be awarded the ABP **Postgraduate Diploma in Business Management & CRM (Level 7).**

Progression:

Students who successfully completed the above seven modules are eligible to join Stage 2 of the **MBA** programme from Edge Hill University (subject to validation) with the following modules:

1. Strategic Management
2. Research Methods
3. Dissertation

Full time

Students are required to attend classes on Thursdays and Fridays

Average course length – 9 months for the Postgraduate Diploma stage and a further 6 months for the MBA Top-Up

Part time

Students are required to attend classes once a week either on a Thursday or Friday.

Average course length – 12 months for the Postgraduate Diploma stage and a further 6 months for the MBA Top-Up



Work Placements

Home and EU Students can combine this study programme with a Work Placement/Internship between 12 to 24 weeks.

Work Placement/Internships will be arranged by LS Business School (through ProfessionalsUK Ltd) and students can apply for ProfessionalsUK Work Experience Certificate upon completion of your placement.

Career prospects

Students who have successfully completed all seven modules of the Postgraduate Diploma in Business Management and CRM programme can expect to take middle to senior managerial positions.

Graduates of this Postgraduate programme can expect to take up managerial level positions (depending on your existing work experience) at leading Private as well as Public sector organisations. Some such positions may include Marketing Manager, Human Resources Manager, Finance Manager, and General Manager and so on.

Key Course Features

- Start dates throughout the year;
- Assignment submission in January, April, June and September;
- Once qualified, students are eligible to apply for the full membership with the Association of Business Executives - ABE;
- Convert the Postgraduate Diploma qualification to a prestigious MBA degree within 6 months;
- Free access to LS Business School's E-library;
- Classes are held at Birkbeck College, University of London in central London.



Course fees:

Postgraduate Diploma in Business Management & CRM

Full time £5450.00

Part time £5450.00

Add a 12/24 week work placement for extra £1000.00

MBA Top-Up £3950.00

Other fees:

LS Business School Registration fee £200.00

Assessment fee (Per module) £75.00

MBA (top up) – Edge Hill University £3950.00

(Students with CTH's Postgraduate Diploma qualification required to complete two modules and Dissertation to convert the PgD qualification to an MBA award)



Edge Hill University

To apply please contact:

LS Business School

8th Floor, 4 Grosvenor Place,
London
SW1X 7DL

E: admissions@lsbusinessschool.com

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www.lsbusinessschool.com