

INTERNATIONAL DIPLOMA IN BUSINESS MANAGEMENT

Awarded by _____



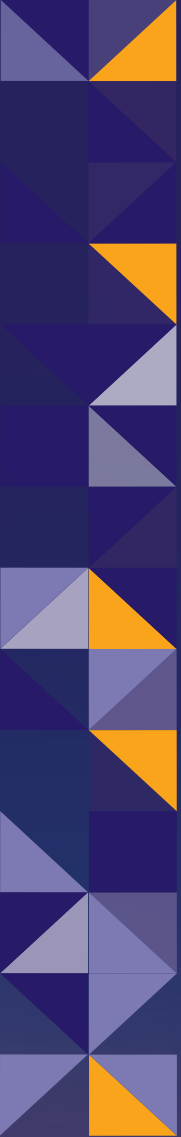
Who Are We?

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.



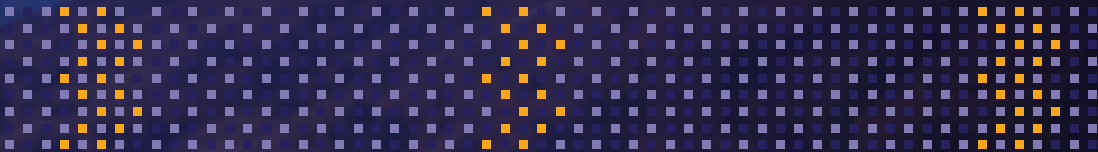


How Do We Deliver Learning?

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 on their own schedules, revisit content as 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

INTERNATIONAL DIPLOMA IN BUSINESS MANAGEMENT

Program Highlights



SCQF Level
Level 4 & 5



Credits
240 SCQF Credits



Duration
24 Months



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



The International Diploma in Business Management

equips learners with the knowledge and practical skills needed to succeed in today's dynamic global business landscape. Covering key areas such as strategic management, marketing, finance, operations, people management, business analytics, project management, and global business strategy, the programme builds strong leadership, critical thinking, and decision-making capabilities.

Delivered through **Westford Learn's flexible, self-paced learning platform**, the programme combines academic excellence with real-world application. Learners benefit from industry-relevant content, expert-led sessions, practical workshops, mentorship opportunities, and career-focused learning experiences designed to enhance professional growth and workplace readiness.

Modules

Academic & Professional Skills

Managing People & Organisations

Marketing Principles

Operations & Technology Management

Economics for Business

Globalisation Impact on Business

Project Management

Data Analysis for Business

Diversity Management

Accounting & Finance

International Trade & Markets

Research & Analysis for Business



Academic & Professional Skills

- 1 Understand the Harvard Referencing System (HRS) and the importance of maintaining academic integrity by avoiding plagiarism.
- 2 Gain an introduction to library and e-library systems, including identifying relevant resources, using them effectively, and accessing academic and business-related literature.
- 3 Develop critical thinking, communication, and academic writing skills through structured assessments and practical learning activities.
- 4 Evaluate personal performance and create a Personal Development Plan (PDP) to support continuous academic,



Managing People & Organisations

- 1 Understand and evaluate the roles, responsibilities, and delivery models of HR managers within an organisational context.
- 2 Analyse the internal and external factors that influence human resource management decision-making.
- 3 Evaluate best practices in recruitment, performance management, organisational development, rewards, training, and employee development.
- 4 Assess the contribution of HR strategies, policies, procedures, and practices to organisational performance and long-term success.





Marketing Principles

- 1 Understand the principles of marketing and its role across different types of business organisations.
- 2 Explore the application of the marketing mix to both products and services in diverse market contexts.
- 3 Evaluate the impact of branding, market positioning, and marketing strategy in developing effective marketing plans.
- 4 Assess the influence of the digital economy and digital marketing on businesses, consumers, and society.



Operations & Technology Management

- 1 Apply operations management theories, models, and tools to improve organisational performance.
- 2 Analyse operational challenges and implement continuous improvement practices in dynamic business environments.
- 3 Evaluate the impact of emerging technologies on operational efficiency and business performance.
- 4 Develop effective operations strategies by leveraging technology-driven tools and data-informed decision-making.



Diversity Management

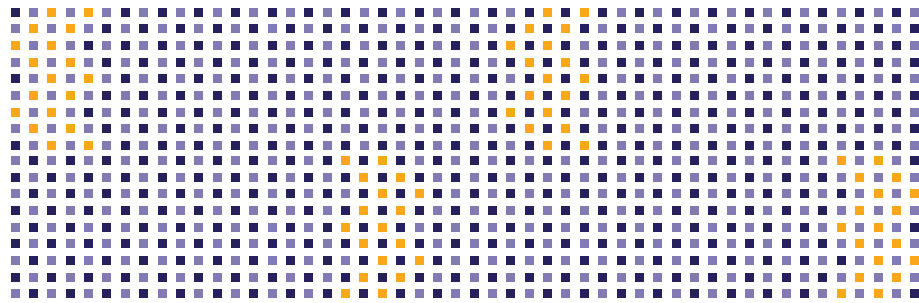
- 1 Understand and examine key issues related to equality, diversity, and inclusion (EDI) in organisational settings.
- 2 Critically evaluate recognised approaches and best practices in diversity management within an international business context.
- 3 Identify organisational factors that promote or hinder effective diversity and inclusion initiatives.
- 4 Analyse equality, diversity, and inclusion practices that foster an inclusive workplace and provide equal opportunities for all employees.



