



Advanced Diploma in BA & Database Technology

A business administration qualification can lead to many attractive career opportunities in today's competitive business world, and hundreds of companies are looking for highly-skilled professionals who can lead and supervise their teams. The business administration course is designed to provide a strong foundation of efficiency, problem solving, and leadership skills for the business setting. The Business Administration qualification include database technology to suite today's ever needed requirements.

Why does the course exists – The objective of the course is to enhance the academic knowledge gained in the Diploma in Business Administration & Computer Systems level by introducing core subjects. Today's world is competitive, hence candidates have to be exposed to tougher topics in order to meet business challenges.

How does it fits into the larger programme – Successful companies are looking for strong leaders and managers to take on supervisory duties and responsibilities. A business administration qualification offer candidates the opportunity to adopt and practice core skills for business growth, become leaders for an organisation, and develop key business processes for the organisation. In today's technology-driven world, it's become even more important for managers and executives to adapt to data management, hence the business courses include database technology.

For who it was designed – This course is designed for holders of Diploma in Business Administration & Computer Systems or equivalent qualifications.

How it will benefit candidates – More and more employers are looking for skilled professionals who can organise, develop, and lead the teams of an organisation and it is critical for these prospective managers and supervisors to have both interpersonal and technology skills in today's competitive business world.

Subjects:

- Management Accounting
- Management Information Systems (MIS) & Database Technology
- Human Resource Management
- Marketing Management
- Financial Management

Management Accounting – Management accounting is the internal business building role of accounting and finance professionals who work inside organisations. These professionals are involved in designing and evaluating business processes, budgeting and forecasting, implementing and monitoring internal controls, and analysing, synthesising, and aggregating information—to help drive economic value. Management accountants are valued business partners, directly supporting an organisation's strategic goals. With a renewed emphasis on good internal controls and sound financial reporting, the role of the management accountant is more important than ever.

Management Information Systems & Database Technology - MIS is the mechanism to ensure that information is available to the managers in the form they want it and when they need it. It is designed to support their work through providing relevant information for their decision-making. We are living in a time of great change and working in an Information Age. Managers have to assimilate masses of data, convert that data into information, form conclusions about that information and make decisions leading to the achievement of business objectives. For an organisation, information is as important resource as money, machinery and manpower. It is essential for the survival of the enterprise. Computer systems can clearly aid organisations in the processing of data into accurate, well presented, up-to-date and cost-effective information. Whether that information is also concise, relevant, timely and complete will depend largely on the capabilities of the people involved in its processing and selection.

The essential feature of **database technology** is that it provides an INTERNAL representation (model) of the EXTERNAL world of interest. Examples are the representation of a particular date/time/flight/aircraft in airline reservation or of item code/item description/quantity on hand/reorder level/reorder quantity in a stock control system. *Why is it important?* Business in much of world depends on database technology. For example: *Finance*: the UK clearing banks have calculated that if their database systems were removed it would take every person in UK working 24 hours per day, 7 days per week to process all the financial transactions manually. The London stock exchange relies on computer systems for recording buying and selling of stock which happens very quickly and in large quantities. The amount of money involved in these transactions is enormous. *Transport*: All the airlines use online seat reservation systems and have systems for scheduling aircraft, for building and maintaining timetables, for handling the in-flight catering and for mechanical servicing of the planes. Similar systems exist for rail, sea and road transport. They all use database technology extensively. *Utilities*: the major utilities (water, electricity, gas) all have generation/distribution systems based on database technology. *Resources*: The mineral exploration/extraction companies, and governments who regulate them (especially for oil exploration/extraction) have extensive databases which have complex data structures (usually including GIS (Geographical Information System)) components. *Production engineering*: from scheduling workflow through the production lines of machines to stock control and order processing, database technology underpins all activity in this area. *Environment*: protection and control of the environment by government agencies depend heavily on database systems with GIS facilities, together with databases of toxic substances and clean-up recommendations. *Tourism*: hotel systems and local tourist attractions, information and booking facilities rely on database systems, and the major package tour operators have extensive databases for holiday planning and booking, together with financial systems for payment and invoicing. *Leisure*: the entertainment industry uses database systems extensively for theatre, concert and cinema ticket bookings. *Culture*: museums, art galleries, history exhibitions - all utilise database technology (and especially multimedia database technology) for cataloguing their collections and recording access to them. *Education*: courses, materials, and assessment all rely heavily on database technology in all sectors of education. Increasingly the linking of database technology with hypermedia delivery systems allows courseware to be maintained up-to-date and delivered to the consumer. *Healthcare*: healthcare has long relied on database technology to schedule hospital beds or appointments at clinics or doctor's surgery. *Government administration* would be paralysed without database technology; the collection of taxes and the payment of social security benefits depend totally on database technology.

Human Resource Management – The Human Resources Management (HRM) functions include a variety of activities, and key among them is deciding what staffing needs; whether to use independent contractors or hire employees to fill these needs, recruiting and training the best employees, ensuring they are high performers, dealing with performance issues, and ensuring personnel and management practices conform to various regulations. Activities also include

managing approach to employee benefits and compensation, employee records and personnel policies.

Marketing Management – Marketing includes the processes by which businesses introduce their goods, services, and ideas to potential purchasers and exchange them for value. It is one of the core elements in the entrepreneurial private enterprise system. Marketing management provide candidates with opportunities to examine the nature and role of marketing in local and global contexts. Candidates gain an understanding of the need for good customer relations and of how this attitude drives the economic system in internationally. Why is Marketing Important? (i) Marketing generates awareness. Word-of-mouth advertising can be extremely important when developing a publicity campaign. Recent surveys suggest that 90% of consumers trust word-of-mouth suggestions. (ii) 88% of people are likely to pass information about services and products to friends, and 87% will pass information to family. These numbers speak to the effectiveness of word-of-mouth campaigns. When people believe in a product or service they will promote and support that product or service. (iii) Marketing a service through radio and television allow consumers to visualise scenarios which seem more real and applicable to their lives. (iv) Marketing creates brand awareness.

Financial Management – Financial Management is the management of the finances of a business / organisation in order to achieve financial objectives. Financial management is the system by which the financial aspects of an organisation's business are directed and controlled to support the organisation's goals.