



# Valley International College

## Level 4 Extended Diploma in Business and Management with General English

**Duration:** 1 Academic Year | **Total Credits:** 120

**Study Mode:** Full-Time / Blended Learning

**Location:** Calçada do Desterro 5Lj, Portugal

### Programme Overview

This integrated diploma combines essential English language training with core business and management education. The programme is ideal for learners who need to strengthen their English before or alongside engaging in academic business studies. It prepares students for further academic progression or professional roles in global business environments.

### Programme Structure

#### Part A: General English for Academic and Business Use (30 Credits)

*(Internally Assessed and Certified)*

##### **Aim:**

To enhance students' English language proficiency for effective communication in academic and business contexts. This module focuses on the key skills required for studying at diploma or degree level and for functioning confidently in English-speaking professional settings.

##### **Key Focus Areas:**

- Academic and business vocabulary development
- Reading comprehension of academic texts and business reports
- Essay and report writing, summaries, and formal writing
- Listening practice using lectures, presentations, and business media
- Speaking and pronunciation for meetings, presentations, and discussions
- Writing professional emails, memos, and business correspondence

##### **Target Outcome:**

By completion, students are expected to reach **CEFR B2 / IELTS 5.5 equivalent**, enabling them to succeed in academic coursework and professional communication.



## **Part B: Business and Management Studies (90 Credits)**

### **Mandatory Units (60 credits):**

**1. The Business Environment (15 credits)**

*Aim:*

To explore how businesses operate within different economic, political, and global contexts. Students gain insight into market forces, industry structures, and the impact of legal and technological developments on business strategy.

**2. People in Organisations (15 credits)**

*Aim:*

To examine how individuals and teams function within organisations. Emphasis is placed on organisational behaviour, employee motivation, leadership, and communication for managing human resources effectively.

**3. Communication Skills for Business (15 credits)**

*Aim:*

To develop strong verbal and written communication skills for business contexts. Students learn how to create business reports, deliver presentations, and communicate professionally in internal and external environments.

**4. Financial and Management Accounting Techniques for Managers (15 credits)**

*Aim:*

To introduce core financial and management accounting principles. Learners will interpret financial data, understand budgeting, and use accounting tools to support managerial decision-making.

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### **Optional Units (Choose any 2 – 30 credits total):**

- **Marketing Mix (15 credits)**

*Aim:* To understand the elements of the marketing mix and their application in developing customer-focused marketing strategies.

- **Leadership and the Organisation (15 credits)**

*Aim:* To explore different leadership approaches and how they influence organisational performance, innovation, and employee relations.

- **Managing Operations (15 credits)**

*Aim:* To examine operations management practices and their role in ensuring quality, efficiency, and customer satisfaction in the delivery of products and services.

- **Business Ethics (15 credits)**

*Aim:* To investigate ethical issues in business, including sustainability, corporate responsibility, and ethical decision-making frameworks.

### **Entry Requirements**

- Age: 18+
- Secondary education completion (equivalent to Level 3)



- Basic English proficiency (CEFR B1 or equivalent)
- Motivation for academic and professional development

## Progression Opportunities

Graduates can:

- Advance to Level 5 Diploma in Business and Management or equivalent
- Progress to the second year of a bachelor's degree (subject to university acceptance)
- Enter professional roles such as marketing assistant, junior manager, administrative officer, or operations support staff

## Assessment Methods

The programme uses varied and inclusive assessment methods designed to reflect real-world business tasks and academic study. Assessment is **coursework-based** with no formal exams.

### For General English Module (Internally Assessed):

- Written assignments (essays, summaries, letters)
- Oral presentations
- Listening and reading comprehension tasks
- In-class grammar and vocabulary tests
- Group discussions and speaking assessments
- Reflective learning journals

### For Business and Management Modules:

- Individual written reports and case study analysis
- Business presentations and pitches
- Practical projects and business simulations
- Group work with peer evaluations
- Research-based assignments
- Financial analysis exercises and planning documents

### Grading Criteria:

- **Pass:** Demonstrates sufficient understanding of key concepts
- **Merit:** Shows application of critical thinking and analysis
- **Distinction:** Exhibits originality, deep understanding, and professional-level output

All assessments are marked internally and verified externally to maintain quality and consistency.