Accounting & Finance

- 1 Understand and apply financial data to support business objectives and informed decision-making.
- 2 Evaluate investment opportunities using discounted cash flow (DCF) techniques and investment appraisal methods.
- 3 Analyse financial risk using utility theory, portfolio theory, and the Capital Asset Pricing Model (CAPM).
- 4 Assess optimal capital structure and evaluate working capital management strategies to support financial performance.





International Trade & Markets

- 1 Analyse the key features of international institutions, global trade, and international markets, and their evolving role in the global economy.
- 2 Evaluate the strategic complexities and challenges of operating in an international business environment.
- 3 Assess the impact of political, economic, social, legal, environmental, and technological (PESTLE) factors on business operations across global markets.
- 4 Examine the influence of regional economic integration and emerging economies on international business strategy and growth.



Research & Analysis for Business

- 1 Develop a clear research scope and apply appropriate research methodologies to investigate business issues.
- 2 Apply research skills to collect and evaluate primary and secondary data while adhering to ethical research practices.
- 3 Analyse research data using appropriate analytical tools to generate meaningful insights and evidence-based conclusions.
- 4 Present research findings effectively to stakeholders and reflect on the application of research methods and outcomes.



Economics for Business

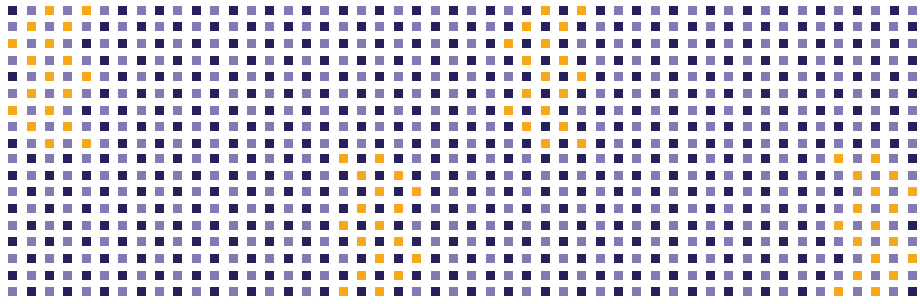
- 1 Understand how resources are allocated within a market economy and the factors that influence economic decision-making.
- 2 Analyse the role of competition and its impact on business performance and market dynamics.
- 3 Evaluate how macroeconomic and microeconomic objectives influence business growth and strategic decision-making.
- 4 Examine the theory and practical application of common markets and currency unions in the global economy.



Globalisation Impact on Business

- 1 Understand the concept of globalisation and its impact on businesses, markets, and management practices.
- 2 Evaluate how operating in global markets influences organisational structure, culture, and business functions.
- 3 Assess strategic approaches adopted by global business managers and examine how national contexts shape management practices in multinational organisations.
- 4 Analyse contemporary economic, social, and environmental challenges arising from globalisation and their impact on business decision-making.





Project Management

- 1 Understand the key principles and organisational approaches to project management.
- 2 Evaluate the application of the Project Life Cycle (PLC) across different business contexts.
- 3 Apply project management methods, tools, and techniques to effectively plan, monitor, and control projects.
- 4 Assess project risks and develop appropriate risk management strategies to support successful project delivery.



Data Analysis for Business

- 1 Understand and apply business analytics tools and techniques to transform data into actionable business insights.
- 2 Evaluate different analytical approaches to solve business challenges and effectively communicate findings to stakeholders.
- 3 Apply data visualisation techniques to interpret and present business data in meaningful ways.
- 4 Assess how organisations leverage digital business analytics to support strategic decision-making and improve business performance.

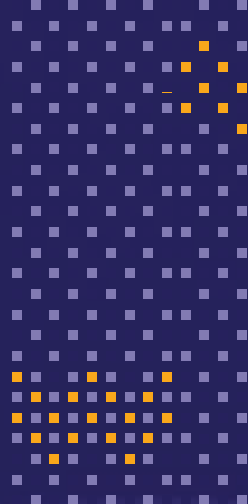


Certifications

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

Pathways:

Eligible learners may progress to advanced qualifications or Bachelor's pathways.



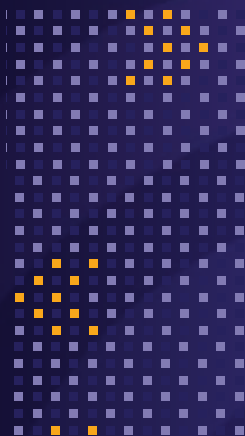


About Qualifications Scotland



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