

**E C M**

**EXECUTIVE  
CERTIFICATE  
in MANAGEMENT**

*Learning to achieve your potential*

# Executive Certificate in Management

Executive Certificate in Management (ECM) provides students the opportunity to develop their personal and professional skills for their career in management. ECM will lay a strong foundation to progress onto further academic studies leading to Bachelor's in Management or International Business. ECM develops students' employability skills and academic skills which are vital in enhancing career prospects and personal development.

## Programme Objectives

- Understand and apply the key management principles, concepts, and theories
- Analyse and review management issues and make sound business decisions in the International Business Environment
- Acquire knowledge and skills which are required for first and middle level management job roles
- Equip with knowledge and understanding of culturally diverse organisations and global transformation

## Duration

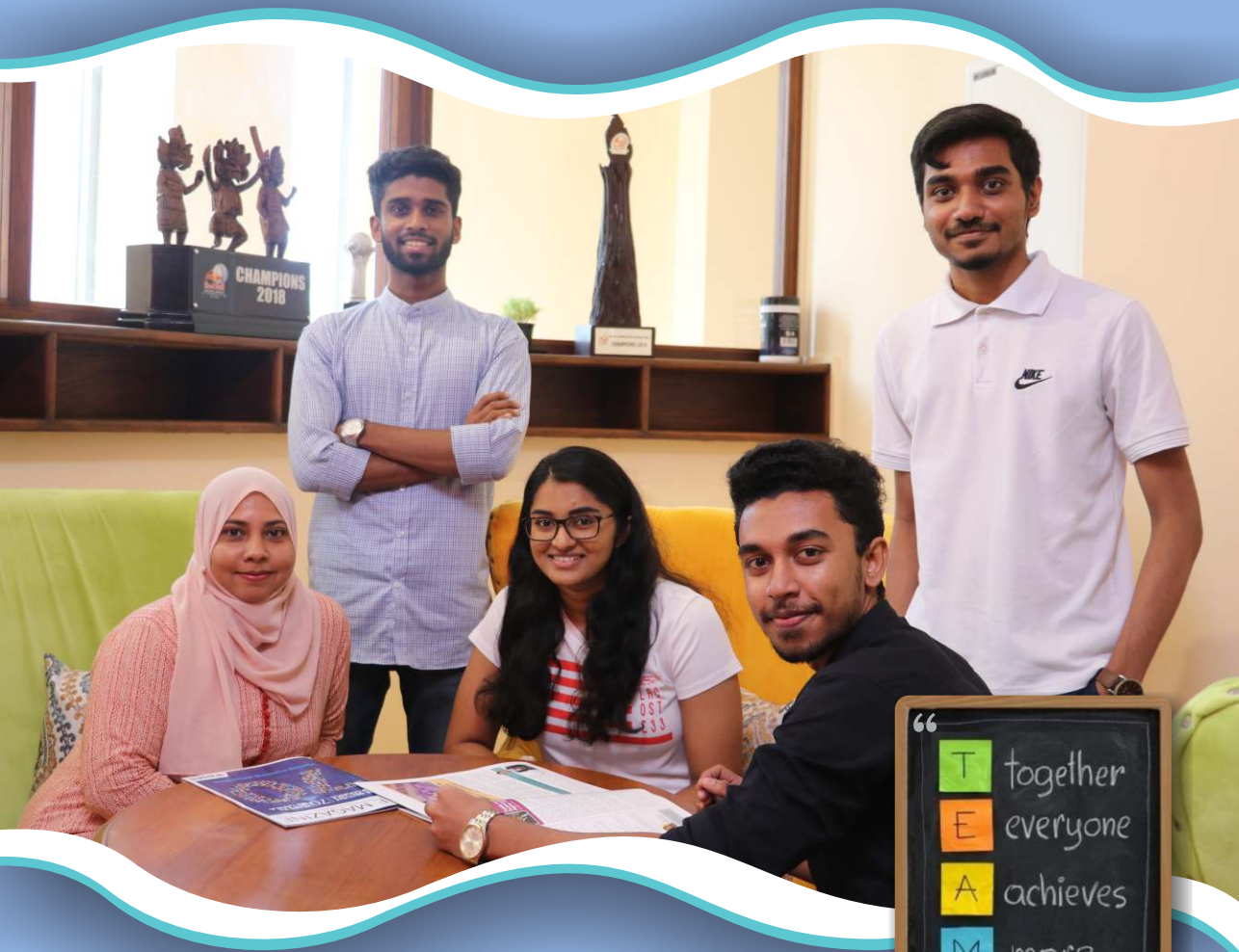
Minimum Period of study : Six (6) months

Saturday : 2 PM - 6 PM *or*

Sunday : 9 PM - 1 PM

## Progression

On successful completion of Executive Certificate in Management, students may enter Graduate Diploma in Management (*BTEC Level 6*)



## Modules

### Principles of Management

- Organisations and Environment
- Management and Leadership
- Leadership Styles and Skills
- Introduction to HRM

### Marketing Essentials

- Role of Marketing
- Marketing Mix
- Digital Marketing
- Marketing Plan

### Accounting Principles

- Context and Purpose of Accounting
- Management/Financial Accounting
- Interpreting Financial Statements
- Budgeting and Decision Making

### Assessment Strategy

- Group Presentation
- Assignment Report
- Closed Book Exam
- Seminar Participation

## Mode of Study

Lectures, Seminars, Group Work and Discussions





BMS - Colombo Graduate School

## Progression

*Managerial work experience*

Executive  
Certificate



Graduate  
Diploma



Bachelors  
Degree



Masters  
Degree



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