

**FLEXIBLE  
MASTER'S  
LEVEL  
PROGRAMME**



Postgraduate

# LEVEL 7 DIPLOMA IN BUSINESS MANAGEMENT

With our flexible master's level programme you can choose the pathway that suits your career ambitions.



Select one unit to achieve a master's level unit certificate or choose six units to achieve the Level 7 Diploma in Business Management.

## MBA PROGRESSION ROUTES

**Top up the Level 7 Diploma in Business Management to a full master's from a leading British university with our university partners.**

- Master of Business Administration (MBA) through the University of Worcester
- Master of Business Administration (MBA) through the University of Plymouth



**UNIVERSITY OF  
PLYMOUTH**



The Level 7 Diploma in Business Management gave me the opportunity to start my MBA journey. I successfully completed my MBA degree through the University of Worcester and would highly recommend NCC Education to other students.

**Walid Abou El-Dhab**

*Dubai*



### Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages with the right twist of marketing approaches that will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+920.82	-13.9	+920.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	+239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75	+82.94	-229.00
Fashion	-797.75	+659.02	-13.9	+920.82	+7207.75
Furniture	+239.74	-239.74	-229.00	+659.02	+239.74

### Growth Percentage

Profit per year of each products. Update on October, 2016.