

DIPLOMA IN BUSINESS MANAGEMENT

Awarded by _____



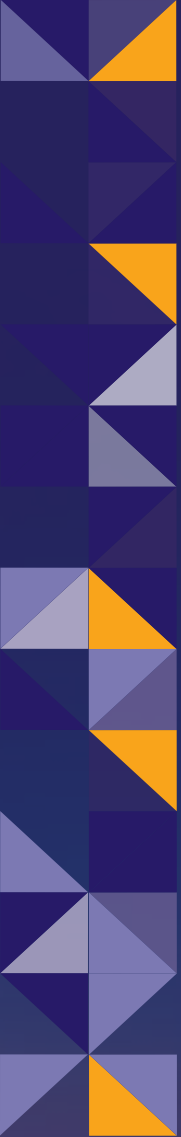
Who Are We?

Westford Learn is a flexible, self-paced learning platform designed to make quality education more accessible, engaging, and career-focused. Built for students, professionals, and lifelong learners, the platform combines academic excellence with the convenience of learning anytime, anywhere.

What Do We Do?

We deliver modular, outcome-driven learning experiences that help individuals gain new skills, enhance existing knowledge, and work towards recognised qualifications. Our programs are designed to support both professional development and academic progression through structured learning pathways.



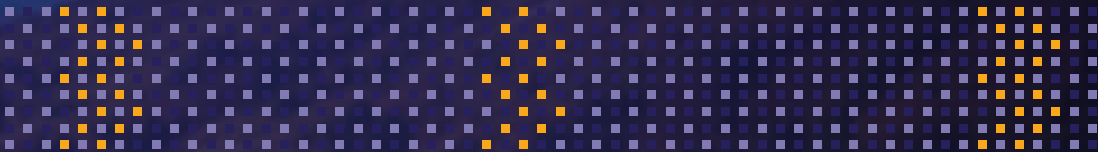


How Do We Deliver Learning?

Westford Learn offers a digital learning experience through expert-led pre-recorded videos, essential readings, interactive learning resources, quizzes, and assessments. This self-paced approach allows learners to study according to their own schedules, revisit content when needed, and progress at a pace that suits their goals.

What Can You Achieve?

Learners can access a range of pathways, including short courses, micro-credentials, and diploma programs, with opportunities to build skills progressively through stackable learning modules. Supported by Westford Learn certifications and quality-assured qualifications in collaboration with Qualifications Scotland, these programs help learners develop future-ready competencies and achieve meaningful academic and career outcomes.





About the

DIPLOMA IN BUSINESS MANAGEMENT

Program Highlights



SCQF Level
Level 11



Credits
120 SCQF Credits



Duration
5 Months



Mode
**100% Online
/Self-paced**





The Diploma in Business Management, awarded by Qualifications Scotland, UK, is designed for individuals who want to build a strong foundation in business and management. The program helps learners prepare for further studies while also developing the practical knowledge and skills needed to begin a career in the business world.

Delivered through the flexible Westford Learn platform, the program covers key areas such as Human Resource Management, Operations and Technology Management, and Principles of Marketing. Through self-paced learning, engaging content, and assessments, learners can build confidence, strengthen their leadership and managerial abilities, and gain the business expertise needed to stand out in today's competitive professional environment.

Modules

Managing People and Organisations

Operations and Technology Management

Marketing Principles





Managing People and Organisations

The module attempts to emphasise the significance of organisations and the complexity of interactions, relationships, and processes that play out daily. This module is to develop the analytical skills which will assist you in obtaining valuable insights into organisational work life. At the core of the course is the characterisation and discussion of everyday functions and roles managers take part in, such as sense-making, sense-giving, decision-making, leading, motivating, planning, organising, mentoring, monitoring, and influencing.

Learning Outcomes

- 1 Understand the roles, relationships, and delivery models of HR managers in an organisational context.
- 2 Learn about the impact of internal and external factors that affect HRM decision-making.
- 3 Acquire knowledge of the best practices in recruitment, performance management, organisational development, rewards, training and development.



Operations and Technology Management

This module equips candidates with a knowledge of the theories, concepts and principles within an operations management framework. This will see a range of issues being discussed, including the contribution of quality management, organisational productivity and the impact of workflow within a case context. The students will understand the value of applying certain technology. Continuous development of technology within the organisation will be assessed, exploring several modern-day applications that are available.

Learning Outcomes

- 1 Critically analyse Operations management within an organisational context.
- 2 Learn the use of technology management to advance an organisation's competitive advantage.
- 3 Understand quality management techniques to improve the performance of an organisation.



Marketing Principles

This module is thoughtfully designed to introduce learners to the core marketing principles, helping them create effective marketing plans. It covers essential frameworks, models, theories, and marketing concepts that can be used to achieve specific goals. Additionally, the module offers up-to-date knowledge on marketing analytics, digital marketing, and social media strategies, enabling learners to relate these concepts to real-life examples, including the products and services they encounter daily.

Learning Outcomes

- 1 Understand the concepts, role, and contemporary significance of marketing as a function in an organisation.
- 2 Acquire Marketing techniques and apply the Segmentation, Targeting and Positioning concept for a marketing plan.
- 3 Learn to develop marketing plans using the marketing mix for branding.



Certifications

This qualification is credit-rated at **SCQF Level 11** and aligned with the **Scottish Credit and Qualifications Framework**, ensuring international recognition, academic quality, and career progression opportunities.

Pathways:

Eligible learners may progress to advanced qualifications or MBA pathways.

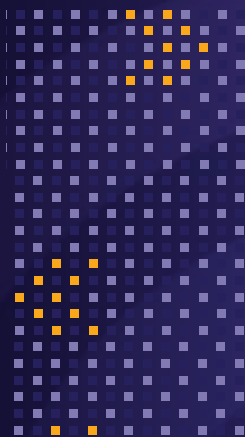


About Qualifications Scotland



Qualifications Scotland is Scotland's national awarding body, providing trusted qualifications that recognise knowledge, skills, and achievement. Its qualifications are respected internationally and are designed to support progression into higher education and employment.

Working closely with educators, industry experts, training providers, and employers, Qualifications Scotland develops qualifications that reflect real-world needs and evolving workforce demands. All qualifications are benchmarked against the Scottish Credit and **Qualifications Framework (SCQF)**, ensuring quality, transparency, and global recognition.



- National awarding body of Scotland with international recognition.
- Qualifications designed for academic progression and career advancement.
- Strong focus on practical, industry-relevant skills.
- Developed in collaboration with education and industry experts.
- Benchmarked against the SCQF for quality assurance and global credibility.



Start
ANYWHERE. LEARN
EVERYWHERE.
Succeed
ANYWHERE.

WESTFORD
Learn

westfordlearn.com