

Accredited Certification  
Course in

# BUSINESS MANAGEMENT AND COMMUNICATION

**REGISTER NOW**

For More Information :

 [support@scholastia.com](mailto:support@scholastia.com)

 [www.scholastia.com](http://www.scholastia.com)



# Why Choose Us?



**UK Accredited Certification Course**



**CPD Index Certification**



**CPD Credit Points in final Certificate**

# Why Enrol in this Course?

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## 1. Enhanced Leadership & Communication Skills:

The course equips you with real-world strategies for team management, conflict resolution, and persuasive communication—skills that are essential for leadership roles and workplace success.

## 2. Career Advancement & Better Job Prospects:

Accredited certifications add credibility to your resume, making you a more attractive candidate for promotions, management roles, and new job opportunities in diverse industries.

## 3. Professional Recognition & Global Credibility:

Accreditation ensures that your certification is recognized internationally, validating your knowledge and making it easier to pursue work or higher education abroad.

## 4. Confidence in Business Decision-Making:

With structured, practical training in business management and communication, you gain the confidence to handle real-time challenges like managing teams, client communication, project coordination, and strategic planning effectively.



# Who is this Course Best Suited for?



## **Aspiring Managers and Team Leaders**



Individuals aiming to move into supervisory or managerial roles will gain the essential skills to lead teams, manage operations, and communicate effectively within a business environment.



## **Entrepreneurs and Small Business Owners**



This course provides practical insights into managing business functions, handling clients and teams, and presenting ideas clearly—crucial for running and scaling a business successfully.



## **Job Seekers and Career Switchers**



Those entering the workforce or shifting to a business-related field can enhance their resumes with an internationally recognized certification, increasing their chances of landing interviews and offers in competitive job markets.

# Course Curriculum

## Lesson 1: Business Studies and Objectives

- ▶ Definition
- Purpose
- Features
- Types of Business Objectives
- Steps in formulating Business Objectives
- Areas of Business Environment

## Lesson 2: Principles of Management

- ▶ Definition
- Nature and Principles
- Introduction to Management and Organizations
- Management History
- Areas Covered by Business Management
- Role of Managers
- Managing in a Global Environment

# Course Curriculum

## Lesson 3: Business Ethics

- ▶ Definition
- SWOT Analysis
- Meaning
- Features
- Nature
- Scope of Business Ethics
- Ethical Dilemmas
- Ethical Climate

## Lesson 4: Leadership in Management

- ▶ Types of Leadership
- Leadership Skills in Management
- Maslow's Hierarchy of Needs
- The flow of influence in three leadership styles
- Fiedler's Model of Leadership
- Path - Goal Approach to Leadership Effectiveness

# Course Curriculum

## Lesson 5: Communication and Business Management

- ▶ Definition of Communication
- Elements of Communication
- Types of Communication
- Corporate Communication
- Importance of Effective Communication

## Lesson 6: Modes of Communication

- ▶ Communication Skills
- Types of Communication
- Business Writing Style
- Listening Style
- Meeting and Group Discussions
- Interview Skills

# Course Curriculum

## **Lesson 7: Organizational Behaviour and Organizational Communication**

- ▶ Definition of Organization
- Types of Organization
- Organizational Behaviour
- Centralization vs. Decentralization
- Merits and Demerits
- Organizational Communication

## **Lesson 8: CSR and Corporate Governance**

- ▶ Definition
- Principles/Scopes
- Advantages/Benefits of CSR
- Corporate Governance
- Features of Corporate Governance
- Objectives of Good Corporate Governance
- Importance of Corporate Governance
- Corporate Governance in India

# Course Curriculum

## Lesson 9: Consumerism and Consumerism Protection Act/Laws

- ▶ Definitions
- Features
- Objectives/Functions
- Advantages of Consumerism
- Role of Consumerism in Consumer Protection
- Consumer Protection Act, 1986

## Lesson 10: Planning and Controlling in Management

- ▶ Definition of Planning
- Definition of Controlling
- Close Relationship of Planning and Controlling
- Steps in Planning
- System Approach to Management by Objectives

# Course Curriculum

## Lesson 11: Communication and Business Writing

- ▶ Communication Skills Required in Business
  - Barriers of Communication
  - Success of Communication is Success of Business
  - Fundamentals of Business Writing
  - Audiences and Business Messages
  - Technology Enabled Communication

## Lesson 12: Strategic Planning and TOWS Matrix

- ▶ Strategic Planning Process Model
  - Mission, Objectives, Strategic Intent
  - Development of Alternative Strategies
  - TOWS Matrix for Strategy Formulation
  - Dynamics of the TOWS Matrix

# Course Curriculum

## **Lesson 13: Decision Making in Business Management**

- ▶ Definition of Decision Making
- The Process of Decision Making
- Rationality in Decision Making
- Tools and Techniques
- Selecting an Alternative from the Three Approaches
- Creative Manager

## **Lesson 14: Marketing and Management**

- ▶ Definition
- Scope
- Importance
- Importance of 7 in Marketing
- Key Functions of Marketing
- Creating Brand Image

# Course Curriculum

## Lesson 15: Art of Business Communication

- ▶ Business Communication
  - Communication in General
  - The Art of Business Communication
  - Personal Etiquette
  - Public Speaking and Oral Presentation

## Lesson 16: Crisis Management

- ▶ Definition
  - Role of Social Media
  - Five Phases of Crisis Management
  - Golden Hour of Crisis Management
  - Elements
  - Perinciples

# Course Curriculum

## Lesson 17: Supply Chain Management

- ▶ Definitions
- Five Basic Steps
- Main Functions
- 7Cs
- Type of Supply
- SAP

## Lesson 18: Finance in Business Management

- ▶ Definition
- Analysis
- Types of Finance
- Different Aspects of Finance
- Functions of Finance
- Why is Finance a Subject Matter of Business Management?

