



**LCBS Dhaka**



“The world is changing with time and it is a natural law that those who keep pace with the changing times are always the winner.”



**University of  
Roehampton  
London**

In partnership with

**LITHAN** com **CLaaS**<sup>®</sup>

# Applied Bachelors in **MANAGEMENT**

(Business Management with Marketing)

Visit [www.educlaas.lcbsthaka.com](http://www.educlaas.lcbsthaka.com)  
for more details.

# Digital Revolution

Virtually every firm in every industry is being shaken up by the digital revolution. No chief executive can ignore the onslaught of digital marketing, mobile computing, big data, artificial intelligence and the like. And while companies were once content to wait and see what impact the Internet might have on their business, there is now a broad consensus that processes and practices must be radically transformed to capitalise fully on digital technology

## Limitations of Conventional Degree Programs

### Around 50% unemployment of graduates

The curriculum considered by traditional universities is outdated and does not equip learners with industry-relevant skills, making them less competent for the current job market.

### Limited Work Experience

Employers prefer graduates with work experience over fresh graduates. However, the conventional educational institutions offer less-to-no working opportunities, limiting their employment chances

### High Education Cost

The traditional universities not only demand higher tuition fees but also restrict the earning opportunities during the advance degree course

## Kickstart Your Journey in Digital Business

Our innovative Work-Study degree program offers you in-depth entrepreneurial skills and work experience before graduating. We focus on providing you an equal opportunity to polish your digital business skills, building a strong network, and setting up your first startup venture.



### Higher National Diploma - 36 Months

Pearson BTEC Level 5 Higher National Diploma in Computing (E-Learning)



### Bachelors Degree - 48 Months

Business Management and Marketing from University of Roehampton, UK



## Dual Accreditation



# eduCLaaS® Work-Study degree

Our Work-Study in Management with Marketing program is an intensive 4-year journey that makes you a **GLOCAL (Global yet Local)** digital talent. It is designed with 1: 3 learning approach, which means 1 year of intensive bootcamp and 3 years of workplace experience.

## 1st Year: Full-Time Bootcamp

- Full-time bootcamp (5 days a week, 8 hours a day) and over 2,000 hours of guided learning and mentoring from industry experts
- Learn key aspects from world class mentors
- Peer-to-peer Learning | Borderless Learning | In-depth Lectures | Interactive Assignments | Projects
- Career opportunities in Digital Business:
  1. Digital Business Analyst
  2. Digital Sales Manager
  3. Digital Media Director
  4. Digital Strategy and eCommerce Director
  5. Digital brand Director
  6. Digital Media Specialist

## 2nd - 4th Year: Industry Apprenticeship

- After the bootcamp, embark on your career with a paid apprenticeship.
- You will be matched with one of our 2000+ local or international industry partners, interviewed, and hired as a full-time Full Stack Software Developer apprentice
- Work full-time and study part-time
- Collaborate and work with international colleagues
- Work on live projects
- Put your technical knowledge into practice

We expect our learners to earn **2x salary** with advanced job placement



As a full-time apprentice after the bootcamp, we have a potential earning plan that helps you earn while you learn, and thus providing the least expensive online bachelor's degree experience.

More Skills.  
Less Education Debt

| 1st year                   | 2nd year                  | 3rd year                  | 4th year                  |
|----------------------------|---------------------------|---------------------------|---------------------------|
| <b>Bootcamp</b>            | <b>Apprenticeship</b>     |                           |                           |
| Tuition Fee<br>USD 150/mo  | Tuition Fee<br>USD 200/mo | Tuition Fee<br>USD 250/mo | Tuition Fee<br>USD 400/mo |
| Max Earn<br>0/mo           | Max Earn<br>USD 300/mo    | Max Earn<br>USD 450/mo    | Max Earn<br>USD 600/mo    |
| Total Earning Potential    |                           | <b>USD 16,200</b>         |                           |
| Total Tuition Fees         |                           | <b>USD 12,000</b>         |                           |
| Minimum Guaranteed Earning |                           | <b>USD 6,000</b>          |                           |

Industry Validation & Collaboration



- Stable internet connection with a minimum 30GB internet quota
- A working computer or laptop with a minimum specification of 8GB RAM, 500GB HDD equipped with a minimum i5 processor, with camera.
- A working headphone or earphone.

System Requirements

## Course **Modules**

### **Pearson HND**

1. Unit 9: Entrepreneurship and Small Business Management
2. Unit 23: Integrated Marketing Communications (Solution Marketing & Sales)
3. Unit 2: Marketing Essentials (Digital Marketing Fundamental)
4. Unit 39: E-commerce & Strategy (Digital Commerce Foundations)
5. Unit 69: Social Media Practice (Social Media Marketing)
6. Unit 6: Managing a Successful Business Project (Pearson-set) (Digital Marketing-Capstone)
7. Unit 1: Business and the Business Environment (Digital Sales & Business Development)
8. Unit 22: Product and Service Development (Content Marketing)
9. Unit 24: Digital Marketing (Integrated Marketing & Analytics)
10. Unit 8: Innovation and Commercialization (Integrated Sales & Marketing Practices)
11. Unit 11: Research Project (Pearson-set) (Digital Business Capstone)
12. Unit 4: Management and Operations (Agile Management)
13. Unit 5: Management Accounting
14. Unit 3: Human Resource Management
15. Unit 12: Organisational Behaviour

### **Bachelor's Degree**

1. Business Ethics and Responsible Management
2. Applied Corporate Strategy
3. Sales, Advertising and PR
4. Global Marketing
5. Business and Management Dissertation



## **Class** Schedule

### **1 - 12 Months**

Full time Classes from 9.00 am to 6.00pm. (GMT + 5.30 hours)  
Include blended learning lectures and Tutorials with Mentor

### **13 - 48 Months**

Full time Work

Part time classes of minimum 6 hours a week.



## Program that ticks **all the right boxes**

- ✓ International **Accredited** degree
- ✓ **Assured** Job placement
- ✓ 3 years **Work Experience** before graduation
- ✓ **Earn** while learning
- ✓ Work-Study from **Home\***

### Entry Requirements

- 2 AL passes including a Mathematics based subject  
OR
- Equivalent Diploma or Level 3 Certificate conducted in English AND OL Minimum 'C' Grade for English and Mathematics  
OR
- Minimum CGPA 4 in HSC and SSC with Minimum 'B' in English
- IELTS 5.5 or its equivalent or candidate who has been completed school education in English as medium of instruction

- Minimum attendance of 90% for all sessions in each of the modules of the course
- Should achieve a minimum pass grade in the summative assessment of each module of the course

### Graduation Requirements

### Awards & Accreditations

- Microsoft Global Learning Partner of the Year Award (Finalist)
- Pearson's BTEC College of the Year 2019 Award for Asia
- dun&bradstreet's Business Eminence Award 2020
- Flame Innovation Award 2019 by SkillsFuture Singapore
- APAC CIO Outlook's Top 10 Provider of Education Tech Solution

### For Admission & Queries

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