# Course Curriculum

## Lesson 19: Skills of Communication

- ▶ Styles of Communication
  - Types of Communication Style
  - Presentation Skills
  - Meeting and Group Discussion Skills
  - Telephone Behaviour

## Lesson 20: Retail Chain Management

- ▶ Definitions
  - Key Aspects
  - Importance
  - Strategies for Effective Retail Management
  - 7Ps of Retail Management
  - 7Cs of Retail Management
  - 4Rs of Retail Management

# Course Curriculum

## Lesson 21: Conflict Resolution within an Organization

- ▶ Definition of Conflict
- Conflict Management
- Types of Conflict
- Ways to Remove Conflict
- Steps to Resolve Conflict
- 6Cs of Conflict Resolution
- ABC of Conflict Resolution
- Role of Mediator

## Lesson 22: Skills of a Good Manager

- ▶ Managerial Skills
- Skills Required to be a Good Manager
- Essential Managerial Skills and Their Development
- Desirable Skills of Good Manager
- Management Skills
- Types

# Course Curriculum

## Lesson 23: Human Resources (HR)

- ▶ Definitions
- Key Functions
- Role of an HR
- 7Cs in HR
- Man Power Planning

## Lesson 24: Technology Enabled Communication

- ▶ Definition of Technology
- Communication
- Technology Enabled Communication - Detailed
- Analysis
- Benefits
- Impact
- Communication Technology

# Course Curriculum

## Lesson 25: Performance Management

- ▶ Definitions
- Key Aspects
- Importance
- Elements of Successful Performance Management
- 5 Stages of Management

## Lesson 26: Operations Management

- ▶ Definitions
- Benefits
- Functions
- Skills of an Operations Manager
- Types of Operations Management
- Challenges of Operations Management

# Course Curriculum

## Lesson 27: Innovation and Entrepreneurship

- ▶ Definition
- Relationship of **Innovation and Entrepreneurship**
- Key Elements
- Role of **Innovation in Entrepreneurship**
- Benefits and Advantages
- Traits and Tips for Innovative Entrepreneurship

## Lesson 28: Ecommerce and Business Organizations

- ▶ Definition
- Importance
- Advantages
- Best Ecommerce Platforms
- Disadvantages

# Course Curriculum

## Lesson 29: Development of Communication Skills

- ▶ Definitions
- Development
- Key Areas for Improvement
- Ways to Improve Communication Skills
- Essential Communication Skills
- Importance

## Lesson 30: Advertising in Business Management

- ▶ Definition
- Advertising Management
- Components of Advertising
- Types
- Importance
- Advantages and Disadvantages



# Who will be your Course Educator?

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## Tanusree Sengupta

MA Corporate Communication

- Module Head at Greek Online University
- Certified Career Counselor

Tanusree Sengupta is an experienced academic professional specializing in Sociology, Business Communication, and Management Studies, with over 16 years of teaching experience. Her academic career includes a tenure as Lecturer in Business Studies at a government-affiliated college in Kolkata, West Bengal, for three years, as well as an appointment as Lecturer in Communication Skills at a reputed Hotel Management Institute.

She is also a certified career counselor and holds a Postgraduate Diploma in Clinical Psychology. Her scholarly contributions include articles published in international academic and professional magazines, as well as chapters in edited volumes.

# How is this Course delivered?



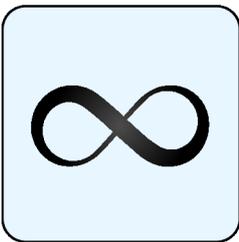
100% Online Coaching



Fully self-paced Learning



6-week completion window  
(on average)



Lifetime of course access



# What are the course outcomes?

Upon course completion, you will be to:



## Practical Skills for Real-World Business

Develop essential, job-ready skills in leadership, team management, workplace communication, and strategic decision-making—applicable across industries.



## Competitive Edge in Job Applications and Promotions

Stand out to employers by demonstrating commitment to professional development and possession of updated knowledge aligned with UK academic standards.



## Foundation for Further Studies or Entrepreneurship

Build a solid base to pursue advanced qualifications (like MBA or PG Diplomas) or confidently start your own business with effective communication and management skills.



## Recognized Credentials for Career Boost

Gain a professional certificate that is internationally recognized, strengthening your resume and enhancing your credibility in both domestic and global job markets.

[Click to Enrol](#)



# Course Enrollment Process

It's a simple 3-step process



1

Pay the fees



2

Get enrolled



3

Start course

## Course Fees

**Original Course Fee**

**Rs. 4999**

**Discounted Course Fee**

**Rs. 2499**

*\*(18% GST included)*

### Modes of Payment Types



Internet Banking



Credit/Debit Card



UPI Payments

*\*Fees non-refundable / non-transferable*

# About Scholastia

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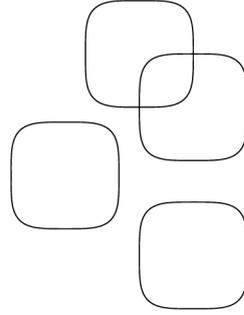
A PILGRIMAGE TO LEARNING

**2,000+** Empowered Professionals

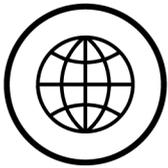
**3,000+** Students Community globally

Scholastia is a trusted professional development training provider offering industry-relevant, self-paced online certification courses. Recognised for its commitment to quality education and career advancement, Scholastia is accredited by the **CA Worldwide Course Accreditation Centre (UK)** and officially listed as a verified training provider on the **CPD Index Directory**. Its globally recognised credentials ensure learners gain valuable skills with certified credibility.





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